

**APPLIED ART AND DESIGN** **AD05**  
**Unit 5 Professional practice, communication and meaning**

**CANDIDATE GUIDANCE**

All teacher-assessed marks to be returned to AQA by 10 January 2008

**This document contains:**

- general guidance
- set images
- details of the scenario and briefs.

**For this paper you must have:**

- appropriate art and design media, materials and technology.

All images have been removed due to third-party copyright restrictions.

**Instructions**

- Read the paper carefully. Before you start work make sure you understand all the information.
- Research the set images and produce a written analysis.
- Read the scenario and then choose **one** brief.
- You should research, investigate and develop your ideas in response to the client's brief.
- You must produce **two** ideas to present to the client and produce a Design Proposal for **one** of these ideas.
- You must hand in your research, preparatory work, your Design Proposal and your written notes at the end of the assignment, including a justification of your Design Proposal.
- The work submitted for this examination must be your own unaided work.

**Information**

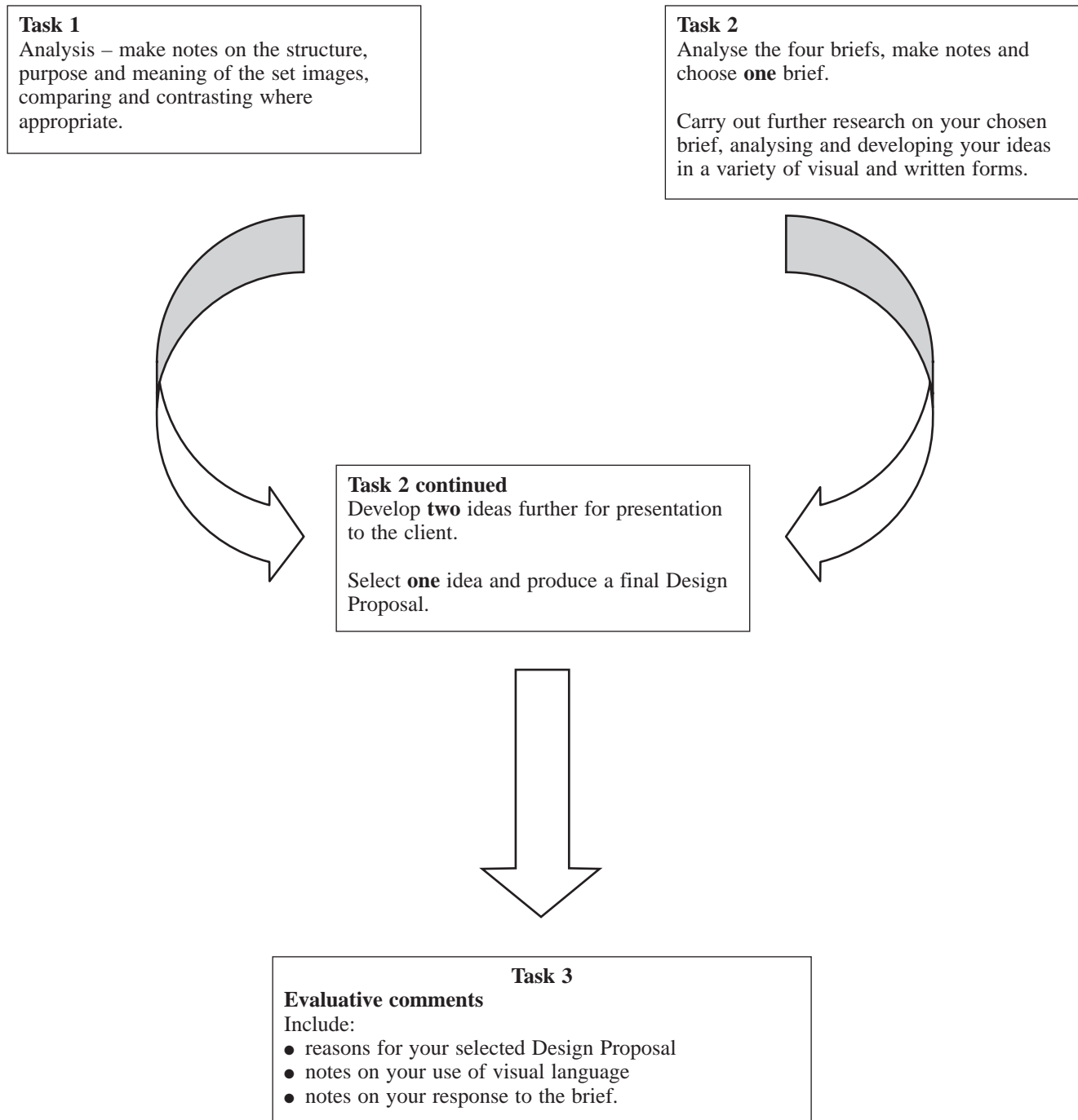
- Your work will be marked out of 60.
- All your work, which includes development work, design ideas and Design Proposal will be marked.

**Advice**

- You may discuss your ideas with your teacher.
- You should make sure that any media, materials or equipment which you might need are available.
- You should look at examples of the work of other relevant artists, craftspeople and/or designers as part of your research.

This document contains the set images and the tasks you need to follow for this set brief.

The diagram below summarises the stages that you will need to follow in order to complete this assignment.



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## Introduction

The set images set out below are the only ones you will use for Task 1 of the assignment. You may also use them as a starting point for the work you undertake in Task 2.

In Task 2, a scenario and four briefs are provided. You should select **one** brief and undertake research related to its requirements. The theme is the 1942 film 'Cat People' directed by Jacques Tourneur. Your research must include reference to work produced by others and show your understanding of how it has been used to communicate in a visual way. You may wish to research the background of the professionals who produced material that influenced your designs. (It should be noted that not all work in the commercial sector is credited to the artist/designer.)

You should provide evidence of relevant primary and/or secondary research that is shown to influence the development of your project. You should also experiment with media, materials, techniques, processes and technology to develop your ideas and progress to a Design Proposal that you will present to the client. Your work should take note of the relevant constraints identified in both the scenario and the brief that you have selected. The methods that would be used to produce the final piece of work if the client selected your Design Proposal should be taken into account.

The set images are:

- (a) **Walk on the Wild Side**, Saul Bass, 1962, screen shots of the opening credit titles from the film.
- (b) **Siamese cats**, Christopher Wood, 1927, Coloured chalks, 243 mm × 313 mm.
- (c) **The Gayer-Anderson Cat**, Bronze cat, Egypt, c. 664, 30 cm × 38 cm.
- (d) Concept drawing of the war room for, **Dr Strangelove; or How I Learned to Stop Worrying and Love the Bomb**, Kenneth Adam, c. 1964, Pencil and spirit marker on paper.
- (e) **Girl with a Black Cat**, Henri Matisse, 1910, Oil on canvas, 94 cm × 64 cm.

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(e) **Girl with a Black Cat**, Henri Matisse, 1910, Oil on canvas, 94 cm × 64 cm.



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## Guidance on the tasks to be completed

### Task 1

#### Analysis of set images

Research the set images and provide, in note form, a written analysis of the way in which visual language has been used to convey messages and meaning, comparing and contrasting where appropriate. You are reminded that no more than 20% of the marks for this assignment can be gained from Task 1. You should concentrate on the following.

##### *Structure:*

- the media, materials and techniques used to produce the pieces of work
- the formal elements and the ways in which they have contributed to the structure of the pieces of work
- the degree to which realism, abstraction and stylisation have been employed in the structure.

##### *Purpose:*

- why the set images were produced
- the contexts in which the set images were produced, e.g. cultural, geographic, historical
- the type of viewer/audience for whom they were produced.

##### *Meaning:*

- how visual language is used to communicate ideas
- how signs, symbols, images, and their use together, or in isolation, can:
  - state facts
  - give information
  - send messages
  - transmit meaning.

### Task 2

#### The Project Brief

##### Scenario

A large terrestrial television company has agreed funding for the production of a remake of the 1942 film, 'Cat People'. The *noir* atmosphere should be retained. The independent production company will control production throughout and will be moving all stages of the film's creative content forward together, owing to time and financial constraints. The outline of the project, agreed by the funder, is set out below.

##### Synopsis

Set in a large English town the hero, Kent Smith, is drawn to the feline grace of Irana, a young woman from Serbia. She is a textile designer, recently arrived in the country, who lives a totally secluded life in a house overlooking the zoo.

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She surrounds herself with ornaments and pictures of cats, and listens to the caged panthers crying at night. These provide inspiration for her work.

Irana makes life difficult for her would-be suitor, for she is convinced that she is descended from a village of witches, and that if she ever gets angry, emotional or passionate, she will be transformed into a giant, vicious cat and kill at random. Kent tries to get a psychiatrist's help for Irana, but begins to wonder whether she could be telling the truth, especially when a female workmate shows an interest in him, arousing envy in Irana. And jealousy is a strong emotion . . .

Source: EDINBURGH UNIVERSITY FILM SOCIETY, [www.eufs.org.uk/films/cat\\_people](http://www.eufs.org.uk/films/cat_people), 5.3.01

Select **one** of the following briefs and carry out research related to that brief, collecting relevant images and information. Research and analyse similar designs elsewhere before you begin the development of your ideas. Develop initial ideas, making sketches and notes. From these notes and initial ideas, select **two** ideas to take forward. Designs that are simply copies of other designs will gain little credit.

Develop your **two** ideas to present to your client in a format relevant to the brief. The presentation must include specific notes relating to alternative colourways and dimensions. From these **two** ideas, you will develop **one** into your final Design Proposal. This should have appropriate annotation, and will contain all the elements of image and text, as appropriate, to meet the requirements of the brief.

### **Brief 1 A title sequence**

Develop thumb-nail sketches for the opening credit title sequence for 'Cat People'. The sequence should be two to three minutes long. Be aware of the dark nature of the story when developing both the imagery and the titles themselves.

From your rough visuals, develop **two** ideas, **one** of which should be taken forward to your final Design Proposal.

Your final Design Proposal, chosen from your two alternative ideas, should be accompanied by added explanatory notes for presentation to the client.

### **Brief 2 Printed Textile**

The wardrobe department would like you to work up some initial ideas for printed textiles to be worn by Irana or used as furnishing fabric in her apartment. Bearing in mind Irana's fixation with cats, develop **two** repeat patterns which can be printed in no more than three colours which may include black. The background for your Design Proposal may be of any colour. Any printing process may be used.

Your final Design Proposal, chosen from your two alternative ideas, should be accompanied by added explanatory notes for presentation to the client, explaining with visuals how it might be used.

### **Brief 3 Production Design**

Develop production drawings for **either** Irana's apartment **or** the zoo entrance. From your initial sketches, produce **two** specific visuals which reflect the *noir* atmosphere of the production.

Your final Design Proposal, chosen from your two alternative ideas, should be in **maquette form**, accompanied by added explanatory notes for presentation to the client.

**Brief 4 Promotional poster**

When the film has been aired on the terrestrial channel, opportunities will exist for cinema distribution both nationally and overseas. Develop initial promotional poster designs which convincingly reflect the mood of the production in terms of the images, the lettering and the colours. From these, produce **two** designs. You will not need to go to print but you will need to bear in mind the following constraints. Distribution is likely to be small scale so the print run will be a limited silk screen production. It will be quad size, using just **three** spot colours. Photographic techniques may be used.

Your final Design Proposal, chosen from your two design ideas, should be accompanied by explanatory notes (possibly as an overlay) for presentation to the client.

**Task 3****Evaluation**

This will include all of the evaluative comments which you consider to be relevant to justify your final Design Proposal to the client.

This should include:

- reasons for your selected final Design Proposal
- how you have used visual language to convey purpose and meaning
- how you have managed the considerations of the brief.

**Turn over for the Assessment Criteria**

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## Assessment Criteria: Unit 5 Professional practice, communication and meaning

**You need to produce** a portfolio of work in response to the externally set assignment. The work must be completed in response to the set images and brief and **must** include the following:

- a written analysis of the set images, identifying the use of visual language to convey messages and meaning; (AO1, AO3)

Assessment Objective	<i>The candidate:</i> <b>Mark band 1</b>	<i>The candidate:</i> <b>Mark band 2</b>
<p><b>AO1</b> 12 marks <b>Applying knowledge and understanding of others' practice.</b></p> <p><i>Candidates show an understanding of the working methods used by historical and contemporary art and design professionals and their work.</i></p>	<ul style="list-style-type: none"> <li>• carries out a basic analysis of the purpose of the set images and the message and meaning they convey.</li> <li>• produces brief, descriptive, supporting notes.</li> </ul> <p>(1 – 3 marks)</p>	<ul style="list-style-type: none"> <li>• plans, organises and carries out a relevant analysis of the purpose of the set images and the message and meaning they convey, noting structure and content.</li> <li>• produces notes that compare and contrast images and comments on the effectiveness for their intended purpose.</li> </ul> <p>(4 – 6 marks)</p>
<p><b>AO2 (a)</b> 18 marks <b>Applying skills, techniques and understanding.</b></p> <p><i>Candidates develop ideas by applying and reflecting on knowledge, skills and understanding of media, materials, techniques and processes.</i></p>	<ul style="list-style-type: none"> <li>• working from set images, carries out simple investigations using a range of media, techniques and technology.</li> <li>• produces work that shows basic ideas using appropriate visual language to convey the required message and meaning.</li> </ul> <p>(1 – 5 marks)</p>	<ul style="list-style-type: none"> <li>• working from set images, plans, organises and carries out a range of investigations using combinations of media, techniques and technology.</li> <li>• produces work showing relevant ideas that uses appropriate visual language to convey the required message and meaning.</li> </ul> <p>(6 – 9 marks)</p>
<p><b>AO2 (b)</b> 15 marks</p> <p><i>Candidates realise and present work appropriate to its context.</i></p>	<ul style="list-style-type: none"> <li>• shows a basic level of skill and understanding of visual language through experimentation with a range of preliminary work leading to the final design proposal.</li> </ul> <p>(1 – 3 marks)</p>	<ul style="list-style-type: none"> <li>• shows a moderate level of skill and understanding of visual language through refining initial ideas and selectivity in carrying them forward to the final design proposal.</li> </ul> <p>(4 – 7 marks)</p>
<p><b>AO3</b> 15 marks <b>Analysis, synthesis and evaluation.</b></p> <p><i>Candidates gather, record and analyse relevant information and evidence, make reasoned judgements, present solutions and evaluate their own practice.</i></p>	<ul style="list-style-type: none"> <li>• describes how the work meets the requirements of the brief and makes simple suggestions for improvement.</li> </ul> <p>(1 – 3 marks)</p>	<ul style="list-style-type: none"> <li>• explains the effectiveness of the work in meeting the requirement of the brief and makes considered suggestions for improvement.</li> </ul> <p>(4 – 7 marks)</p>

- research and developmental work and final design proposal suitably presented in response to the brief; (AO2(a), AO2(b))
- comments relating to the work undertaken. (AO3)

<i>The candidate:</i>	<b>Mark band 3</b>	<i>The candidate:</i>	<b>Mark band 4</b>
<ul style="list-style-type: none"> <li>• plans, organises and carries out a detailed analysis of the purpose of the set images and the message and meaning they convey, identifying structure and how content is communicated.</li> <li>• produces detailed and well-organised notes showing comparison between images and identifying the effectiveness of each one for its intended purpose.</li> </ul> <p style="text-align: right;"><i>(7 – 9 marks)</i></p>		<ul style="list-style-type: none"> <li>• plans, organises and carries out a thorough analysis of the purpose of the set images and the message and meaning they convey, explaining structure and how content is communicated.</li> <li>• produces highly detailed notes which compare and contrast the images evaluating the effectiveness of each one for its intended purpose.</li> </ul> <p style="text-align: right;"><i>(10 – 12 marks)</i></p>	
<ul style="list-style-type: none"> <li>• working from set images, plans, organises and carries out a range of investigations which make effective use of media, techniques and technology.</li> <li>• produces work which shows a range of ideas using visual language to convey the required message and meaning.</li> </ul> <p style="text-align: right;"><i>(10 – 13 marks)</i></p>		<ul style="list-style-type: none"> <li>• working from set images, plans, organises and carries out a range of complex investigations which make effective and creative use of media, techniques and technology.</li> <li>• produces work which shows a wide range of ideas with effective use of visual language to convey the required message and meaning successfully.</li> </ul> <p style="text-align: right;"><i>(14 – 18 marks)</i></p>	
<ul style="list-style-type: none"> <li>• shows a sound level of skill and understanding of the limitations of visual language by the development of, and experimentation with, different techniques to progress ideas for the final design proposal.</li> </ul> <p style="text-align: right;"><i>(8 – 11 marks)</i></p>		<ul style="list-style-type: none"> <li>• shows a high level of skill and understanding of visual language through in-depth experimentation to produce the aesthetic qualities required for the final design proposal.</li> </ul> <p style="text-align: right;"><i>(12 – 15 marks)</i></p>	
<ul style="list-style-type: none"> <li>• analyses how the work meets the requirements of the brief, making considered suggestions for improvement.</li> </ul> <p style="text-align: right;"><i>(8 – 11 marks)</i></p>		<ul style="list-style-type: none"> <li>• analyses in detail how the effectiveness and aesthetic qualities of the work meet the requirements of the brief, explaining where and how improvements should be made.</li> </ul> <p style="text-align: right;"><i>(12 – 15 marks)</i></p>	

### END OF CANDIDATE GUIDANCE

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