



General Certificate of Education

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

ADO9 – Working to self-identified briefs

Report on the Examination

2011 examination - June series

ADO9 – Working to self-identified briefs

Some candidates made excellent personal use of this unit, taking the opportunity to work to their own strengths and interests. There was confidence in candidates' work for ADO9, with well written vocational briefs which clarified a series of constraints. Less able candidates found it difficult to be realistic in their choice of briefs and this is where direction from teachers is useful.

Candidates have produced some innovative ideas in response to this unit, including a 'story sack' for young children, consisting of pictures, a book and felt words, which could be attached to a wall piece. There were some ambitious briefs, tackling different techniques, materials and media, such as playground equipment for a local primary school, a bridal headpiece, artwork for a hotel and an interactive shop window display. Some sensitive drawing was in evidence, and some very professional storyboards for animation were seen this year.

Candidates made good use of the 12 point plan and this helped with the structure of their work. Disappointingly, some evaluations were not illustrated, and accompanying images were not used to emphasise points, but were placed more or less at random. Other candidates discussed the progress of each stage and this was a good method to use, although occasionally work became a descriptive diary, without analysis. Many candidates considered health and safety at all stages of the brief. There was sound evidence of the discussion of ideas and alternatives through experimentation and media manipulations throughout the process of design development and quality improvement.

The 15 hours of supervised time was well organised at most centres and candidates on the whole had completed their final design outcomes. It is important to be realistic in the choice of final outcome especially when thinking about scale. The presentation of the final artwork is important and candidates should be encouraged to work to a high standard and present their work for client approval.

Mark Ranges and Award of Grades

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Set and published by the Assessment and Qualifications Alliance.