



General Certificate of Education

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

AD09 Working to self-identified briefs

Report on the Examination

2010 examination - June series

AD09 – Working to self-identified briefs.

Some candidates made excellent personal use of this unit, taking the opportunity to work to their own strengths and interests. The results were often successful and exciting. Candidates exhibited confidence when writing briefs for AD09 including some interesting scenarios and a range of vocational briefs, although in some cases more specific constraints written into the brief were required. Well-written briefs considered and clarified a set of constraints and took into consideration costs, health and safety, context, restrictions, media and message. Health and Safety was considered by many candidates at all stages of the brief. There were some ambitious briefs, tackling different skills and media, for example, a billboard illustration for a high street retailer, a fantasy book jacket, a theatre set for a musical, a web banner for a music festival and an entry for the Royal Academy's summer exhibition in which the application process had been included as part of the brief.

The 15 hours of supervised time was well organised at most centres and on the whole candidates had completed their final design outcomes. It is important to be realistic in the choice of final outcome and to consider scale. The presentation of the final artwork is important and candidates should be encouraged to work to a high standard.

Some candidates did not illustrate their evaluations. Other candidates appeared to have some loose illustrations in the same sleeve as the summative evaluation which were not linked. There were some centres where candidates realised that it is not necessary to spend time on these illustrations during the examination and instead took a range of photographs beforehand and incorporated them into the evaluation, in many cases very successfully.

Candidates did not always review the completed response from the client's perspective. Candidates instead, more commonly, gave a subjective description of the work.

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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