



General Certificate of Education

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

AD09 Working to self-identified briefs

Report on the Examination

2009 examination - January series

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AD09 – Working to self-identified briefs

General

Centres seemed confident about how to organise the self-identified brief for candidates and the scenario and brief planning sheet included in the candidate guidance, is a useful tool in the candidate's development of ideas. The self-identified briefs often reflected the candidate's own interests and in many cases showed a degree of independence.

Well written briefs considered and clarified a set of self-identified constraints although less able candidates had some difficulty setting realistic and specific ones. It was pleasing to see examples of briefs written for a 'live' client with all the potential presentation and feedback skills that are involved.

Assessment

It must be remembered that AD09 is an A2 unit and therefore has a higher level of demand. A design outcome is required, not a design proposal, which occasionally centres do not take into consideration.

Self-identified briefs

Some excellent textile briefs were seen this year (with an interesting reference to the work of a local textile artist in one centre) and generally this unit led to very individual research and development and excellent final outcomes. A range of personal briefs including advertising, 3D design and fashion with some good considerations of health and safety were in evidence. Where the brief is vocationally considered, better work is usually seen and achieved.

Centres are still lenient when assessing work for AD09 and unfortunately at the higher end marks were awarded for work that was not highly skilled or effective. Lower and middle range marks however, tended to be more accurate.

There is still a tendency for candidates to illustrate their summative evaluations with one or two photographs which have been taken of the completed outcome. The summative illustrated evaluation could be approached in a much more creative way with perhaps candidates recording the development of their work from start to finish, or potential visual alternatives, or changes to the final outcome.

The presentation of the final artwork for the client is important and candidates should be encouraged to work to a high standard and present their final work in the best way possible.

Mark Ranges and Award of Grades

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