



General Certificate of Education

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

AD03 Working to a brief

Report on the Examination

2010 examination - January series

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AD03 – Working to a Brief

General

There was a confident response from centres to this paper and the theme 'Waterside Up' was well received by teachers. Most centres now understand the requirements of the unit and kept in mind the AS standard, although it was noticeable that this year, some candidates had not read the individual briefs in full and had therefore missed elements, especially for the design proposal.

Requirement of the externally set assignment

Candidates were required to work from five set briefs which included a choice of textiles, murals, animation, sculpture and illustrations. They then had to carry out research, develop a range of alternative ideas and produce a design proposal and summative evaluation in the supervised 5 hour period. The majority of candidates answered Brief 1, textile design, Brief 2, mural design and Brief 5, illustrations for use on gift items.

Responses to the briefs

There was evidence of some good research and the degree to which a wide range of other artists were explored had a significant impact on the quality of work. Many candidates visited their local freshwater site and used photography and first hand drawing to record their visit. In one centre, secondary research included some work from pop art, which led to some interesting enhancement of the responses to the brief. Japanese prints were also used to good effect.

There was some evidence of an imaginative use of media and techniques this year with interesting painting methods capturing the feeling of sky and water. However, the majority of candidates could have made better use of media, materials, techniques and technology if they had experimented with more combinations. This part of the work was often weaker and sometimes contributed to the lack of developmental work. Candidates seemed to hurry from research to design proposals but those that had developed their ideas in full, showed good use of technology. There were some excellent examples of visualisations of the final idea in situ through either illustrative means or ICT.

The 5 hours of supervised time was generally handled well with most candidates completing both the design proposal and the evaluation in the required time. Some interesting design proposals were seen, most candidates worked accurately to scale and a few produced good textural work inspired by the wings of the birds.

Summative evaluations were not always a strength, although some candidates had done well by visually illustrating their comments which had helped in the discussion of their progress through the unit. Having candidates prepare for the summative evaluation prior to the 5 hours of supervised time can be helpful and it is worth remembering that at AS a design proposal, not a design outcome, is required in the 5-hour test.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available at (<http://www.aqa.org.uk/over/stat.html>), the Results statistics page of the AQA website.