Total marks — 60

SECTION 1 — EXPRESSIVE ART STUDIES — 30 marks
Attempt either Question 1 or Question 2
AND
Attempt either Question 3 or Question 4.

SECTION 2 — DESIGN STUDIES — 30 marks
Attempt either Question 5 or Question 6
AND
Attempt either Question 7 or Question 8.

You may use sketches to illustrate your answers.
Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.
Use blue or black ink.
Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not you may lose all the marks for this paper.
SECTION 1 — EXPRESSIVE ART STUDIES — 30 marks

Attempt either Question 1 or Question 2.

Read your selected question and the notes on the image carefully.

Image for Question 1

Sculpture of Queen Nefertiti from Egypt (1354 BC) by Thutmose
limestone and stucco (height 50 cm)
stucco: painted plaster over stone

Question 1
With reference to the image above:

(a) describe the artist’s choice of media and use of form in this work;

(b) explain how the artist’s combined choice of media and use of form contributes to the visual impact of this work.
Candy Rainbow (2010) by Roberto Bernardi
Oil on Canvas (87 × 125 cm).

Question 2
With reference to the image above:

(a) describe the artist’s use of colour and composition in this work;

(b) explain how the artist’s combined use of colour and composition contributes to the success of this work.
SECTION 1 — EXPRESSIVE ART STUDIES (continued)

Attempt either Question 3 or Question 4.

Question 3
Answer this question with reference to any artist(s) you have studied.

(a) Select art work(s) that are relevant to the statement: Every artwork tells a story.
   Discuss the artist’s(s’) use of sources of inspiration and/or mood/atmosphere in the art work(s).
   10

(b) Explain the influence of social, cultural and/or other factors on any of the art work(s) discussed.
   10

Question 4
Answer this question with reference to any artist(s) you have studied.

(a) Select art work(s) that are relevant to the statement: Art is an experience.
   Discuss the artist’s(s’) use of subject matter and/or use of shape/form in the art work(s).
   10

(b) Explain the influence of social, cultural and/or other factors on any of the art work(s) discussed.
   10
SECTION 2 — DESIGN STUDIES — 30 marks

Attempt either Question 5 or Question 6.

Read your selected question and the notes on the image carefully.

Image for Question 5

Scotland by The Night Scotsman by Robert Bartlett for London and North Eastern Railways — LNER (1932) (100 × 70 cm).

Question 5

With reference to the image above:

(a) describe the designers’ use of colour and layout in this work; 6

(b) explain how the designer’s combined use of colour and layout contributes to making this design fit for purpose. 4
Load Carrier for Labour, (c. 2013) by Vikram Dinubhai Panchal,
Three methods of transporting goods, two handles allow for change of function
Materials: cane, plastic and metal components.

Question 6
With reference to the image above:

(a) describe the designer’s use of materials and consideration of function in this product;

(b) explain how the designer’s combined use of materials and consideration of function contributes to making this design appealing to any specific target market(s).
SECTION 2 — DESIGN STUDIES (continued)

Attempt either Question 7 or Question 8.

Question 7
Answer this question with reference to any designer(s) you have studied.

(a) Select design work(s) that are relevant to the statement: **Good design keeps the user happy**.

Discuss the designer’s(s’) awareness of *target market* and/or use of *one significant visual element* in the design work(s). 10

(b) Explain the influence of *social, cultural and/or other factors* on any of the design work(s) discussed. 10

Question 8
Answer this question with reference to any designer(s) you have studied.

(a) Select design work(s) that are relevant to the statement: **Good design is obvious**.

Discuss the designer’s(s’) *consideration of function and/or choice of materials* in the design work(s). 10

(b) Explain the influence of *social, cultural and/or other factors* on any of the design work(s) discussed. 10

[END OF QUESTION PAPER]
ACKNOWLEDGEMENTS

Section 1 Question 1 – Vladimir Wrangel/shutterstock.com (Editorial images)

Section 1 Question 2 – Painting, “Candy Rainbow” (2010) by Roberto Bernardi.

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Section 2 Question 6 – Images, “Load Carrier for Labour” (c. 2013) designed by Vikram Dinubhai Panchal, are taken from Core 77 Design Awards. Reproduced by kind permission of Vikram Dinubhai Panchal, Ahmedabad, India.