

**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 2008

**This document contains:**

- general guidance
- details of the scenario and briefs.

**For this paper you must have:**

- appropriate art and design media, materials and 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 and/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 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 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 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, developed and progressed ideas for the brief
  - how you managed time and resources effectively
  - the strengths and weaknesses in your work;
- (ii) points you wish 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 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 promoting emotional facial expressions for a book launch. 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 secondary research that is shown to influence the development of your project. You should experiment with media, materials, techniques, processes and technology to develop your ideas and 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

A book publishing company is about to issue a new book called 'It's Only Human', a collection of 500 images of emotional expressions seen in the human face. The book's subtitle is 'A Book of Hope, Horror and Happiness', these being the facial expressions that will be featured in the book.

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

Whichever brief you choose, you **must** write an evaluation of your response (see pages 2, 3 and 10).

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

### Briefs

#### 1 Book cover design

Produce a Design Proposal for the front cover of the book. The dimensions are 297 mm × 210 mm in landscape orientation.

It must include **six** images of facial expressions based on hope, horror and happiness.

Hand-drawn or photographic images, or a combination of the two, may be used.

The background colour will be black. The final production slip cover will be produced using a strong, glossy paper.

Text should be, 'It's Only Human', 'A Book of Hope, Horror and Happiness'. You may use your own name as the author or editor if you wish.

The selling point for the book will be its strong, emotional appeal, so every effort must be made to ensure this is reflected in the Design Proposal/cover. The publishers will expect original, imaginative designs that bring out the listed emotions in the book's subtitle fully and that impact strongly on the potential customers.

The Design Proposal produced during the five hours of supervised time must be a minimum of 297 mm × 210 mm or to scale if larger. It should be sufficiently detailed to show what the completed production design would look like. Annotation may be used to indicate how unfinished details will be treated.

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## 2 3D advertising bust

To promote the launch of the book, bookshops around the country will use their window space to advertise this event. The centrepiece for the promotion will be a bust depicting hope or horror or happiness.

Design a bust which shows one of the emotions listed above through strong facial expression. You may, if you wish, produce a piece that consists of any combination of the three emotions listed.

You may use any material/s that you think is/are appropriate but the emphasis for the outcome must be on the facial expressions and their impact on making potential customers stop and take an interest in the display.

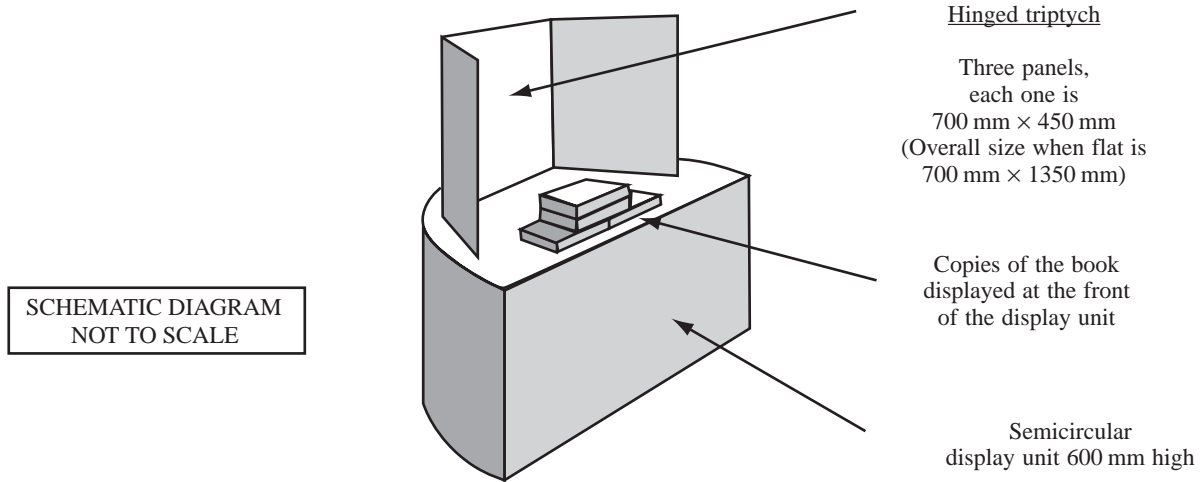
The final bust will be **no smaller** than 750 mm high. You may work to a reduced scale if this is more convenient.

The Design Proposal produced during the five hours of supervised time **must** include a maquette or a series of maquettes and should be submitted with coloured drawing(s) that explain:

- how the completed production artefact will look
- its full dimensions
- a list of all materials needed to make it
- an estimated list of costs.

### 3 2D advertising triptych

A semicircular display unit (600 mm high) inside bookshops will be used to present copies of the book to customers. A painted triptych (three panels placed side by side and connected by hinges) will be set at the back of the display unit with copies of the book presented in front of it.



Paint a triptych of portraits showing, from left to right, hope, horror and happiness. Text is not required.

Facial expressions should be emotionally strong and the colourways or schemes should be matched to that of the emotion depicted.

Each panel will be 700 mm × 450 mm in portrait orientation.

Your preparatory work **must** include final ideas for **all three** paintings; a smaller scale may be used to show them.

The finished production triptych will be printed on hardboard panels, each framed with satin-finished aluminium.

The Design Proposal produced during the five hours of supervised time should be for **one** of the panels only. You may work on any suitable material but you **must** use either acrylic, gouache or any other similar opaque medium. It **must** be to scale and to a minimum of half scale.

#### 4 Point of sale display unit

A point of sale display unit, constructed in strong laminated card, is to be placed in all bookshops during the launch period for the book.

Produce a Design Proposal for this display unit.

It should be capable of holding **ten** copies of the book and should be modelled to portray the idea, or have the resemblance of a head. It must feature the face showing **one** of the expressions of hope, horror or happiness.

The size of a single book is 297 mm × 210 mm × 11 mm.

The final unit will be placed on the counter at the pay area; therefore, the overall size of the unit must take this limited space into consideration.

There are no colour restrictions.

Either hand-drawn or photographic images, or both, may be used in the design. The use of existing fonts must be incorporated. Text should be limited to the title 'It's Only Human', 'A Book of Hope, Horror and Happiness', and the price, £25.95.

The Design Proposal produced during the five hours of supervised time **must** include a maquette or series of maquettes and should be submitted with coloured drawing(s) that explain:

- how the completed production artefact will look
- its full dimensions
- a list of all materials and the amounts needed to make it
- an estimated list of costs.

#### 5 Textile bookmarks

A series of textile bookmarks will be on sale in bookshops to mark the launch of the book.

Design **three** bookmarks, one for each of the facial expressions hope, horror and happiness.

The maximum dimensions for each bookmark are 180 mm long × 70 mm wide, but they do not necessarily have to be completely rectangular. Function is, however, of primary consideration, i.e. of marking a page, not falling out and not damaging the pages of the book.

Any textile process may be used (e.g. batik, tie-dye, silk painting, appliqué, weaving) and card, or other appropriate material, may be incorporated to stiffen the bookmark.

The designs should be based on the facial expressions listed and colourways should be sympathetic to each of the emotions.

The preparatory work **must** include practical experiments and trials of different processes and/or techniques using materials associated with the craft(s) selected. Some of these may be used to demonstrate process in the Design Proposal.

The Design Proposal produced during the five hours of supervised time should be for **two** of the designs only. They should be to **double** scale. The designs should be hand-drawn and coloured, ICT based or a combination of the two, with samples of process previously selected also submitted. Any additional notes on construction and/or finish should be supplied in the form of annotated diagrams.

Turn over ►

## 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.

<b>TASK 1</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Research into appropriate faces and facial expressions for your chosen brief. (Check the specific expressions listed in the brief and gather information that you think you might need.)</li> <li>• Research into others' visual work for portraits, bearing in mind the strong emotional response you are expected to create. Look at the work of artists, sculptors, photographers, designers, particularly graphic designers. Look at a range of present-day graphic design work, especially that of advertising on television. How do they think, for example, happiness could be portrayed? How are expressions, colours, appearance, etc., portrayed to make us, the consumers, think of happiness?</li> <li>• Look carefully at your research and combine some parts of what you see to help you start your first ideas.</li> </ul> <p>Make sure that, in your preparatory work, you indicate which sources 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.</p>	

<b>TASK 2</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Start working with a range of media, materials, techniques, processes and technology. You <b>must</b> use more than simply pencil and pencil crayons. Use paints, pastels and collage. Try using mixed media; find unusual material with which to experiment. Try working on hardboard or samples of wood if you are working on Brief 3. Collect samples of materials or experiment with a range of making techniques if you are working on Brief 2 or Brief 5. Work with digital images and manipulate them in a suitable computer programme. This might lead to interesting designs. (For example, in the book jacket design or the point of sale display unit.)</li> <li>• Work out which media, materials, techniques, processes and technology are most effective for the brief you are following and add the reasons why as part of your annotation.</li> </ul>	



<b>TASK 3</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Develop the best ideas further, using the media, materials, techniques, and technology you found to be the most effective (Task 2).</li> <li>• Try out several possibilities and then select the best two or three.</li> <li>• Again, write down your reasons for rejecting some ideas and for selecting others.</li> </ul>	

<b>TASK 4</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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).</li> <li>• 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.</li> </ul>	

<b>TASK 5</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Check your preparatory work thoroughly, making sure that you have done everything you need to do in preparation for producing the Design Proposal. This is done as part of the five hours of supervised time.</li> </ul>	
<b>Supervised Time (5 hours)</b>	✓ when task is completed
<p><b>Design Proposal</b></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 book publishing company.</p> <p><b>Evaluation</b></p> <p>You should spend no more than 30 minutes during the five hours of supervised 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 book publishing company.</p> <p>In your evaluation include:</p> <ul style="list-style-type: none"> <li>• a section that sums up how well you have managed the project: for example, research and development of ideas, managed time and resources, the strength and weaknesses of your work, etc.</li> <li>• a section that sets out key points that you think your client should consider: for example, how you have resolved constraints, how you have effectively used media, materials, techniques or technology and how you have been creative in meeting the client's requirements.</li> <li>• You <b>must</b> give clear reasons for your decisions.</li> </ul>	

**Turn over for the Assessment Criteria**

**Turn over ►**

### Assessment Criteria: Unit 3 Working to a brief

In response to the externally set assignment you will be asked to:

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

<b>Assessment Objective</b>	<i>The candidate:</i> <b>Mark band 1</b>	<i>The candidate:</i> <b>Mark band 2</b>
<p><b>AO1</b> 12 marks</p> <p><b>Applying knowledge and understanding of others' practice.</b></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"> <li>• carries out limited research into others' practice.</li> <li>• uses insights from the research in a limited way in response to the brief.</li> </ul> <p>(1 – 3 marks)</p>	<ul style="list-style-type: none"> <li>• plans, organises and carries out a range of research into others' practice.</li> <li>• uses insights from the research to inform the response to the brief.</li> </ul> <p>(4 – 6 marks)</p>
<p><b>AO2(a)</b> 18 marks</p> <p><b>Applying skills, techniques and understanding.</b></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"> <li>• carries out simple investigations using a range of media, materials, techniques and technology.</li> <li>• demonstrates limited ability to apply exploration to develop ideas that meet the minimum requirements of the brief.</li> </ul> <p>(1 – 5 marks)</p>	<ul style="list-style-type: none"> <li>• plans, organises and carries out a range of investigations using combinations of media, materials, techniques and technology.</li> <li>• demonstrates the ability to apply exploration to develop ideas that take into account the key requirements of the brief.</li> </ul> <p>(6 – 9 marks)</p>
<p><b>AO2(b)</b> 12 marks</p> <p><i>Candidates realise and present work appropriate to its context.</i></p>	<ul style="list-style-type: none"> <li>• shows basic skill in the use and application of formal elements and visual language.</li> <li>• 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.</li> </ul> <p>(1 – 3 marks)</p>	<ul style="list-style-type: none"> <li>• shows moderate skill in the use and application of formal elements and visual language.</li> <li>• shows a partial understanding of the needs of the client in the design proposal and meets the key requirements of the brief.</li> </ul> <p>(4 – 6 marks)</p>
<p><b>AO3</b> 18 marks</p> <p><b>Analysis, synthesis and evaluation.</b></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"> <li>• shows a basic level of skill in selecting relevant information and limited ability to modify ideas in response to the brief.</li> <li>• produces a superficial summative evaluation.</li> </ul> <p>(1 – 5 marks)</p>	<ul style="list-style-type: none"> <li>• shows moderate skill in selecting relevant information and some ability to modify ideas in response to the brief.</li> <li>• produces a summative evaluation of the key points of the brief.</li> </ul> <p>(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 the work produced for the client. (AO3)

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

**END OF CANDIDATE GUIDANCE**

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