

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 31 May 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 and/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.

Evaluation

The evaluation produced during the five hours of supervised time should include:

- (i) An account of:
 - how you researched and developed ideas for the brief
 - how you managed time and resources effectively
 - the strengths and weaknesses in your work.
- (ii) Points for the client to consider:
 - reasons why the client should accept your Design Proposal
 - how you met the challenge of including the required constraints in the Design Proposal
 - why you think you have used media, materials, techniques, and/or technology effectively
 - why you think you have been creative and why the qualities in your work are suitable for your client.

Your evaluation should justify your development work and the Design Proposal, showing how your decisions have been for the benefit of the client at all stages.

For further guidance, you should refer to the unit specification and the assessment marking criteria on pages 12 and 13 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 sponsorship of international films. 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 to progress these ideas 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 the brief that 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

Two films, each with a male and a female star, are soon to be seen in cinemas around the country (*you may choose the stars yourself*). In July 2007, an epic new film, based on author Jonathan Swift's 'Gulliver's Travels', to be titled simply 'Gulliver', will be released, and, in August 2007, a Bollywood musical in the genre of 'Devdas', a film first seen in 2005, will also be released (*you may also choose a title for this film*). Both films will be sponsored by a leading fast food chain of restaurants.

The sponsor (*you may choose one yourself*) is offering a series of commissions to young artists/designers for work that will aim to promote both the two films and the sponsor's brand name during the months of July and August 2007.

Choose **one** of the following briefs, produce a Design Proposal and work towards achieving the aim stated in the scenario.

Briefs

1 Film Poster

Choose **one** of the films.

Design an exciting, vivid poster that encapsulates a specific part of the film and shows the lead characters in an action-packed image.

The title of the film, the stars' names, the sponsor's name and logo, the name of the cinema and the date (the 1st of each month), **must** all appear on the poster. The title of the film and the stars' names are the most important and have the highest priority.

The poster will be in landscape orientation and will appear on huge billboards around the town/city as well as on flyers (A6 size) handed out in the fast food restaurants during the promotion.

Your Design Proposal produced during the five hours of supervised time must not be smaller than A3 size.

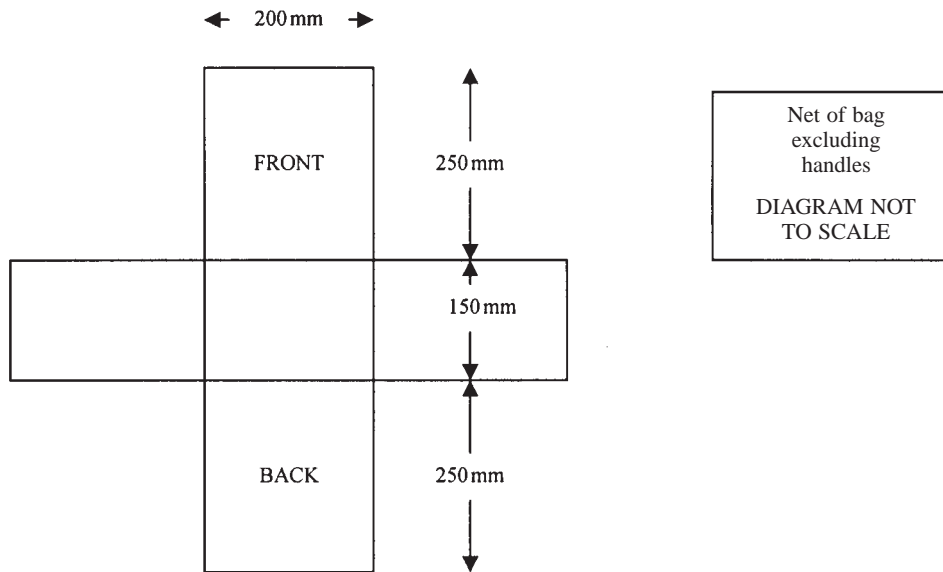
2 Carrier bag design

Choose **one** of the films.

Design and illustrate a carrier bag to contain a fast food meal. It is for use within the restaurant and for take-away meals.

The bag will be made from **either** thin card **or** a plastic coated paper.

The dimensions of the bag are 250 mm tall × 200 mm across × 150 mm wide (see the diagram below).



The front and the back of the carrier bag must carry different designs that illustrate your chosen film and also incorporate the sponsor's name and logo on both sides.

No more than **four** colours may be used. This constraint includes the ground colour used for the bag itself. Tones and shades are not allowed. You must use a medium that will eliminate them.

Produce a Design Proposal during the five hours of supervised time that shows the net of the bag, to scale, with both front and back designs complete.

3 Plastic extruded models

The fast food company intend to give children free models of characters from the films with every family meal purchased during the promotional periods. Design **four** models of different characters from the films. The four characters may be chosen from one **or** from both of the films.

They must be in action-packed poses and appropriately dressed in costumes for the characters portrayed. Maquettes and models may support the development of your ideas and could be included.

Moulds will eventually be made from the designs you create and will be reduced to a suitable size so that it is still interesting for the children to see the detail and, at the same time, economically viable for the sponsor.

The finished models will each be made in a single colour of extruded plastic. Red, yellow, blue and green will be used (one colour for each of the models you design).

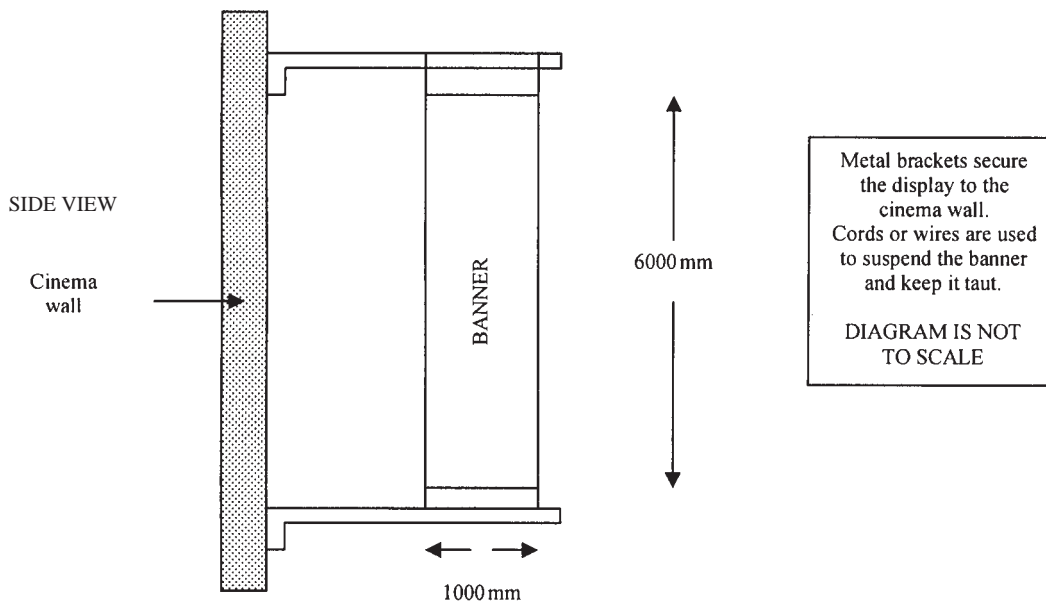
Turn over ►

Produce a Design Proposal during the five hours of supervised time consisting of 3D monochromatic coloured tonal drawings/paintings/illustrations for **two** of the models, both seen from two different viewpoints, i.e. a minimum of four drawings. Each design should fill a rectangle 190 mm high \times 140 mm wide.

4 Textile banner

Choose **one** of the films.

Design a two-sided banner to be displayed high up outside the cinema. The banner will be rectangular (6000 mm \times 1000 mm) and will be displayed as shown in the diagram below.



Any textile technique or process, using any suitable material, may be used to make the banner. Separate designs for each side of the banner may be produced. (They could then be stitched together to form a single unit if this is appropriate.)

Using a decorative approach to lettering, concentrate on:

- the title of your chosen film for one side of the banner
- the fast food sponsor's name for the other side.

Any other motifs are left to your discretion. The important objective is that the words are legible and that the decorative qualities communicate meaning.

Produce a Design Proposal during the five hours of supervised time for **one** of the sides of the banner, to scale. You may use coloured illustrations for this, but there **must** be an actual sample of the materials to be used and at least one letter completed in those materials, showing how the decoration is made or applied.

5 Lapel badges

Choose **one** of the films.

The fast food company will present every customer with a metal, enamelled lapel badge during each film's promotional period. The badges will be circular (50 mm diameter). (*Work to at least two or three times this size in your preparatory work, i.e. 100 mm – 150 mm diameter.*)

Design **two** sets of badges with **three** designs in each set.

Set 1

Two colours only: one background colour and one foreground colour, using a stencil to create the design.

The designs should depict either characters, scenes or incidents in the film.

Lettering (using real fonts), should be added around the edge of the circle. It should read: (the name of the fast food company), PROUD SPONSORS OF (the title of the film).

The lettering must also be in the same foreground colour as that chosen for the design motif.

Set 2

Multi-coloured designs (you must use a suitable wet media to develop your initial ideas).

The designs should depict either characters, scenes or incidents in the film.

Lettering (using real fonts) should be added around the edge of the circle. It should read: (the name of the fast food company), PROUD SPONSORS OF (the title of the film).

The lettering must be in one colour only, bold and clearly seen.

Produce a Design Proposal during the five hours of supervised time for **four** badges, **two** from **each** set. Each design must be at least 200 mm in diameter.

Whichever brief you choose, you **must** write an evaluation of your response. It should include a clear explanation, with reasons, for the Design Proposal produced for the client (both the film company and the fast food sponsor).

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

Tasks

When 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 into appropriate genres and styles for your chosen brief. (Check other epic and blockbuster movies, look at cinema posters around your community and gather information that you think you might need.) Look at the brand image, logo and colour schemes of fast food restaurants in your area, collect appropriate information; you may use a camera for this. • Research into others' visual work for cultural, stylistic and graphic design references. Look at the work of artists, model makers, photographers, designers; use work from previous decades of film advertising, particularly if you are working on Brief 1. Look at a range of present-day design work when following Briefs 2 to 5. You could collect a range of carrier bags; those from fast food restaurants might be very helpful when starting Brief 2. • Look carefully at your research and combine some parts of what you see to help you start your first ideas. Make sure, in your preparatory work, that you indicate which ones were important in getting your ideas started and show, in your 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. For example, use paints, pastels and collage. Try using mixed media; find unusual material with which to experiment. Collect samples of fabrics or experiment with making techniques if you are working on the banner designs. You may work with digital images and manipulate them in a suitable computer programme. This might lead to interesting designs that you could modify and adapt for your own developments. • Work out which media, materials, techniques, processes and/or technology are most effective for the brief that 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 that you found to be the most effective in Task 2. • Try out several possibilities and then select the best two or three. • 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 that 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 now be able to modify and refine one or two ideas and begin to compose and use them to give a meaning or message that you want to communicate to your customers 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 that 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 to do in preparation for producing the Design Proposal during the five hours of time controlled test. • Check that you have met the requirements and constraints of the brief. 	
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 fast food sponsor.</p> <p>Evaluation</p> <p>You should spend no more than 30 minutes during the five hours of 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 fast food sponsor. You must give clear reasons for your decisions.</p> <p>In your evaluation include:</p> <ul style="list-style-type: none"> • how well you have managed the project, for example, research and development of ideas, time management and use of resources, etc. • key points that your client should consider, for example, how you have resolved constraints, how you have used media, materials, techniques or technology effectively and how you have been creative in meeting the client's requirements. 	

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

There is no text printed on this page

There is no text printed on this page

There is no text printed on this page