



General Certificate of Education

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

AD10 Cultural and critical studies

Report on the Examination

2009 examination - June series

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AD10 – Cultural and critical studies

The majority of candidates did not link the work produced for this unit with any others. Many produced a survey of artists or designers showing good research and well presented reports which then developed into a brief or a piece of work linked to one or both of the historical or contemporary artists, crafts people or designers.

Candidates should note that this unit could be linked to either ADO7 or ADO8 thereby creating a more coherent approach. In one centre, candidates had linked work for this unit with an illustration project for one of the options in AD11, using the research to develop ideas in the other unit. Some candidates produced multi-media PowerPoint presentations which included visuals, commentary and analysis and examples of their own work.

The requirement for research into one contemporary and one historical artist, craftsperson or designer was well understood and many candidates had made some excellent choices of artists, including many contemporary artists and very often local artists. Outcomes used the work of Chanel, Pollock, Enzo Ferrari, Warhol, Vivienne Westwood, etc, and some good work was seen where candidates created their own prints after looking at German woodcuts and had then made their own 3D heads after researching the work of Kevin Johnson.

However, there were also examples of simple copies of flat graphic work from artists such as Opie, Disney, Craig Martin and Lichtenstein where no attempt had been made to understand the reasoning behind the work and this practice should be avoided. Often centres had overmarked this kind of work, not taking into account the requirement for candidates to show coherent, personal and well-developed skills in selecting, organising and presenting background research (AO2(b)). Research should also include visual and cultural analysis and constructive criticism and this was not always seen in candidates' work. The evaluation (AO3) should include comments about the direction and progression of the final presentation and many candidates had not completed this.

Mark Ranges and Award of Grades

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