

APPLIED ART AND DESIGN
Unit 3 Working to a brief

AD03

CANDIDATE GUIDANCE

To be issued to candidates four weeks prior to the examination

All teacher-assessed marks to be returned to AQA by 10 January 2007

This document contains:

- general guidance
- details of the scenario and briefs.

For this paper you must have:

- appropriate art and design media, materials and/or technology.

Time allowed: 5 hours

Preparatory period: 4 weeks

Instructions

- Read the paper carefully. Before you start work make sure you understand all the information.
- Read the scenario and then choose **one** brief.
- You have a four week preparatory period to research, investigate and develop your ideas.
- You are allowed five hours to produce your Design Proposal and an evaluation of your work.
- You must hand in your preparatory work, your Design Proposal and your evaluation at the end of the examination.
- The work submitted for this examination must be your own unaided work.

Information

- Your work will be marked out of 60.
- All your work, which includes the work done during the preparatory period, will be marked.

Advice

- You may discuss your ideas with your teacher.
- You should make sure that any media, materials or equipment which you might need are available before you start your five hours of supervised work.
- You should take all of your preparatory work into the examination sessions.
- You should look at examples of the work of other artists, craftspeople or designers as part of your research.
- You may work on further supporting studies until you have completed your Design Proposal.

What you have to do

Read the scenario and select **one** of the briefs. Carry out research, paying particular attention to the constraints, considerations and requirements of the client or customer set out in the scenario and your chosen brief, including project management and health and safety issues. You should also research the ways in which other artists, craftspeople or designers have provided solutions to similar briefs. The preparatory work should be included in your submission. You should submit the equivalent of not less than two, and not more than four, A1 sheets (or a sketchbook or other suitable form) of research and developmental work.

During the four week preparatory period you must research the brief by collecting information and making notes and sketches. You should consider appropriate primary and/or secondary sources, showing your understanding of the information collected by demonstrating the selection of appropriate aspects to inform your response to the brief. This will form the basis of your development of ideas. You should also research and experiment with an appropriate range of different media, materials, techniques, processes and/or technology to develop alternative design solutions. These initial designs should be in the form of clear visual records with appropriate annotation, which you will use as a resource during the five hours of supervised time to develop and refine your Design Proposal.

There are three distinct stages in the work you must do which link together to produce all the evidence required. Each stage has its own distinctive features but forms part of the whole. They are:

- research, including others' work and your own developmental work to meet the brief
- your Design Proposal, appropriately presented
- a short written evaluation of your response to the brief.

A series of tasks is provided with the briefs that, if followed, will help to give you a clear direction and also help to ensure that your work is complete and meets all of the Assessment Criteria for this unit.

The work that you present must be of a standard and scale suitable to present to clients at the point where the client agrees to accept the Design Proposal and agrees the work to progress to its final finished piece. A final finished piece to scale is **not** required. You should make sure that any fragile or temporary work is photographed, in case of accidents.

For further guidance, you should refer to the unit specification and the Assessment Criteria on pages 10 and 11 of this guidance.

Introduction

A scenario and five briefs are provided. You should select **one** brief and undertake research related to its requirements. The theme is youth hostelling around the world. Your research must include reference to work produced by others and show your understanding of how it has been used to communicate ideas and/or aims in a visual way. There should also be evidence of relevant primary and/or secondary research that is shown to influence the development of your project. You should experiment with media, materials, techniques, processes and/or technology to develop your ideas and progress to a Design Proposal that you will present to the client. Your work should take note of the relevant constraints identified in both the scenario and brief you have selected and take into account the methods that would be used to produce the final piece of work if the client selects your Design Proposal.

The Project Brief

Scenario

A new business venture is being launched by a group of young entrepreneurs. They hope to establish a company that trades on the internet. It will sell holidays and hostel accommodation in major tourist spots around the world, using existing hostels at the moment, but eventually building and opening its own. The target audience is young people who are attracted to the ideals of youth hostelling.

The company is to be called Explore Abroad. It wishes to establish a corporate image and identity through a series of commissioned works that promotes youth, adventure, friendship and enjoyment. One of the company's primary requirements is that colour and imagery should clearly and directly reflect this aim.

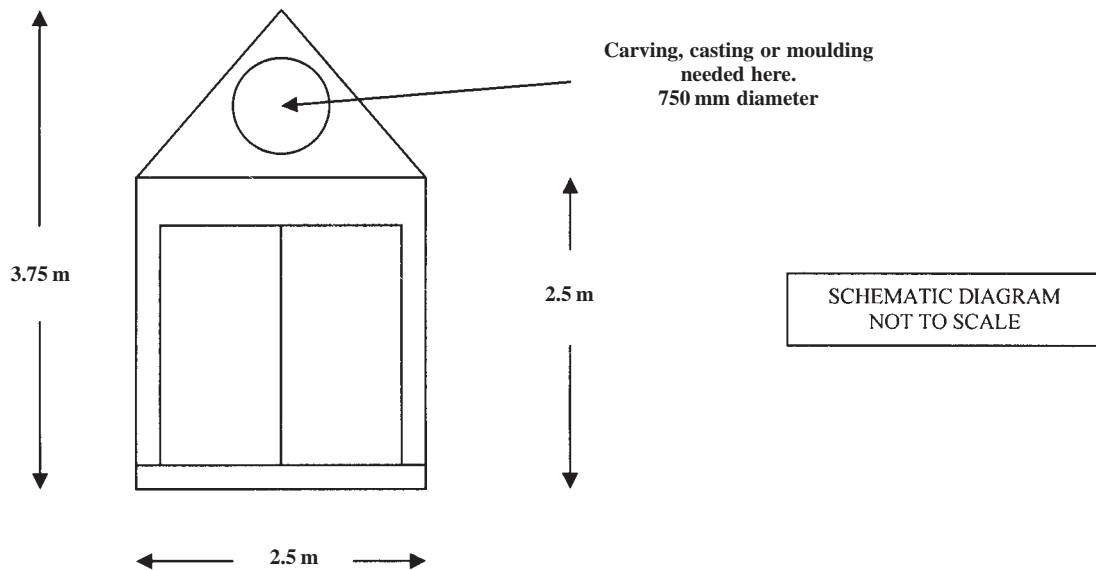
Choose **one** of the following briefs and produce a Design Proposal to submit to the company.

Briefs

- 1 Design two pages for the company's website. The website is www.exploreabroad.com. The company requires (i) a home page and (ii) an exemplar page for its hostels and adventure activities in China.
 - (i) The **home page** must create immediate visual impact, i.e. text must be minimal; links and button bars must be used judiciously. The page should be created to attract the target audience and to promote the theme of youth hostelling and adventure activities. It should also clearly indicate the name of the company (Explore Abroad).
 - (ii) The **China** page should include visual information about the hostel/s used and the range of activities that might be undertaken. It should be distinctly Chinese in its presentation and communicate the sights of the country. Links to other parts of the website might be included.

Produce preparatory work for **both** pages. You will be required to produce a Design Proposal for only **one** of them during the five hours of supervised time.

- 2 As the company expands and builds its own hostels, it will do so by creating a corporate identity in the style of the architecture used. For example, the entrances to nearly all the new hostels will be as shown in the diagram below.



Create **two** sets of designs for carvings, castings or mouldings, that will be circular and be placed over the doors at the entrance to the proposed hostels in **both**:

- (i) the Lake District, Cumbria, United Kingdom and
- (ii) the Black Forest, Bavaria, Germany.

Each piece of work should reflect the environment of its area.

Colour, if used, should be subtle, harmonious and co-ordinated; it must be low-key and minimal.

Produce one set of preparatory work for the Lake District piece and one for the Black Forest piece. You will be required to produce a Design Proposal for only **one** of them during the five hours of supervised time. Methods of production, materials used and all dimensions or sizes must be clearly indicated in the Design Proposal.

- 3 The company intends to furnish some of the hostels with rugs and, as part of the business, to sell a selection of useful items in some of the hostels worldwide.

Create designs for **either** patterned ponchos **or** patterned rugs for hostels in **both**:

- (i) North America and
- (ii) Peru.

The culture and traditions of both North America and Peru, such as Native Americans and Incas, must be reflected strongly in both the designs and the materials used.

The rugs will furnish the floors of the meeting/socialising areas of the hostels; the ponchos will be sold as useful items of clothing during the colder seasons of the year.

All colour schemes must use predominantly warm colours.

Choose to design **either** ponchos **or** rugs and produce preparatory work for items for North America and for Peru. You will be required to produce a Design Proposal for only **one** of them during the five hours of supervised time. Methods of production, materials used and all dimensions or sizes must be clearly indicated in the Design Proposal.

- 4 Develop **two** sets of ideas for paintings that can be hung in the reception area of hostels in **both**:

- (i) Canada and
- (ii) the sub-continent of India.

The paintings should reflect **one** of the following themes:

- the lifestyle of the people
- the culture of the people
- the indigenous industry
- the customs or legends.

The same theme should be used to develop ideas for both paintings.

Paintings must be 800 mm × 560 mm and in landscape orientation.

Choose **one** theme from the list and use it to produce preparatory work for **two** paintings, one for Canada and one for the sub-continent of India. You will be required to produce a Design Proposal for only **one** of the paintings during the five hours of supervised time. The minimum size for the painting completed during the supervised time is half scale (i.e. 400 mm × 280 mm).

5 The company intends to sell souvenirs/mementos of visits to certain hostels around the world.

Produce designs for **two** sets of CD inserts that reflect the music and/or sounds of **both**:

- (i) North Africa and
- (ii) Southern Africa.

You should consider the front, spine and back of the insert in your design developments. A jewel-case of standard dimensions is to be used.

The front cover should be non-figurative and should communicate meaning predominantly through colour, pattern and shape. Text should be kept to the title only, which should clearly inform customers of the nature of the CD (for example, 'The Music of . . .', 'The Sounds of . . .', 'Moroccan Moods', 'Safari Serenades').

The back of the insert should be a montage of images. These may be figurative and photography may be used. Text should be superimposed over the images.

Produce preparatory work for CDs for North Africa and for Southern Africa. You will be required to produce a Design Proposal, to double scale or larger, for only **one** of them during the five hours of supervised time.

Whichever brief you choose you **must** write an evaluation of your response (see section 12.3 of the specification). It should include a clear explanation, with reasons, for the Design Proposal produced for the client (the new internet company).

Ensure that in your final submission you state clearly which brief you have chosen.

Tasks

When you are producing the work for your chosen brief, the following tasks might help to make sure that you cover all the work necessary for assessment.

TASK 1	✓ when task is completed
<ul style="list-style-type: none"> • Research appropriate cultures and environments for your chosen brief and gather information that you think you might need. • Research others' visual work for cultural, architectural or geographical references. Look at the work of artists, sculptors, photographers, designers; use work from past ages, particularly if you are working on Brief 3. Look at a range of present-day design work when embarking on Brief 1 or Brief 5. • Look carefully at your research and combine some parts of what you see to help you start your first ideas. • Make sure that, in your preparatory work, you indicate which sources were important in getting your ideas started and show, in practical work, how you did this. Give your reasons as part of your annotation. 	

TASK 2	✓ when task is completed
<ul style="list-style-type: none"> • Start working with a range of media, materials, techniques, processes and/or technology. You must use more than simply pencil and pencil crayons, e.g. use paints, pastels and collage. Try using mixed media; find unusual material with which to experiment. Collect samples of fabrics or experiment with weaving/making techniques if you are working on the rugs or poncho designs. Work with digital images and manipulate them in a suitable computer programme. This might lead to interesting designs: for example, in the website design or the CD brief. • Work out which media, materials, techniques, processes and/or technology are most effective for the brief you are following and add the reasons why as part of your annotation. 	

TASK 3	✓ when task is completed
<ul style="list-style-type: none"> • Develop the best ideas further, using the media, materials, techniques, processes and/or technology you found to be the most effective in Task 2. • Try out several possibilities and then select the best two or three. Your brief expects you to investigate two starting points; therefore, try contrasting media, materials, techniques, processes and/or technology in your initial development for both. • Remember that you will soon have to make a decision about which idea you will take forward to your Design Proposal. Look carefully at your ideas and make informed decisions. Look for impact, message or meaning, effectiveness and the brief's requirements. • Write down your reasons for rejecting some ideas and for selecting others. • Your client will want to know about your choices; make sure your annotation is clear and can be easily understood by them. 	

TASK 4	✓ when task is completed
<ul style="list-style-type: none"> • You should be able to modify and refine one or two ideas for your Design Proposal and to begin to compose and use them to give a meaning or message that you want to communicate to your customer or audience. • Try to use and manipulate some of the following: colour, line, pattern, shape, texture, tone (2D formal elements); or space, volume, proportion, scale, balance, movement (3D formal elements). • While you are working on this task, keep in mind the key requirements of the brief. Make a list of these and check them off when you know they have been successfully included. 	

TASK 5	✓ when task is completed
<ul style="list-style-type: none"> • Check your preparatory work thoroughly, making sure that you have done everything you need in preparation for producing the Design Proposal during the 5 hour controlled test. 	

Controlled Test (5 hours)	✓ when task is completed
<p>Design Proposal</p> <p>The Design Proposal that you produce should be of a sufficiently high quality and be suitably well presented for a meeting with the internet company.</p> <p>Evaluation</p> <p>You should spend no more than 30 minutes during your 5 hours controlled test time writing an evaluation of the whole project. Select what you believe to be the key points of the brief and show how you have taken these into account. Think about the requirements of the internet company. You must give clear reasons for your decisions.</p>	

Turn over for the Assessment Criteria

Turn over ►

Assessment Criteria: Unit 3 Working to a brief

In response to the external assessment you will be asked to:

- carry out preparatory research to clarify the needs of the client and the requirements of the brief; (AO1, AO2(a), AO3)

Assessment Objective	<i>The candidate:</i> Mark band 1	<i>The candidate:</i> Mark band 2
<p>AO1 12 marks</p> <p>Applying knowledge and understanding of others' practice.</p> <p><i>Candidates show an understanding of the working methods used by historical and contemporary art and design professionals and their work.</i></p>	<ul style="list-style-type: none"> • carries out limited research into others' responses to vocational briefs. • uses insights from the research in a limited way in response to the brief. <p style="text-align: right;">(1–3 marks)</p>	<ul style="list-style-type: none"> • plans, organises and carries out a range of research into others' responses to vocational briefs. • uses insights from the research to inform the response to the brief. <p style="text-align: right;">(4–6 marks)</p>
<p>AO2(a) 18 marks</p> <p>Applying skills, techniques and understanding.</p> <p><i>Candidates develop ideas by applying and reflecting on knowledge, skills and understanding of media, materials, techniques and processes.</i></p>	<ul style="list-style-type: none"> • carries out simple investigations using a range of media, materials, techniques and technology. • demonstrates limited ability to apply exploration to develop ideas that meet the minimum requirements of the brief. <p style="text-align: right;">(1–5 marks)</p>	<ul style="list-style-type: none"> • plans, organises and carries out a range of investigations using combinations of media, materials, techniques and technology. • demonstrates the ability to apply exploration to develop ideas that take into account the key requirements of the brief. <p style="text-align: right;">(6–9 marks)</p>
<p>AO2(b) 12 marks</p> <p><i>Candidates realise and present work appropriate to its context.</i></p>	<ul style="list-style-type: none"> • shows basic skill in the use and application of formal elements and visual language. • shows a limited understanding of the needs of the client in the design proposal and has significant omissions in meeting the requirements of the brief. <p style="text-align: right;">(1–3 marks)</p>	<ul style="list-style-type: none"> • shows moderate skill in the use and application of formal elements and visual language. • shows a partial understanding of the needs of the client in the design proposal and meets the key requirements of the brief. <p style="text-align: right;">(4–6 marks)</p>
<p>AO3 18 marks</p> <p>Analysis, synthesis and evaluation.</p> <p><i>Candidates gather, record and analyse relevant information and evidence, make reasoned judgements, present solutions and evaluate their own practice.</i></p>	<ul style="list-style-type: none"> • shows a basic level of skill in selecting relevant information and limited ability to modify ideas in response to the brief. • produces a superficial evaluation which is of limited use in determining the direction and progression of the work. <p style="text-align: right;">(1–5 marks)</p>	<ul style="list-style-type: none"> • shows moderate skill in selecting relevant information and some ability to modify ideas in response to the brief. • produces an evaluation which is used to determine the direction and progression of the key points of the brief. <p style="text-align: right;">(6–9 marks)</p>

- develop, review and modify ideas; (AO2(a), AO2(b), AO3)
- create a Design Proposal; (AO2(b))
- evaluate your response to the brief, including your justification for the work produced for the client. (AO3)

<i>The candidate:</i>	Mark band 3	<i>The candidate:</i>	Mark band 4
	<ul style="list-style-type: none"> • plans, organises and carries out a wide range of research into others' responses to vocational briefs. • uses insights from the research to enhance the response to the brief. <p style="text-align: right;"><i>(7–9 marks)</i></p>		<ul style="list-style-type: none"> • plans, organises and carries out a wide range of research, using a variety of sources, into others' responses to vocational briefs. • uses insights from the research creatively in response to the brief. <p style="text-align: right;"><i>(10–12 marks)</i></p>
	<ul style="list-style-type: none"> • plans, organises and carries out a wide range of investigations using combinations of different media, materials, techniques and technology. • demonstrates the ability to apply meaningful exploration to develop ideas that take into account and resolve some of the constraints and requirements of the brief. <p style="text-align: right;"><i>(10–13 marks)</i></p>		<ul style="list-style-type: none"> • plans, organises and carries out a wide range of complex investigations using combinations of different media, materials, techniques and technology. • demonstrates the ability to apply meaningful exploration to develop sophisticated ideas that resolve the constraints and meet the requirements of the brief in full. <p style="text-align: right;"><i>(14–18 marks)</i></p>
	<ul style="list-style-type: none"> • shows a sound level of skill in the use and application of formal elements and visual language. • shows a sound understanding of the needs of the client in the design proposal and mostly meets the requirements of the brief. <p style="text-align: right;"><i>(7–9 marks)</i></p>		<ul style="list-style-type: none"> • is highly skilled, effective and creative in the use and application of formal elements and visual language. • shows a complete understanding of the needs of the client in the design proposal and realises the requirements of the brief in full. <p style="text-align: right;"><i>(10–12 marks)</i></p>
	<ul style="list-style-type: none"> • shows a sound level of skill when selecting relevant information to modify ideas effectively in response to the brief. • produces an evaluation which is used effectively to determine the direction and progression of the brief. <p style="text-align: right;"><i>(10–13 marks)</i></p>		<ul style="list-style-type: none"> • is highly skilled when selecting relevant information and modifies ideas creatively in response to the brief. • produces a detailed evaluation which uses perceptive insight to determine the direction and progression of the brief. <p style="text-align: right;"><i>(14–18 marks)</i></p>

END OF CANDIDATE GUIDANCE

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