



General Certificate of Education

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

AD03 Working to a brief

Report on the Examination

2009 examination - June series

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AD03 – Working to a brief

The theme for ADO3 this year was a Music Festival and required candidates to work from one of a choice of 5 set briefs including, a mural, a 3D street decoration, a CD cover design, a design for a banner and a website or animation design. Candidates carried out research, developed alternative ideas and produced a design proposal and a summative evaluation during the five hours of supervised time.

A set of well designed murals based on the study of work by Alfred Gockel and Wassily Kandinsky were produced by candidates from a centre where these artists had been researched. Other centres had encouraged candidates to produce more individual responses to this unit. There was evidence of interesting research into musical sound and in depth research into festivals and types of music. This led to some very creative design proposals.

One of the most popular choices of brief from this unit was the mural for the main entrance to the park. In the responses seen, candidates had always worked to scale. The CD cover design was also popular and sometimes showed the use of strong ICT work.

More use of photography was seen in responses to all units this series, some of which were of a high standard. However, there were several instances where it was impossible to distinguish the candidates' own photographs from those they had resourced. Candidates are reminded in the Candidate Guidance under 'Guidance on the use of technology' 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'. It is important that centres make this requirement clear to candidates.

There was clear evidence that the vocational process was being followed by the majority of candidates. It was noted that candidates were making use of the tasks as detailed in the Candidate Guidance and some also used the tasks as outlined in their portfolio units as templates for writing their own briefs.

It is important for candidates to consider all the requirements and constraints of their chosen brief and to re-visit the brief throughout the project. This helps candidates to develop, review and modify their ideas as stated in the strap-line accompanying the Assessment Criteria and assists them when writing their summative evaluation. There were some very good evaluations written in the 5 hours of supervised time but many candidates still wrote descriptive evaluations of the process and did not direct their evaluations towards the client. Candidates should consider preparing their summative evaluation before beginning the 5 hours of supervised time.

Mark Ranges and Award of Grades

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