



General Certificate of Education

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

**AD05 Professional practice, communication
and meaning**

Report on the Examination

2008 examination - January series

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Set and published by the Assessment and Qualifications Alliance.

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AD05 – Professional practice, communication and meaning

General

The majority of candidates understood the requirements of this unit and were able to work through the analysis of images using them to support development and arrive at appropriate outcomes. This year, due to revisions in the specification, the requirement for 'career progression' in AO3 had been withdrawn (it can now be found in ADO6) and the mark allocation has therefore changed. Some centres had not realised this.

The paper is divided into three tasks which candidates must complete. The set images this year were loosely based on 'Cat People' and 'Film Noir' which many candidates found interesting especially in terms of research. Candidates responded enthusiastically to the set briefs and it was clear that they worked in a more coherent way than in earlier series. Teachers' assessment of candidates' work appeared more accurate than in earlier series.

Task 1

Task 1 was the analysis of the set images in note form. Where the analysis was divided into structure, purpose and meaning candidates completed this task well and many more candidates were structuring comparisons into their responses. This year other works by the set artists and designers were explored in greater depth by some candidates. Many candidates also used the internet to add depth and breadth to their responses. Some lively and imaginative responses were seen as well as an encouraging degree of critical analysis. Many candidates completed this task well but the criteria for AO1 asks for '*notes that compare and contrast images*' and in some candidates' work this was not evident.

Task 2

Task 2 consists of research into one brief leading to two initial ideas and one final design proposal. Some candidates only completed one idea and therefore did not meet the requirements of the brief. However, the majority of candidates produced more than one initial idea and used these as a stimulus for the design proposal. There were some very interesting outcomes to the briefs, with successful candidates using the initial set images as a starting point for their research, responding to the 'noir' scenario constraints and providing design proposals that related closely to the requirements of the paper. Less successful candidates found the 'Film Noir' aspect difficult to understand and did not follow it through. Unfortunately the take up for brief 1 (which had opportunities for a 'new media' response involving moving images with sound) was poor. The printed textile brief 2 was the subject of some exceptional work, thoroughly researched and in some instances displaying a wide range of developmental activity. Few 3D or rendered responses to brief 3, the set design, were seen but the poster design, brief 4, was again the subject of convincing and thoroughly researched work leading to many impressive design proposals.

Task 3

Task 3 covered the evaluation and justification of the design proposal for the client. Evaluations were quite superficial and lacked the quality of critical analysis which candidates appeared to be able to bring to their study of the set images.

The general response seemed much more positive than in the previous series.

Mark Ranges and Award of Grades

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