



General Certificate of Education

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

AD10 Cultural and critical studies

Report on the Examination

2007 examination - June series

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AD10 – Cultural and critical studies

This unit was tackled in a variety of contrasting ways. In some cases the unit was seen as a stimulus for AD07 and AD08. Where this was done competently it was a comprehensive way of addressing the unit and made it more relevant to the practical work that candidates were engaged in for AD07 and AD08. Some candidates produced a wide ranging survey of artists with good research and well presented reports; although this sometimes resulted in insufficient attention to the supporting practical work or work in the style of the artist/designer studied. An interesting approach was seen where candidates produced multi media *PowerPoint* presentations which included visuals, commentary and analysis and their own work. The presentations themselves showed a sophisticated and creative use of ICT.

The requirement for one contemporary **and** one historical artist, craftsperson or designer was generally adhered to. However, the research element should include visual and cultural analysis together with constructive criticism which was not always seen. A further area of concern was AO3 *Analysis, synthesis and evaluation*. The evaluation should include comments about the direction and progression of the final presentation and many candidates had not completed this.

Mark Ranges and Award of Grades

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