



## **General Certificate of Education**

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

## **AD03 Working to a brief**

# **Report on the Examination**

*2009 examination - January series*

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*Dr Michael Cresswell Director General.*

## **AD03 – Working to a Brief**

### **General**

There was a positive response from centres to this paper and the theme was enthusiastically received by teachers. The majority of centres understood the requirements of the unit and the assessment criteria and were mindful of the AS standard.

### **Requirement of the externally set assignment**

Candidates were required to work from a choice of 5 set briefs, carry out research, develop alternative ideas and produce a design proposal and summative evaluation in a supervised 5 hour period.

### **Responses to the briefs**

Research generally was of a good standard this year with some focused investigation into the theme. However, as seen in other years, there was evidence of downloaded images from the Internet that had not been fully developed or attributed. There was evidence of some good research on Cornwall and railways and many students had looked at railway posters and at old photographs of railway bridges and stations.

The theme this year concerned the reinstatement of the 'Cornish Riviera Express'. Railways, stations and trains appeared to be a challenging topic for less able candidates to visualise although photography at local stations helped in many cases.

Brief 1 (2D artwork) and brief 5 (Advertising) were the most popular with some responses to briefs 2 (3D artwork), 3 (Publicity flyer or leaflet) and 4 (Textile design).

The majority of responses closely adhered to the requirements of ADO3 and the individual briefs and it was clear that vocationality was a central element to the teaching of this unit. There was perhaps less imaginative use of media and techniques this year although some good examples of ICT development work were seen. There were some very good evaluations written in the 5 hours of supervised time but many candidates wrote descriptive evaluations of the process which were not directed towards the client. In one centre, candidates had recorded the process of the development of their ideas at every stage through text and photography and this resulted in the production of excellent summative evaluations.

The 5 hours of supervised time was generally handled well, with most candidates completing the necessary work in the required time. Candidates can benefit from preparing the majority of their summative evaluation prior to the test leaving only the evaluation of their final design to complete during the five hours of supervised time. It is important for candidates to check the requirements for their particular brief in order that they leave time to complete all aspects. Some candidates take on too much in the five hours and then fail to complete the design. It should be remembered that a design proposal, not a design outcome, is required for this unit.

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

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