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ASSESSMENT and QUALIFICATIONS ALLIANCE

General Certificate of Education

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

AD07 Application and development of 2D visual language

Report on the Examination

2007 examination - June series

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AD07 – Application and development of 2D visual language

There were some excellent samples of candidates' work in centres where the approach was to take work produced for the AS units AD01 and AD02 as a starting point for the development of work in the A2 units AD07 and AD08. This is wholly acceptable but the evidence produced for AD07 must be new work and an extension of the earlier units.

In the AS units the focus is on the *investigation* of visual language but at A2 emphasis must clearly be placed on the *application and development* of visual language. A further difference between AS and A2 in this unit is the requirement for, 'finished work set in a 2D vocational art, craft or design context' as opposed to a design proposal. Teachers and candidates had interpreted this in a variety of ways, for example, large scale paintings for a commercial art gallery, illustrations for a publication and a final design to scale for an outdoor mural.

The use of photography for research purposes was evident and generally centres had understood the difference in standard between AS and A2 work. The areas that help in the development of 2D visual language include the exploration of relevant mark-making techniques and the knowledge and understanding of *relevant* different media and associated techniques. The *relevance* of media and techniques is significant since at A2 it is expected that candidates take a much more an in-depth approach rather than working across a broad base.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the Results statistics page of the AQA website.