



**Art  
Leaving Certificate  
Higher Level**

**Past Exam Questions on  
Appreciation - Graphic Design**

### Q19 Section 3 2013

19. Photography and computer editing software are often used to develop posters to advertise new films. Discuss and compare the two posters *illustrated on the accompanying sheet*, indicating if they are effective and which of the two in your opinion is the most effective design. Give reasons for your answer referring to concept, imagery, layout, typography and colour.
- and**
- Briefly outline the benefits of using digital photography in graphic design.  
*Illustrate your answer.*

### Q18 Section 3 2012

18. The Central Bank of Ireland has recently issued a €10 silver coin which is *illustrated on the accompanying sheet*.
- Discuss in detail the main considerations for the design of such a commemorative coin.
- and**
- Outline your own design ideas for a silver Euro coin commemorating Ireland's farming industry or architectural heritage.  
*Illustrate your answer.*

### Q16 Section 3 2010

16. Graffiti has always had an 'outsider' status. However, recently international graffiti artists such as Banksy have begun to show their work in galleries.
- Discuss this statement with reference to issues such as the themes/subject matter, visual impact, and social commentary of graffiti. Refer to the *illustration on the accompanying sheet*.
- Illustrate your answer.*

### Q19 Section 3 2009

19. As a consumer culture we encounter a proliferation of brand identities daily. Discuss this statement in relation to packaging design, naming two examples you feel work particularly well.
- and**
- Discuss briefly your own design ideas that would improve one of your chosen packages.  
*Use sketches to illustrate your answer.*

### Q20 Section 3 2008

20. Describe and discuss the magazine cover *illustrated on the accompanying sheet* making reference to imagery, colour, typography and visual impact.
- and**
- Discuss briefly how computer editing can enhance photographic images for graphic design.  
*Illustrate your answer.*

### Q18 Section 3 2007

18. Select and name a picture from your Irish or European art history course which would be suitable as the inspiration for a poster to advertise a local amenity area or a health and spa centre. Give reasons for your choice of painting  
**and**  
discuss the relevant design considerations for such a poster.  
*Illustrate your answer.*