



**General Certificate of Education**

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

**AD03 Working to a brief**

**Report on the Examination**

*2010 examination - June series*

### **AD03 – Working to a Brief**

The theme for AD03 this year was about a design for two parties at a local, children's sports club named 'Hoppers 'n' Leapers'. Candidates were required to work from a choice of 5 set briefs covering, costumes and masks, posters and tickets, a website page, a painting on paper and a 3D design. Candidates carried out research, developed alternative ideas and produced a design proposal and summative evaluation in a supervised 5 hour period.

The most popular choice of briefs this year were the painting based on legendary characters or mythical creatures, the costumes and masks and the posters and tickets. Some very good answers were seen for the kiosk brief as well. A few candidates did not have a good grasp of legendary characters or mythical creatures from the beginning and many did not progress far from mermaids and seahorses. Nevertheless, some very promising costumes and masks were seen based on mermaids that were sensitive and contained careful detail.

Photography was in evidence this year, some of which was of a high standard but there were several instances where it was impossible to tell the candidates' own photographs from ones that were secondary source material. Candidates are reminded in the Candidate Guidance under 'Guidance on the Use of Technology' that 'any information or image selected for use must be attributed to its source and/or copyright owner by annotation at the side of the text or image used.' It is important that centres make this requirement clear to candidates. Photography was also used as secondary source material, sometimes to the detriment of drawing through primary observation.

Candidates could have achieved higher marks if they had shown experimentation with more combinations of media. The vocational process was clearly being followed by the majority of candidates and the tasks set out in the Candidate Guidance, whilst not necessarily being used in their entirety, were, nevertheless, noted and followed by many of the candidates. It is important to consider all of the requirements of the chosen brief and some candidates had missed some of the constraints such as the requirement in Brief 1 that all costumes should have a front and back view. However, candidates who chose Brief 2 Posters and tickets, dealt with the constraints set. Designs were made for hand-printed work, as requested, but due to a lack of research and development of ideas, this occasionally led to less sophisticated results. In general, research seems to have improved this year but development is not a strong point. Unfortunately, candidates frequently produce a design proposal without showing the development of work following their research.

There were some very good evaluations written in the 5 hours of supervised time but many candidates still wrote descriptive evaluations of the process and the evaluations were not directed towards the client. Candidates should consider preparing the summative evaluation before taking the 5 hour test. It was interesting to see in one centre candidates using a visually illustrated evaluation (as required in AD09) which helped in the evaluative comments for this unit.

### **Mark Ranges and Award of Grades**

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

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