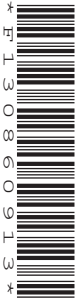**OCR**
RECOGNISING ACHIEVEMENT

To be opened on receipt
September 2012 – May 2013

AS GCE APPLIED ART AND DESIGN

F143/01   The Creative Process

To be issued to candidates at the start of the course
Test paper for use from September 2012 – May 2013

TIME   **Although there is no set time limit for the preparatory research and work necessary to plan and produce the final outcome(s)/solution to the project brief, you <u>must</u> meet the deadline for presentation(s) to your client which will be a date set by your teacher.**

Failure to submit your work by the set date will result in its exclusion from marking and moderation for the proposed examination session.

INSTRUCTIONS TO CANDIDATES

* You must use this booklet for guidance throughout your work for this unit.
* You must complete your outcome(s) by the deadline date set by your teacher.
* You must submit all your preparatory work with your outcome(s).
* All preparatory work and the outcome(s) must be your own work.
* All sources **must** be clearly shown or stated and copyright acknowledged.

INFORMATION FOR CANDIDATES

* Your work will be assessed against the three assessment objectives
* **AO1: Applying knowledge and understanding of others' practice   25 marks**
  AO2: Applying skills, techniques and understanding   50 marks
  AO3: Analysis, synthesis and evaluation   25 marks
* The total number of marks for this paper is **100**.
* You may start your preparatory work as soon as you receive this paper.
* Guidance for candidates is given on page 2.
* When you present your written work the quality of written communication will be assessed, including clarity of expression, presentation of ideas, grammar, punctuation, and spelling.
* This document consists of **4** pages. Any blank pages are indicated.

It is important that you discuss with your teacher anything you do not understand and that you meet the set deadline date.

OCR is an exempt Charity

Turn over

GUIDANCE FOR CANDIDATES

To achieve this unit, you will need to produce and present a portfolio of work as a creative response to the externally set brief.

Your preparatory studies and research should be presented through sketchbook work, study sheets or experimental investigations in any medium.

You should interpret your chosen brief appropriately to create your art, craft or design outcome(s).

In planning and developing your work you must show evidence of your:

- investigation and research
- development and review
- analysis and evaluation
- presentation.

Investigation and research

Gather information and ideas from appropriate sources and record your responses. Sources include:

- personal experience
- observation
- memory
- imagination
- the work of artists, craftspeople or designers.

All sources must be clearly shown or stated and copyright acknowledged.

Development and Review

Investigate different ways of working through the creative process in order to resolve appropriate solution(s):

- create and develop your own ideas and use suitable materials and techniques
- explore the qualities of materials and techniques you intend to use
- develop and effect changes to your work as it progresses
- acknowledge connections with other artists, craftspeople or designers in your own work
- make judgements and give opinions about your own work and the work of others.

Analysis and Evaluation

Throughout all of the stages of your work:

- analyse your sources, the requirements of the brief and your responses
- consider and evaluate the quality and 'fitness for purpose' you have demonstrated, including the strengths and weaknesses.

Presentation

Use suitable methods of presentation throughout all stages of the creative process.

CLIENT: Green Earth

PROJECT: A Mobile Road Show Unit

An international environmental organisation is developing a mobile road show to help raise awareness of key environmental issues and of the important work they do.

The aim of the road show is to promote public awareness of the organisation's concerns by providing information on the environment and sustainability including background history, development and progress. The mobile road show unit will be seen in high profile locations at a number of key festivals and sporting events.

The organisation is commissioning artists, designers and craftspeople to contribute work to a range of educational and promotional materials and visual displays.

The mobile road show unit will attract a diverse cross-section of visitors. Displays must be immediately engaging and dynamic.

Starting Points

- Natural Disasters

- The Impact of Mankind

- Changing Environment

- Pollution

- The Four Elements

- Endangered Species

- Alternative Energy

- Global Warming

- The Rain Forest

- Planet Earth

- Biodiversity

Brief

Select one or more of the starting points to develop and produce your art, craft or design outcome(s) for the road show.

Your final outcome(s) should reflect the organisation's ethos and its concern for the environment. You must choose from one of the briefs listed below:

- a pop-up display stand that highlights the aims of the organisation

- a 2D or 3D artwork influenced by an environmental issue

- a series of documentary photographs

- a website homepage for the organisation

- a short animation to be screened inside the mobile unit

- a souvenir gift or garment to be sold at the road show

- a banner or wall hanging to promote the road show

- a 3D model of the exhibition space

- an illustrated A4 Double Page Spread to promote the road show

- an illustrated leaflet/flyer promoting the work of the organisation

- a front cover illustration for a short story on an environmental issue written for children.

All work must be clearly labelled with your name, candidate number, centre number, unit title and unit number.