



General Certificate of Education

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

**AD05 Professional practice, communication
and meaning**

Report on the Examination

2009 examination - June series

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AD05 – Professional practice, communication and meaning

This series, the scenario was based on a newly constructed pedestrian walkway near a canal called the 'Waterland Walk' and the images used as a stimulus for Task 1 varied from a logo, a contemporary painting and a Google Earth image.

In response to Brief 2 several candidates had been out at dawn to record the sunrise, to good effect, mainly through atmospheric photography. Of particular importance for Brief 2 was the requirement for candidates to indicate which of their photos were their own and which were from a secondary source.

Task 1 required candidates to analyse the set images in note form. Most candidates were well organised in their discussion of the set images but there were some who did not attempt to compare and contrast the images and consequently lost valuable marks. Those candidates that did successfully compare and contrast the images were seen to make some interesting points and found ways to appreciate the images that were not at first apparent. There were some good responses to the analysis of the images and many candidates used structure, purpose and meaning to organise and write about the work. In general, candidates prepared responses reasonably well and it was interesting to note that when personal analysis replaced mere description, there were often more interesting results.

In Task 2 candidates were required to select and research one brief from a choice of four leading to the development of two initial ideas and one final Design Proposal. The most successful responses were for Brief 2 Promotional flyer, with some candidates using questionnaires to make decisions about their answers to their chosen brief. Candidates from one centre had used their own original atmospheric photographs as a starting point for the promotional flyer imagery which had been digitally enhanced to create a lively graphical interpretation. For Brief 3 Identity, candidates produced mosaics, high relief plaques and medallions.

Some creative work was produced and candidates who linked their work to aspects of the set images tended to be more successful. 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.'

Task 3 covers the evaluative comments (which could be formative or summative, or both) and responses this series were generally well planned, although in order to achieve credit in the higher mark bands candidates needed to make considered suggestions for improvements to their work.

Mark Ranges and Award of Grades

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