

## AS ART AND DESIGN GRAPHIC COMMUNICATION (7243/X)

Component 2 Externally set assignment

2020

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To be issued to candidates on 1 February 2020 or as soon as possible after that date.  
All teacher-assessed marks to be submitted to AQA by 31 May 2020.

### Time allowed

- 10 hours

### Materials

For this paper you must have:

- appropriate art materials.

### Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Choose **one** question.
- As soon as the first period of supervised time starts you must stop work on your preparatory work. You may refer to it in the supervised time but it must **not** be added to or amended.
- The work produced in the supervised time may take any appropriate form.
- You must show evidence of personal work relating to your chosen question.
- You must show evidence of research and of investigating and developing ideas. This should include visual work and, if appropriate, annotations or written work. Sketchbooks, workbooks and/or journals may be included.
- Practical responses to the work of other artists, designers, craftspeople and photographers must show development in a **personal** way.
- The work submitted for this component must be produced **unaided**.
- You must **not** produce work for this component after the 10 hours of supervised time.
- The content should **not** be shared with others, either in hard copy or online.
- You should **not** contact any artists mentioned in this paper.

### Information

- The maximum mark for this paper is 96.
- You should make sure that any fragile work is photographed, in case of accidental damage.

### Advice

- You may discuss your ideas with your teacher before deciding on your starting point.
- You may use any appropriate graphic media, method(s) and materials, unless the question states otherwise.

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This paper will test your ability to:

- develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops
- record ideas, observations and insights relevant to intentions, reflecting critically on work and progress
- present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

The questions below should be seen as starting points for personal investigations in which you make reference to appropriate critical and contextual material.

Choose **one** of the following questions.

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**01 'Silverdale candles'**

Design a logo and produce graphics for 'Silverdale Candles'. Chloe Dunne Design incorporated a leaf pattern in packaging design for Heartwood Candle Company. A LA MODE designs used vintage typography to create a rustic image for Bistro Cubes and produced illustrated packaging for the Forest and Garden Infusions range of candles. Design Factory incorporated a silhouetted figure in packaging design and promotional material for the Cotswold Candle Company. Investigate appropriate sources and produce your own response to '**Silverdale candles**'.

[96 marks]

**02 Pet adoption**

Pet adoption schemes provided by animal welfare charities find homes for abandoned and unwanted pets. Produce graphics to promote pet adoption. Your approach could include advertising and a welcome pack, or sponsorship and fundraising material. The Allotment designed adoption campaign graphics for The Donkey Sanctuary. Crystal Buckey produced characterful posters for Pet Rescue Network. Subplot Design Inc produced a set of stamp designs for Canada Post to raise awareness of pet adoption. We are Hint designed the Vintage Blue brand for Blue Cross. Investigate appropriate sources and produce your own response to **Pet adoption**.

[96 marks]

**03 Honey**

'Orchard Farm' produces a premium brand of honey. Design a logo for the company and produce graphics which create a strong identity and promote the brand image. Marx Design used white and gold type on black in promotional graphics and packaging for The True Honey Company. Antonia Skaraki combined colour, type and a geometrical design to create packaging for the Melodi brand. Mousegraphics included an intricate illustration by Si Scott Studio as part of the brand identity and packaging design produced for Foodscross Premium Honey. Investigate appropriate sources and produce your own response to **Honey**.

**[96 marks]****04 Herbs and spices**

A variety of herbs and spices from around the world are used in cooking. Some herbs are used for their medicinal properties. Produce graphics for a company named 'Rye Hill Herbs and Spices', or for a book or television programme about herbs and spices. Lewis Moberly produced typographic designs for Waitrose fresh herbs and cooks' ingredients. BrandOpus used overlapping ellipses to represent blending flavours in a new brand identity for Schwartz spices. Ula Krasny combined illustration and type when designing sachets for a brand of fresh herbs. Investigate appropriate sources and produce your own response to **Herbs and spices**.

**[96 marks]****05 Plastic pollution**

Plastic pollution has a harmful effect on wildlife, habitats and humans. Produce graphics to promote awareness of the dangers associated with the disposal of plastic. Spinax Civil Voices created fish made from plastic debris to produce dramatic print advertising for OceanCare. Young & Rubicam Paris designed imaginative print advertising and posters for Surfrider Foundation. Pollinate Agency produced powerful posters for the Rise Above Plastics campaign. Investigate appropriate sources and produce your own response to **Plastic pollution**.

**[96 marks]****END OF QUESTIONS**

**There are no questions printed on this page**

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