



**General Certificate of Education**

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

**AD10 Cultural and critical studies**

**Report on the Examination**

*2010 examination - June series*

## **AD10 – Cultural and critical studies**

Many candidates entering AD10 responded to it as a stand-alone unit by producing an analysis of artists', or designers' work, which they then developed into a brief or piece of work linked to one or both of the artists. It is worth noting that this unit could be linked to either AD07 or AD08, especially if the A2 course starts with this unit, creating perhaps a more coherent and focused approach to study.

Some candidates produced multi-media PowerPoint presentations which included visuals, commentary and analysis of their own work. There were some ambitious responses to this unit especially in the area of public art. This unit requires candidates to study one contemporary and one historical artist, craftsperson or designer and this was generally well understood, although occasionally candidates chose a movement or a group of artists which was not required. Many candidates had made excellent choices of artists, including local contemporary artists who had worked with candidates in the centre. Presentations were seen using the work of Chanel, Cornell, Lautrec, Bacon, Klimt and Mariscal. Some candidates had visited the Design Museum in London and used that experience to illustrate research into a contemporary designer.

Candidates should remember that the work should be seen 'in a vocational context' and that the 'work must be supported by relevant work of your own'. This does not necessarily mean a full brief and design outcome and could be work within the presentation itself. Research should also include visual and cultural analysis and constructive criticism and this was not always seen in work submitted for this series.

The evaluation should take in to account 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.

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