



**General Certificate of Education**

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

**AD05 Professional practice, communication  
and meaning**

**Report on the Examination**

*2008 examination - June series*

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*Dr Michael Cresswell Director General.*

## **AD05 – Professional practice, communication and meaning**

There was a very positive reaction to the externally set brief for this series. The scenario was based on a British Schools Olympic style theme and the question paper used interesting visuals from multiple frame photography to pictograms, as a stimulus.

Task 1 was the analysis of the set images in note form. There were some good responses to the analysis of these images. In general, candidates prepared responses reasonably well and were able to compare and contrast the set images. It is important to understand that when analysis replaces mere description, this can lead to more interesting results.

In Task 2 candidates were asked to carry out research related to their chosen brief leading to the development of two initial ideas and one final Design Proposal. Some creative work was produced and some candidates displayed an extensive range of work, much of this was often generated from websites.

Some candidates used a plethora of text and images to support their research and often did not appear to understand the notion of selection, instead relying upon a wall of imagery and text, which was often irrelevant. There is still scope to improve candidates' use of formal elements, especially design and composition.

Task 3 covered one area. Here, the evaluation and responses were more focused and more successful (progression routes have been moved to Unit 6).

The most successful brief was brief 2, pictograms. Some candidates worked their way exhaustively through the task of building up a family of images resulting in pleasing aesthetic results.

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

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