

**APPLIED ART AND DESIGN**  
**Unit 3 Working to a brief**

**AD03**

**CANDIDATE GUIDANCE**

To be issued to candidates four weeks prior to the examination

All teacher-assessed marks to be returned to AQA by 31 May

**This document contains:**

- general guidance
- details of the scenario and briefs.

**For this paper you must have:**

- appropriate art and design media, materials and technology.

Time allowed: 5 hours

Preparatory period: 4 weeks

**Instructions**

- Read the paper carefully. Before you start work make sure you understand all the information.
- Read the scenario and then choose **one** brief.
- You have a four week preparatory period to research, investigate and develop your ideas.
- You are allowed five hours to produce your Design Proposal and an evaluation of your work.
- You must hand in your preparatory work, your Design Proposal and your evaluation at the end of the examination.
- 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 the work done during the preparatory period, 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 before you start your five hours of supervised work.
- You should take all of your preparatory work into the examination sessions.
- You should look at examples of the work of other artists, craftspeople and/or designers as part of your research.
- You may work on further supporting studies until you have completed your Design Proposal.

## What you have to do

Read the scenario and select **one** of the briefs. Carry out research, paying particular attention to the constraints, considerations and requirements of the client or customer set out in the scenario and your chosen brief, including project management and health and safety issues. You should also research the ways in which other artists, craftspeople and/or designers have provided solutions to similar briefs. The preparatory work should be included in your submission. You should submit the equivalent of not less than two, and not more than four, A1 sheets (or a sketchbook or other suitable form) of research and developmental work.

During the four week preparatory period, you must research the brief by collecting information and making notes and sketches. You should consider appropriate primary and secondary sources, showing your understanding of the information collected by demonstrating the selection of appropriate aspects to inform your response to the brief. This will form the basis of your development of ideas. You should also research and experiment with an appropriate range of different media, materials, techniques, processes and technology to develop alternative design solutions. These initial designs should be in the form of clear visual records with appropriate annotation, which you will use as a resource during the five hours of supervised time to develop and refine your Design Proposal.

There are three distinct stages in the work you must do which link together to produce all the evidence required. Each stage has its own distinctive features but forms part of the whole. They are:

- research, including others' work and your own developmental work to meet the brief
- your Design Proposal, appropriately presented
- a short written evaluation of your response to the brief.

A series of tasks is provided with the briefs that, if followed, will help to give you a clear direction and also help to ensure that your work is complete and meets all of the Assessment Criteria for this unit.

The work that you present must be of a standard and scale suitable to present to clients at the point where the client agrees to accept the Design Proposal and agrees the work to progress to its final finished piece. A final finished piece to scale is **not** required. You should make sure that any fragile or temporary work is photographed, in case of accidents.

## Evaluation

The evaluation produced during the five hours of supervised time should include:

- (i) An account of:
  - how you researched, developed and progressed ideas for the brief
  - how you managed time and resources effectively
  - the strengths and weaknesses in your work;

(ii) Points you wish the client to consider:

- reasons why the client should accept your Design Proposal
- how you met the challenge of including the required constraints in the Design Proposal
- why you think you have used media, materials, techniques, and technology effectively
- why you think you have been creative and why the qualities in your work are suitable for your client.

Your evaluation should justify your development work and the Design Proposal, showing how your decisions have been for the benefit of the client at all stages.

For further guidance, you should refer to the unit specification and the assessment marking criteria on pages 12 and 13 of this guidance.

### **Introduction**

A scenario and five briefs are provided. You should select **one** brief and undertake research related to its requirements. The theme is the promotion of recycling broken umbrellas. Your research must include reference to work produced by others and show your understanding of how it has been used to communicate ideas and/or aims in a visual way. There should also be evidence of relevant primary and secondary research that is shown to influence the development of your project. You should experiment with media, materials, techniques, processes and technology to develop your ideas and to progress these ideas 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 and take into account the methods that would be used to produce the final piece of work if the client selects your Design Proposal.

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## The Project Brief

### Scenario

To promote the recycling of household goods, a local county council is organising a competition that will draw attention to the creative use of discarded or unwanted materials in fashion design. A catwalk exhibition, using professional models, will be held, featuring the best designs submitted.

Several other commissions allied to this celebratory evening will be offered and young artists, craftspeople and designers are being encouraged to participate.

The theme of the project is the recycling of broken umbrellas: to stop them from being thrown away and going to landfill sites. The event's title is, 'Cinderella's Umbrellas – What will they turn into?'.

Select **one** of the following briefs and produce a Design Proposal to submit to the county council organising committee. Health and safety issues must be considered.

Whichever brief you choose, you **must** write an evaluation of your response (see pages 2, 3 and 11).

**Ensure that in your final submission you state clearly which brief you have chosen.**

### Briefs

#### 1 Fashion design

Design **two** fashion garments, male or female, using materials from abandoned or discarded umbrellas. One garment is for everyday casual wear, the second is for evening dress.

Accessories may be included but these should be made from additional recyclable materials.

The target clientele is in the 18–30 age range.

**N.B.** If it is not possible to experiment with actual, discarded umbrella materials, extensive research will be adequate and will be assessed for the range, depth, and qualities found in it.

Golfing umbrellas are usually the largest type and size and, therefore, material pieces used in the Design Proposal garment should be no larger than those found in such umbrellas.

The Design Proposal produced in the five hours of supervised time should be of **one** of the designs only.

It should include:

- views of both the front and back of the garment
- sample swatches of the materials used
- all methods of construction, which must be clearly identified.

## 2 Textile design

Design **two** of the following, using materials from abandoned or discarded umbrellas:

- a headscarf – 600 mm square
- a neck scarf – 1600 mm long × 250 mm wide
- a hat – size is left to your discretion.

These materials should form the base for the items, as you will be required to apply other processes or additional recyclable materials in the form of decoration.

The form, process, style or method of the application is left to your discretion, but the overall result must be appropriate, harmonious and wearable.

The target clientele is young women in the age range of 16–30 years.

The Design Proposal produced in the five hours of supervised time should be of **one** of the designs only. It must be to scale.

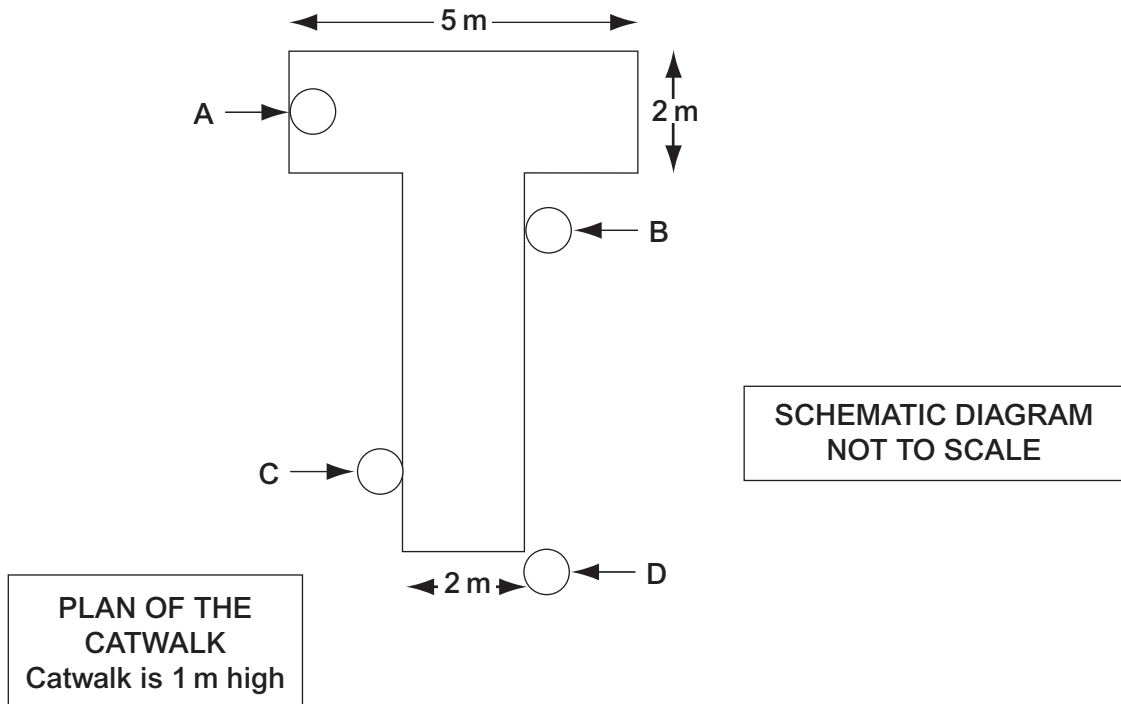
It should include:

- samples of materials
- samples of applied processes and/or decoration
- a description of the method(s) used.

If drawings are used for the hat design, they should show front and back views.

### 3 Catwalk designs

Designs are needed for four three-dimensional features for the catwalk to be used at the presentation evening, which will be placed at positions A, B, C and D (see plan below).



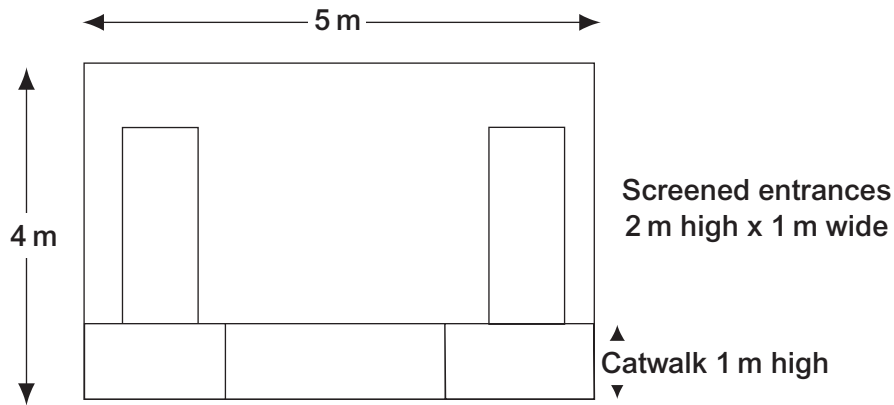
Note that position A is on the catwalk, B, C and D are by the side of the catwalk.

- The theme for the features must be opened umbrellas.
- Ideas may be developed in two ways:
  - (i) from studies of umbrellas only, but combining two or more umbrellas within the design, **or**
  - (ii) from studies of people holding opened umbrellas.
- You may use any appropriate materials, processes or technology.
- Audience sightlines should be carefully considered and keeping a relatively unobscured view must also be observed. This means that, in general terms, the features have to be at least 2.5 m high.

The Design Proposal produced in the five hours of supervised time **must** be a model or maquette of **one** of the features seen at either A, B, C or D. A sketch of the complete catwalk with the features in place should also be included.

#### 4 Mural design

Design a mural for the screen at the back of the catwalk.



Mural size: 5 m × 3 m  
Design must incorporate  
the screened entrances

SCHEMATIC DIAGRAM  
NOT TO SCALE

- The mural should predominantly use the primary colours of red, yellow and blue as a colourway, and should emphasise an abstracted view of patterns and colours seen in opened umbrellas.
- The text 'Cinderella's Umbrellas' must appear on the screen. You may decide to incorporate it into your design or use it as a separate heading at the top of the screen.
- Strong, opaque media should be used: for example, acrylic or gouache. Other processes and/or technology may be used.
- The mural should fill the whole screen.
- Account should be taken of the entrances and be incorporated into the design.
- You should work to scale at all times.

The Design Proposal produced in the five hours of supervised time **must** indicate clearly all your intentions for the client. Samples, models, maquettes, diagrams and drawings may all be incorporated.

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## 5 DVD insert design

A DVD of the project will be issued, featuring some of the participating designers. It will include their work, how it was produced and contain highlights of the fashion show.

An insert (front, spine and back) is required for this DVD. It **must** feature **both** opened umbrellas **and** rain.

Music will be used on the DVD along with commentary. You may choose the music and the musician/group yourself but they should be chosen for their connection with umbrellas and rain. For example, the songs 'Singin' in the Rain' or 'Let it Rain' might feature, as might 'Wet, Wet, Wet' or 'Candy Rain'.

Text on the front:                    'Cinderella's Umbrellas – What will they turn into?'  
   'A recycling extravaganza produced by ..... County Council'  
   (You may choose which county council.)

Text on the spine:                    'Cinderella's Umbrellas' and an appropriate index number

Blurb on the back:                    Names of the featured music and musician/group  
   A brief summary of the contents of the DVD

Both hand-drawn and photographic images may be used in the design process and/or Design Proposal and the use of technology is encouraged.

The Design Proposal produced in the five hours of supervised time should be full size, or scaled larger if appropriate. A standard DVD case will be used.



## Tasks

When producing the work for your chosen brief, the following tasks might help to make sure that you cover all the work necessary for assessment.

<b>TASK 1</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Research into umbrellas and how they are constructed. (Find out what materials are used; handles, ferrules, spokes and covering fabrics and gather information that you think you might need.)</li> <li>• Research into others' visual work for both umbrellas and adverse weather. Look at the work of artists, sculptors, photographers, designers; particularly fashion designers who may have used recyclable materials in their work. How have other graphic designers produced work for recycling campaigners? How does your local council advertise recycling? Do you think you could improve it?</li> <li>• Look carefully at your research and combine some parts of what you see to help you to start your first ideas.</li> </ul> <p>Make sure that, in your preparatory work, you indicate which sources were important in getting your ideas started and show, in your practical work, how you did this. Give your reasons as part of your annotation.</p>	
<b>TASK 2</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Start working with an appropriate range of media, materials, techniques, processes and technology. You <b>must</b> use more than simply pencil and pencil crayons. Use paints, pastels and collage. Try using mixed media. Definitely find unusual, recyclable materials with which to experiment. Collect samples of such materials or experiment with a range of making techniques. Work with digital images and manipulate them in a suitable computer programme. This might lead to interesting designs (for example, in the DVD insert design).</li> <li>• Work out which media, materials, techniques, processes and technology are most effective for the brief that you are following and add the reasons why as part of your annotation.</li> </ul>	

<b>TASK 3</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Develop the best ideas further, using the media, materials, techniques and technology that you found to be the most effective (Task 2).</li> <li>• Try out several possibilities and then select the best two or three.</li> <li>• Again, write down your reasons for rejecting some ideas and for selecting others.</li> </ul>	

<b>TASK 4</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• You should now be able to modify and refine one or two ideas and begin to compose and use them to give a meaning or message that you want to communicate to your customers or audience.</li> <li>• Try to use and manipulate some of the following: colour, line, pattern, shape, texture, tone (2D formal elements), or space, volume, proportion, scale, balance, movement (3D formal elements).</li> <li>• While you are working on this task, keep in mind the key requirements of the brief. Make a list of these and check them off when you know that they have been successfully included.</li> </ul>	

<b>TASK 5</b>	✓ when task is completed
<ul style="list-style-type: none"> <li>• Check your preparatory work thoroughly, making sure that you have done everything you need in preparation for producing the Design Proposal. This is done as part of the five hours of supervised time. Particularly check that you have prepared all that is essential to meet the constraints and requirements of the brief.</li> </ul>	
<b>Supervised Time (5 hours)</b>	✓ when task is completed
<p><b>Design Proposal</b></p> <p>The Design Proposal you produce should be of a sufficiently high quality and be suitably well presented for a meeting with the county council organising committee.</p> <p><b>Evaluation</b></p> <p>You should spend no more than 30 minutes during the five hours of supervised time writing an evaluation of the whole project. Select what you believe to be the key points of the brief and show how you have taken these into account. Think about the requirements of the organising committee.</p> <p>In your evaluation include:</p> <ul style="list-style-type: none"> <li>• a section that sums up how well you have managed the project: for example, research and development of ideas, managed time and resources, the strengths and weaknesses of your work, etc.</li> <li>• a section that sets out key points that you think your client should consider: for example, how you have resolved constraints, how you have effectively used media, materials, techniques and technology and how you have been creative in meeting the client's requirements.</li> </ul> <p>You <b>must</b> give clear reasons for your decisions.</p>	

**Turn over for the Assessment Criteria**

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### Assessment Criteria: Unit 3 Working to a brief

In response to the external assessment you will be asked to:

- carry out preparatory research (primary and secondary) to clarify the needs of the client and the requirements of the brief; (AO1, AO2(a), AO3)

<b>Assessment Objective</b>	<i>The candidate:</i> <b>Mark band 1</b>	<i>The candidate:</i> <b>Mark band 2</b>
<p><b>AO1</b>                      12 marks</p> <p><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 limited research into others' practice.</li> <li>• uses insights from the research in a limited way in response to the brief.</li> </ul> <p style="text-align: right;">(1–3 marks)</p>	<ul style="list-style-type: none"> <li>• plans, organises and carries out a range of research into others' practice.</li> <li>• uses insights from the research to inform the response to the brief.</li> </ul> <p style="text-align: right;">(4–6 marks)</p>
<p><b>AO2(a)</b>                      18 marks</p> <p><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>• carries out simple investigations using a range of media, materials, techniques and technology.</li> <li>• demonstrates limited ability to apply exploration to develop ideas that meet the minimum requirements of the brief.</li> </ul> <p style="text-align: right;">(1–5 marks)</p>	<ul style="list-style-type: none"> <li>• plans, organises and carries out a range of investigations using combinations of media, materials, techniques and technology.</li> <li>• demonstrates the ability to apply exploration to develop ideas that take into account the key requirements of the brief.</li> </ul> <p style="text-align: right;">(6–9 marks)</p>
<p><b>AO2(b)</b>                      12 marks</p> <p><i>Candidates realise and present work appropriate to its context.</i></p>	<ul style="list-style-type: none"> <li>• shows basic skill in the use and application of formal elements and visual language.</li> <li>• shows a limited understanding of the needs of the client in the design proposal and has significant omissions in meeting the requirements of the brief.</li> </ul> <p style="text-align: right;">(1–3 marks)</p>	<ul style="list-style-type: none"> <li>• shows moderate skill in the use and application of formal elements and visual language.</li> <li>• shows a partial understanding of the needs of the client in the design proposal and meets the key requirements of the brief.</li> </ul> <p style="text-align: right;">(4–6 marks)</p>
<p><b>AO3</b>                      18 marks</p> <p><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>• shows a basic level of skill in selecting relevant information and limited ability to modify ideas in response to the brief.</li> <li>• produces a superficial summative evaluation.</li> </ul> <p style="text-align: right;">(1–5 marks)</p>	<ul style="list-style-type: none"> <li>• shows moderate skill in selecting relevant information and some ability to modify ideas in response to the brief.</li> <li>• produces a summative evaluation of the key points of the brief.</li> </ul> <p style="text-align: right;">(6–9 marks)</p>

- develop, review and modify ideas; (AO2(a), AO2(b), AO3)
- create a Design Proposal; (AO2(b))
- evaluate your response to the brief, including the work produced for the client. (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 wide range of research into others' practice.</li> <li>• uses insights from the research to enhance the response to the brief.</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 wide range of research, using a variety of sources, into others' practice.</li> <li>• uses insights from the research creatively in response to the brief.</li> </ul> <p style="text-align: right;"><i>(10–12 marks)</i></p>
	<ul style="list-style-type: none"> <li>• plans, organises and carries out a wide range of investigations using combinations of different media, materials, techniques and technology.</li> <li>• demonstrates the ability to apply meaningful exploration to develop ideas that take into account and resolve some of the constraints and requirements of the brief.</li> </ul> <p style="text-align: right;"><i>(10–13 marks)</i></p>		<ul style="list-style-type: none"> <li>• plans, organises and carries out a wide range of complex investigations using combinations of different media, materials, techniques and technology.</li> <li>• demonstrates the ability to apply meaningful exploration to develop sophisticated ideas that resolve the constraints and meet the requirements of the brief in full.</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 in the use and application of formal elements and visual language.</li> <li>• shows a sound understanding of the needs of the client in the design proposal and mostly meets the requirements of the brief.</li> </ul> <p style="text-align: right;"><i>(7–9 marks)</i></p>		<ul style="list-style-type: none"> <li>• is highly skilled, effective and creative in the use and application of formal elements and visual language.</li> <li>• shows a complete understanding of the needs of the client in the design proposal and realises the requirements of the brief in full.</li> </ul> <p style="text-align: right;"><i>(10–12 marks)</i></p>
	<ul style="list-style-type: none"> <li>• shows a sound level of skill when selecting relevant information to modify ideas effectively in response to the brief.</li> <li>• produces an effective summative evaluation.</li> </ul> <p style="text-align: right;"><i>(10–13 marks)</i></p>		<ul style="list-style-type: none"> <li>• is highly skilled when selecting relevant information and modifies ideas creatively in response to the brief.</li> <li>• produces a detailed summative evaluation.</li> </ul> <p style="text-align: right;"><i>(14–18 marks)</i></p>

**END OF CANDIDATE GUIDANCE**

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