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ASSESSMENT and QUALIFICATIONS ALLIANCE

General Certificate of Education

Applied Art and Design (8511, 8513, 8516, 8517, 8519)

AD07 Application and development of 2D visual language

Report on the Examination

2008 examination - June series

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AD07 – Application and development of 2D visual language

In AS unit AD01 the focus is on investigation of visual language and in A2 unit AD07 the focus is on the application and development of visual language. It is worth bearing in mind that in AD07 there is a requirement for a design outcome rather than a design proposal as required at AS. Some lively work was seen during moderation including work based on sweets and canvas paintings for beauty salons. The sketchbooks were often excellent with in-depth annotation and some very personal outcomes. Some candidates used a range of different 2D media and techniques eg. etching, acrylics, batik, etc.

Candidates had interpreted this particular unit in different ways; from large scale paintings for a commercial art gallery, to illustrations for a publication, to a final design to scale for an outdoor mural. It was pleasing to see this range of work. The more successful work tended to be where centres had produced an open-ended brief which allowed candidates to bring in their own personal ideas and development.

Exploration of relevant mark-making techniques and knowledge and understanding of relevant different media and associated techniques were not always in evidence. The creation of work in a vocational context, with a personal style, can achieve higher marks (see Assessment Objective 1).

It is also worth remembering that in the strap line accompanying the Assessment Criteria for this unit there is a requirement for both formative and summative comments about process and outcome. Although there were some excellent examples of summative evaluations, process was not always evident in the on-going annotation.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the Results statistics page of the AQA website.