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ASSESSMENT and QUALIFICATIONS ALLIANCE

General Certificate of Education

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

AD07 Application and development of 2D visual language

Report on the Examination

2009 examination - June series

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AD07 – Application and development of 2D visual language

There are strong links with this unit and ADO1 (AS). However, at AS the focus is on the investigation of visual language and at A2, concentrated on the application and development of visual language. It is also worth noting that AS requires a design proposal whereas at A2 a design outcome is required. It was clear that in some centres, design outcomes were produced for both AS and A2. Design outcomes for ADO7 should be a piece of finished work set in a 2D art, craft or design vocational context and candidates need to think about how the piece can be presented to a client.

This series, some creative work was seen, with a wide range of briefs presented as follows: production of logos; tableware for an Italian restaurant; a canvas based on architecture; mural design with local artists; posters and beer mats for a drink/drive campaign; textile hangings; a design based on water for the side of a water company van; graphics and textile pieces for a show home; CD cover designs for a local band. Some very interesting work was seen based on the Beijing Olympics, which was supported by a trip to the Victoria and Albert museum. The use of Photoshop was well documented in screenshots with good annotation.

All the briefs seen were 2D based and covered a huge range of vocational projects. Sketchbooks were often exciting, including lively annotation and personal commentary. Photography was also increasingly being used for research purposes and design outcomes although the attribution of secondary images is still not seen.

It is also worth remembering that in the strap-line accompanying the Assessment Criteria for this unit it asks for formative and summative comments about both process and outcome (AO3) and although there were some excellent examples of summative evaluations, with some candidates using visuals to illustrate their ideas (as in ADO9), the process was not always evident in the on-going annotation.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the Results statistics page of the AQA website.