



## **General Certificate of Education**

# **Applied Art and Design (8511, 8513, 8516, 8517, 8519)**

## **AD01 Investigation of 2D visual language**

# **Report on the Examination**

*2008 examination - June series*

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## **AD01 – Investigation of 2D visual language**

In general, for this series, ADO1 was one of the most successfully completed AS units. Centres were able to cover the 2D requirements of ADO1, often using a vocational brief as a stimulus. Strong experimentation and a range of mark-making techniques were in evidence using a variety of 2D media and technology. Formal elements were taught well, although it is sensible to integrate them into the brief rather than teach them as individual items. Sometimes centres focused on one particular 2D area, for instance graphics, and this did not allow for the breadth of investigation and experimentation with materials. Sketchbooks continued to show good practice, with evidence of experimentation, personal investigation and practitioner research, although some candidates preferred using worksheets.

There was less use of primary sources this year although ICT usage seemed to be expanding. As well as the obvious use in research, ICT (and other technology) should be seen as a creative medium. Simply downloading images from the Internet does not illustrate this and a more proactive approach is called for. The focus should be on *how* ICT has been used to address the Assessment Objectives and to meet the Assessment Criteria. It is also helpful if candidates show evidence of the development of the image through the use of screenshots for example.

Thematic approaches to the unit often worked well. Some good examples included an organic garden centre, restaurant décor and a fossil shop requiring promotional material. Keep in mind that this unit, (as for all AS units), requires a design proposal and not a design outcome and the focus should be on investigation.

Some centres linked ADO1, ADO2 and ADO4 together using a single theme to combine the units. The historical and contemporary research required for ADO4 also fed into the research for the other two units. For many candidates this holistic approach proved valuable although it is important to meet the requirements of each individual unit as outlined in the strap lines accompanying the Assessment Criteria.

Candidates produced better evaluations of their work this series, although many still wrote descriptive comments without analysis, which sometimes had little to do with improvements.

## **Mark Ranges and Award of Grades**

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