



General Certificate of Education

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

**AD05 Professional practice, communication
and meaning**

Report on the Examination

2009 examination - January series

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Set and published by the Assessment and Qualifications Alliance.

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AD05 – Professional practice, communication and meaning

General

Candidates have a good understanding of the requirements of this unit and were able to analyse images using them to support development and arrive at appropriate design proposals in task 2.

The paper is divided into 3 tasks which candidates must complete. The set images this year covered a range of media and techniques including a computer-generated interior rendering, engraved glass and a chromogenic colour print. Candidates responded enthusiastically to the set briefs and it was clear that they had worked in a more coherent way than in earlier series. Teachers' assessment of candidates' work was generally accurate and candidates had a clear understanding of the requirements of the assessment criteria.

Task 1

Task 1 requires candidates to research and analyse the set images in note form. Many centres separated the analysis into structure, purpose and meaning and consequently more candidates included comparisons in their responses; writing a separate section specifically on compare and contrast. Candidates are more proficient at comparing and contrasting images and using them as a possible starting point for their design proposals. Some lively and imaginative responses were seen with comments focused on formal elements as well as an encouraging degree of critical analysis.

Task 2

Task 2 consists of research into one of the four briefs leading to two initial ideas and one final design proposal. Some candidates only completed one idea and therefore did not complete the full brief but the majority produced more than one initial idea and used these as a stimulus for the design proposal. Examples of lively and creative proposals were seen including 3D kinetic work for the site-specific hanging installation in brief 3.

Task 3

Task 3 covers the evaluation and justification of the design proposal for the client. Evaluations remain quite superficial and lack the quality of critical analysis which candidates are able to demonstrate in their study of the set images. The evaluative comments for this unit should include reasons for selection, use of visual language and client considerations.

Mark Ranges and Award of Grades

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