

**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 2009

**This document contains:**

- general guidance
- details of the scenario and briefs.

**For this paper you must have:**

- appropriate art and design media, materials and/or 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. You should make sure that any fragile or temporary work is photographed, in case of accidents.

A final finished piece is **not** required.

## Guidance on the use of technology

Artists, craftspeople and designers use technology as a tool in both design and production. It can be used to extend investigations, develop ideas and in the production of outcomes.

You will be assessed on:

- your personal and individual creativity
- your original and imaginative use of technology and its associated processes
- how you have manipulated and made the most of all functions of the equipment and processes.

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Computers form an important part of many art, craft and design processes, when using them you **must** show how well you can make them work for you. Downloading and manipulating internet images using computer software does not demonstrate a high level of imagination or originality. You must show that you can go beyond this by:

- further development
- demonstrating knowledge and understanding of the process(es)
- demonstrating an interaction with the programme(s) being used.

If you use a computer to develop your work you should:

- prepare original images using primary and secondary sources
- scan and manipulate these images to develop them further
- show a proactive use of the technology
- analyse, re-visit and re-work ideas
- justify and evaluate your use of computers.

You are encouraged to use all aspects of technology in developing your project but remember that you will be assessed on *how*, and to *what extent*, you have used the technology to meet both the assessment objectives and assessment criteria.

Remember that any information or image selected for use **must** be attributed to its source and/or copyright owner by annotation at the side of the text or image used.

### **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 Criteria on pages 14 and 15 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 a music festival. 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 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.

## The Project Brief

### Scenario

A large city near you is to host a music festival during the autumn of 2009. The festival will be called JEF (and the name of a city near you). JEF is an acronym for **J**azz and **E**lectronic **F**estival; therefore, the title of the festival will be, for example, JEF – Leeds, or JEF – Norwich, etc.

Several headline musicians, bands or groups will be invited to perform along with many other supporting musicians. (You should choose all the musicians to be featured at the festival, making sure that you select some for both of the highlighted styles of music.)

Various venues around the city will be used for some of the events but a local park will host several functions and feature its own stage.

The event will be vibrant, colourful and exciting and will aim to attract a range of music lovers for the seven-day festival.

Select **one** of the following briefs and produce a Design Proposal to submit to the organising committee.

Whichever brief you choose, you **must** write an evaluation of your response (see pages 2, 3 and 12).

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

### Briefs

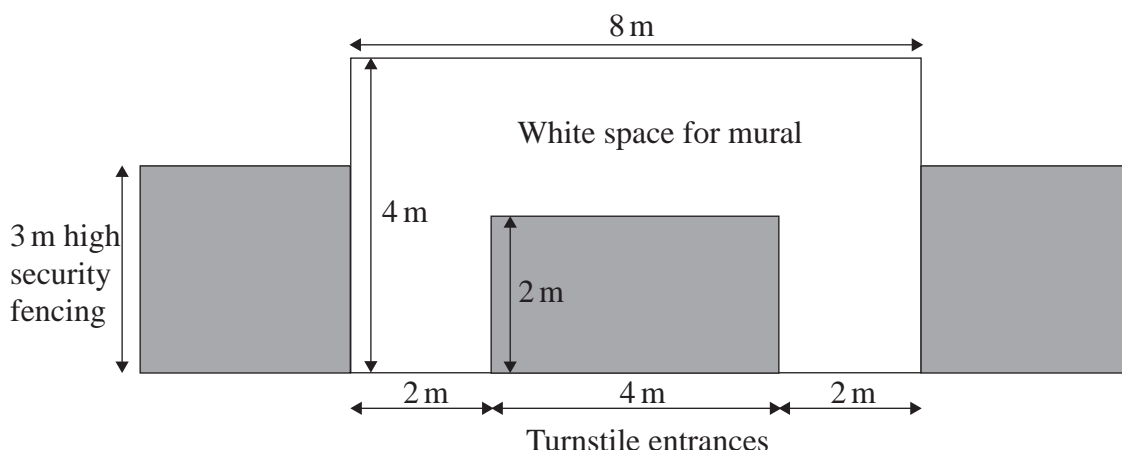
#### 1 A mural for the main entrance to the park.

Design a mural for the main entrance to the festival grounds in the park. It **must** fill the space provided (see diagram below), and must reflect the feeling of one of the styles of music, ie jazz or electronica, and be vibrant, colourful and visually exciting.

As this is an outdoor venue, careful consideration should be given to the durability of the medium to be used.

You should aim to produce at least **two** final ideas for the mural in your preparatory work.

You will be required to produce only **one** of them during the five hours of supervised time. The Design Proposal must be large – A3 size at least – and to scale.



SCHEMATIC DIAGRAM NOT TO SCALE

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## 2 3D street decoration

Design a three-dimensional piece of work that will be suspended overhead in the main shopping centre or public square during the festival. The design will be lit at night, either by spotlights or from within the piece.

The 3D design should feature **two** of the following ideas and create a message about music:

- rhythm
- laidback
- pulsating
- boogie-woogie
- poetic
- harmony
- discord
- groovy
- beat
- sharp.

The final dimensions of the design should be **no less** than 1500 mm in any direction. Your designs, at all stages, should be to scale.

Maquettes or models are an essential part of the preparatory work and **must** be included in the body of the work submitted.

You should aim to produce at least **two** final ideas for the 3D suspended design in your preparatory work.

You will be required to produce only **one** of them during the five hours of supervised time. The Design Proposal must be of sufficient size to show all the detail, including any lighting features, and be to scale.

### 3 CD cover design

Design the front, back and spine for a CD cover that is for a compilation of **one** of the styles of music heard at the festival. A standard jewel-case will be used. The music will be a mix of studio and live recordings and will feature both headline musicians or bands and six other supporting acts. A mixture of hand-drawn, photographic and computer-generated images could be used in the design.

The design should symbolise one of the styles of music. Photographic images of musicians, if used, should be manipulated to enhance this symbolism.

- The title on the front of the CD cover will be: JEF – (AND THE NAME OF THE CITY) 2009
- The subtitle on the front of the CD cover will be: A COMPILATION OF THE BEST (JAZZ or ELECTRONICA) MUSIC AT THIS YEAR’S FESTIVAL
- Text on the back of the CD cover will be: a list of the bands featured on the CD and the titles of the tracks that they play
- Text on the spine of the CD cover will be: JEF – (AND THE NAME OF THE CITY) 2009, plus an index number and a label logo

You should aim to produce at least **two** final ideas for the CD cover in your preparatory work. You will be required to produce only **one** of them during the five hours of supervised time. It should be full-size and to scale.

#### 4 Designs for banners

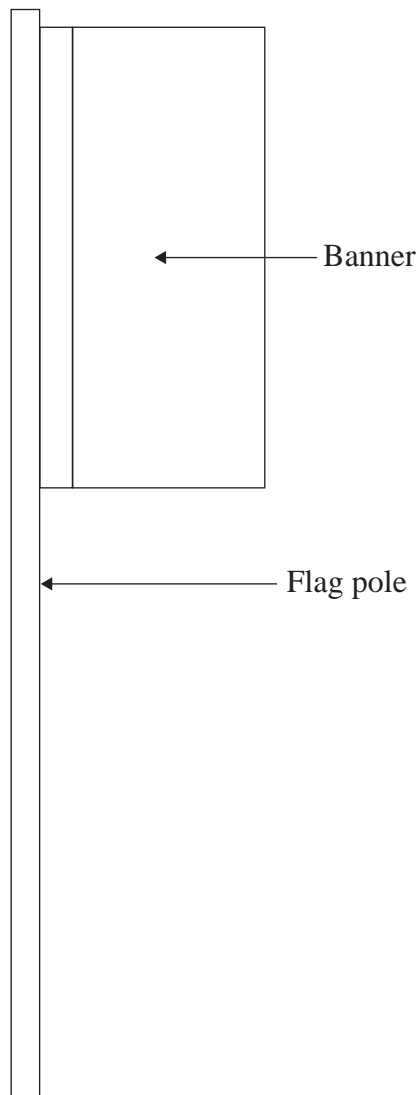
The circular arena in the festival grounds in the park will be lined with 6 m high flag poles that will support textile banners.

Each banner will be 1 m wide  $\times$  2.5 m long. There will be 21 banners around the perimeter and the flag poles will be approximately 10 m apart.

Design **two** banners. Each banner must reflect the different rhythms, beats and sounds for the styles of music heard during the festival, ie one banner for jazz and one for electronica.

Any textile making processes, techniques or combined processes/techniques can be considered. Practical considerations must be incorporated into the designs, ie the banners are outdoors and susceptible to the weather (rain and wind in particular).

Designs for **both** banners **must** be seen in your preparatory work. Examples of materials, processes and techniques **must** be included. You will be required to produce a Design Proposal for only **one** of them during the five hours of supervised time. It must be large (A3 size at least) and to scale.



SCHEMATIC DIAGRAM  
NOT TO SCALE



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## 5 Website/animation

Design **either** (i) a website homepage **or** (ii) an animated film clip to go onto the website.

### (i) Website homepage design

The homepage should reflect the description given in the scenario, ie ‘The event will be vibrant, colourful and exciting and will aim to attract a range of music lovers for the seven-day festival’. Its immediate impact must be of music and the artists performing at the festival. The two styles of music – jazz and electronica – must be seen in the imagery used.

The homepage must provide information about:

- the venue
- dates and times
- prices and ticket sales
- ‘contact us’
- and any other relevant information.

Appropriate links must be clear and accessible. Imaginative and engaging graphics and fonts should add flair and visual excitement to the design.

Design at least **two** final ideas for the website homepage in your preparatory work.

You will be required to produce only **one** of them during the five hours of supervised time.

**or**

### (ii) Animation design

Design an animated film/video clip to go onto the festival website. It **must** be of 10–15 seconds’ duration and must reflect the description given in the scenario, ie ‘The event will be vibrant, colourful and exciting and will aim to attract a range of music lovers for the seven-day festival’. Music should form a major part of the sound that accompanies the animation; existing music from one of the groups appearing at the festival could be considered.

In your preparatory work, design **two** ideas for the animated clip. You should:

- use a storyboard to outline the whole 10–15 second clip
- produce examples of part of each clip, using a visual storage form (for example, video, DVD, memory stick)

You will only be required to produce a Design Proposal for **one** of your ideas as a presentable, fully illustrated and annotated storyboard during the five hours of supervised time.

You may also submit appropriate example(s) of animation made and stored during the preparatory period as supporting evidence for the Design Proposal.

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## 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.

TASK 1	✓ when task is completed
<ul style="list-style-type: none"> <li>• Research into music festivals that have been staged recently, eg Glastonbury, Reading, Bradford or Bath. In particular, look at graphics, at the presentation of information and how message or meaning is communicated.</li> <li>• Research into others' visual work for depicting music. Kandinsky's paintings based on music might be a source of inspiration. Look at the work of artists, designers, and craftspeople. Look at a range of present-day graphic design work. How do the designers communicate feelings and emotions? How do they steer their audience towards particular viewpoints? What visual 'tricks' do they use?</li> <li>• Look carefully at your research and combine some parts of what you see to help you 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>	

TASK 2	✓ when task is completed
<ul style="list-style-type: none"> <li>• Start working with an appropriate range of media, materials, techniques, processes and/or technology. You <b>must</b> use more than simply pencil and pencil crayons. Use paints, pastels and collage. Try using mixed media. Find unusual material with which to experiment. Remember the 'durability' problem in Brief 1. Collect modelling materials if you are working on Brief 2. If possible, collect samples of materials or experiment with a range of making techniques if you are working on Brief 4. Work with digital images and manipulate them in a suitable computer programme. This might lead to interesting designs. (For example, in the CD cover design or the website design.)</li> <li>• Work out which ones are most effective for the brief 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 – these are 2D formal elements; or space, volume, proportion, scale, balance, movement – these are 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> <li>• Start to prepare notes for your initial thoughts and ideas for your summative evaluation – see Task 5.</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 during the five hours of supervised time. Particularly check that you have prepared all that is essential to meet the constraints and requirements of your chosen brief.</li> </ul>	
<b>Supervised Time (5 hours)</b>	✓ when task is completed
<p><b>Design Proposal</b></p> <p>The Design Proposal that you produce should be of a sufficiently high quality and be suitably well presented for a meeting with the organising committee for the music festival.</p> <p><b>Summative 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 music festival's 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 strength 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>	

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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;"><i>(1–3 marks)</i></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;"><i>(4–6 marks)</i></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;"><i>(1–5 marks)</i></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;"><i>(6–9 marks)</i></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;"><i>(1–3 marks)</i></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;"><i>(4–6 marks)</i></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;"><i>(1–5 marks)</i></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;"><i>(6–9 marks)</i></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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