

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

ART AND DESIGN 9704/01

Paper 1 Controlled Test

May/June 2014 15 hours

To be given to candidates, at the discretion of the Art Teacher, on receipt by the Centre. Candidates must have at least three weeks' preparation time. The Controlled Test can be scheduled at any time provided that it is completed no later than 5 June 2014.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number, name and question number on the labels provided and attach to the top right-hand corner of the front of **each** sheet of paper.

Choose **one** of the questions given overleaf from **any** of the sections. Your work for this paper **may** or **may not** be related to work submitted for Components 2, 3 or 4.

Supporting work must be taken into the examination room and **must** be submitted for external assessment together with your final examination work. The submission will be assessed as a whole. The supporting work must consist of not more than **four** sides of paper (**two** sheets) no larger than A1 size on which smaller works may be mounted. You may work on smaller paper if you choose.

The examination assesses your response to visual stimuli and involves direct observation from primary sources, recording, analysis and 2D and/or 3D development.

At the end of the examination, fasten all your work securely together in the top left-hand corner with the Controlled Test examination piece(s) on top.

All questions in this paper carry equal marks.



This document consists of 3 printed pages and 1 blank page.



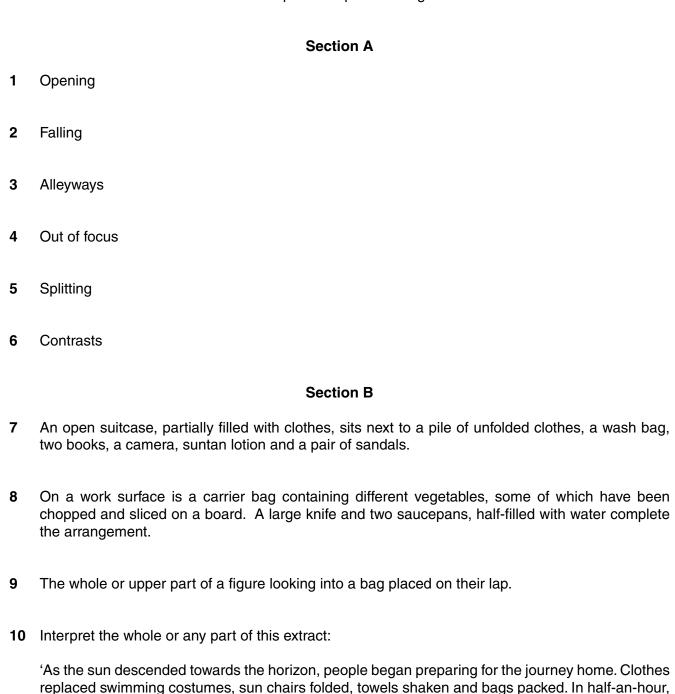
Choose **one** of the following questions from **any** section.

Record, analyse and develop your ideas from direct observation and personal experience.

Section A is appropriate for **any** Area of Study and may be chosen by **any** candidate, particularly those who prefer an open-ended starting point.

Section B is appropriate for **any** Area of Study and may be chosen by **any** candidate, particularly those who prefer a specific starting point.

Section C is intended for candidates who prefer a specific design brief.



9704/01/M/J/14

© UCLES 2014

the beach would be virtually deserted.'

11 A view into a garage **or** workshop.

Section C

- **12** A range of perfumes is being launched based on the theme of the natural world. Design the packaging and containers for **two** different perfumes. You should include appropriate images and text on both designs.
- 13 Design the front and back cover and spine for a book called 'The Artist's Book of Materials' by Tom Jonas. The cover measures 28 cm × 24 cm, and the spine measures 28 cm × 4 cm.
 - Your preparatory work should include a range of ideas, layouts and fonts leading to your final design.
- 14 Design a poster advertising a music festival. Include the names of three of your favourite bands or artists as headline acts, the name of the festival, the venue and the dates.
- **15** Based on architecture, design **two** outfits **and** headwear for a fashion show. One for a female model **and** one for a male.

© UCLES 2014 9704/01/M/J/14

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© UCLES 2014 9704/01/M/J/14