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

*2010 examination - June series*

**AD07 – Application and development of 2D visual language**

The link between AD01 and AD07 is clear with the focus on investigation and experimentation at AS and at A2 the requirement for application and development of visual language leading to a design outcome. In many centres there was clear development from AS to A2 with candidates using the methods and skills learnt at AS. Design outcomes for AD07 should be a piece of finished work set in a 2D art, craft or design vocational context and candidates should visualise how the piece could be presented to a client.

This series some creative work was seen, with briefs ranging from dance festivals to designs for local museums and care homes. One centre used a visit to Cuba as a stimulus for both AD07 and AD08 with some very exciting results. The use of Photoshop was in evidence in this unit. Candidates sometimes produced their work using Photoshop, then developed this using paint and finally produced a 'mock-up' using Photoshop again. Many candidates documented their development in screenshots with good annotation.

One area for improvement would be providing more evidence of the development process as it was noted that candidates sometimes only provide work illustrating initial research and ideas and a final outcome. Evidence of a more in depth series of developments and alternatives would be beneficial.

Briefs for this unit were 2D based and covered a huge range of vocational projects. Sketchbooks were often exciting with lively annotation and personal commentary. Photography was also increasingly used for research purposes and for design outcomes, although attribution of secondary images is still not being adhered to. It is also worth remembering that the strap-line for this unit asks for formative and summative comments about both process and outcome (AO3) and although there were some excellent examples of summative evaluations, some using visuals to illustrate their ideas (as in AD09), 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.

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