



General Certificate of Education

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

AD03 Working to a brief

Report on the Examination

2007 examination - June series

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AD03 – Working to a brief

The theme for this series was the sponsorship of international films. Generally there was a positive response from candidates and during moderation visits many teachers commented on the interesting selection of briefs. There were strong vocational contexts to all the briefs and this was seen in the responses of candidates. Process, and the development of ideas, were also addressed successfully.

Candidates were required to choose from five set briefs. They then had to: carry out research; develop alternative ideas; produce a Design Proposal and a summative evaluation in a supervised five hour period. The briefs covered a range of areas including graphics, product design and textiles. A series of tasks was included in the Candidate Guidance document which, if followed, ensured that the assessment requirements were fully covered. Centres may devise their own approach if they prefer so long as all of the requirements are met.

The most popular choice of brief this series was Brief 1 Film Poster. The quality of the Design Proposals varied greatly from highly successful to weak. In many responses candidates had used ICT to develop their ideas and in general these were the most successful of the proposals seen. Computer-generated images were often handled well with some candidates showing that they could use software to manipulate and images and so produce creative outcomes.

Brief 4 Textile Banner was also popular and some interesting samples of work were seen. Some candidates had not taken heed of the brief's requirements and had not produced a letter in the sample materials as stated in the brief. It is important that candidates consider all of the requirements of their chosen brief when completing the Design Proposal in the five hours of supervised time.

There were some very strong evaluations written in the supervised time but the majority of candidates wrote descriptive evaluations of the process that were not directed towards the client. One of the weakest areas was in the use of formal elements, especially composition, with potentially good ideas being spoiled by poorly composed designs.

The five hours of supervised time was generally handled well and most candidates completed the necessary work in the required time. In a minority of cases candidates had taken on too much and were unable to complete their Design Proposal in the time available.

Mark Ranges and Award of Grades

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