Version 1.1

General Certificate of Education

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

AD01 Investigation of 2D visual language

Report on the Examination

2010 examination - June series

AD01 – Investigation of 2D visual language

Most candidates covered the 2D requirements of the unit. AD01 has an emphasis on investigation and experimentation, often using a vocational brief as a stimulus although a design proposal is not always necessary. The strap-line asks for 'vocationally considered work' and candidates should interpret this in ways which best demonstrate their strengths.

Some very inventive experimental work was seen with a range of mark making techniques using varied media and technology. There was good use of visual language through experimentation. Photography and ICT are being increasingly used to record the development of work in a more creative and personal way.

Centres have improved the quality of work for AO2(a) and some excellent use of ICT was seen. At one centre the computer had been used as a collage/design tool for work based on images that represented a city. Work had started with sketches and photographs taken by the candidates themselves and the more successful candidates had included screen shots to demonstrate the stages of their computer work which helped with assessment. Other projects involved silk painting for a headscarf with a design based on a Japanese theme. This gave candidates wide scope for research and plenty of opportunity for experimental work.

Candidates should aim for a breadth of investigation and experimentation with materials and techniques. Some candidates had focused too much on a design outcome rather than a design proposal for AD01 and in so doing potentially reduced the amount and quality of experimentation and investigation. Sketchbooks continued to show good practice, with evidence of both personal investigation and practitioner research with reference to a wider range of lesser-known artists and contemporary designers. The work in this unit supports work in other AS units and is also the basis for progression to A2 especially AD07, the 'Application and development of 2D visual language'.

Thematic approaches often worked well, with some centres linking AD01, AD02 and AD04. For many candidates this holistic approach proved valuable although it is important to meet the strap-line requirements of each individual unit. Candidates should ensure that they indicate clearly which work belongs to Unit 1 or Unit 2 and include an indication where work covers more than one unit.

More traditional skills of painting and figurative work were evident and have improved as some centres realise the benefits to candidates of drafting and painterly skills. Drawing, however, seems to be used less to develop ideas, increasingly being replaced by material found on the Internet. Drawing consequently seems to be in decline in some centres.

Some candidates wrote very strong, formative evaluative comments and analysis and centres should be careful not to under mark them. Constructive proposals by candidates about improvements to their work were sometimes missing. It was noted that less successful candidates are now including reasonable annotation and fairly well organised notes with their responses.

Mark Ranges and Award of Grades

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

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