



General Certificate of Education

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

AD03 Working to a brief

Report on the Examination

2008 examination - June series

Further copies of this Report are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2008 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

The Assessment and Qualifications Alliance (AQA) is a company limited by guarantee registered in England and Wales (company number 3644723) and a registered charity (registered charity number 1073334). Registered address: AQA, Devas Street, Manchester M15 6EX
Dr Michael Cresswell Director General.

AD03 – Working to a brief

AD03 requires candidates to work from a choice of five set briefs. In this series there were briefs covering fashion and textile design, a 3D catwalk design, a mural and a design for a DVD insert. In response to these briefs candidates carry out research, develop alternative ideas and produce a design proposal and summative evaluation. Centres were very complimentary about the theme (the recycling of broken umbrellas) and choice of briefs and some candidates really became involved in the recycling aspect and took apart old umbrellas and reconstructed them, or used them as clothing or a backdrop to paint over. These approaches led to some very creative outcomes.

The most popular briefs this year were the fashion, mural and DVD designs resulting in examples of design proposals produced to a very high standard. Many of the candidates had used ICT to develop ideas especially in the DVD brief where the use of Adobe Photoshop was in evidence. When used creatively these ideas were the most successful. The fashion design brief was popular, with some good research into designers that had used recycled material.

The vocational process was clearly being followed by the majority of candidates and there was evidence that the tasks set out in the candidate guidance had been noted and used.

It is important for candidates to consider all the requirements of the chosen brief and for them to re-visit the brief throughout the project. This is also a useful way to comment on the design development in order to use the information in the summative evaluation. There were some very good written evaluations but many candidates still wrote descriptive evaluations of the process which were not directed towards the client.

The five hours of supervised time was generally handled well, with most candidates completing the necessary work in the required time. It could be helpful in future to suggest to candidates that they prepare the evaluation before starting the test. This would help in allocating half an hour to collate and complete the evaluation.

Mark Ranges and Award of Grades

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