



General Certificate of Education

Applied Art and Design (8511, 8513, 8516, 8519)

AD01 Investigation of 2D visual language

Report on the Examination

2007 examination - June series

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AD01 – Investigation of 2D visual language

This series there was evidence of good coverage of the requirements of the unit, often with sound experimentation, leading to improved skills and competences. A range of mark making techniques was seen which used a varied range of media and technology. There was a good use of visual language through experimentation with different media and techniques. It was interesting to note that photography is being used increasingly to record the development of personal skills and techniques, as well as in a creative way.

The work produced for this unit should support the work in other AS units and is also the basis for progression to the A2 units, especially AD07: *Application and development of 2D visual language*. Some centres gave too much focus to a design outcome, rather than a *design proposal*, and so potentially reduced the opportunity to produce evidence of experimentation and investigation.

The June 2006 Report noted the need to emphasise the, '*Application of knowledge and understanding of others' practice*' (AO1). It was pleasing to see that in many centres this had been addressed and the use of artists, craftspeople and/or designers, many in vocational contexts, was in evidence. Some centres had linked AD01 and AD02; and in some cases also with AD04, using single themes or subject-matter. For many centres this holistic approach proved valuable although care needs to be taken not to produce too much work which then lacks cohesion. Assessment and moderation arrangements need to be taken into consideration when working in this manner. Centres must make it clear to the moderator how the work fits in with the requirements of the linked units.

Evaluation had improved since the last series although many candidates wrote descriptive comments without analysis and sometimes with little regard to the improvements that might be made to their work.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA website.