



General Certificate of Education

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

AD01 Investigation of 2D visual language

Report on the Examination

2011 examination - June series

ADO1 – Investigation of 2D visual language

The emphasis for ADO1 'Investigation of 2D Visual Language' is on materials, media and technology. Candidates often used a vocational brief as a starting point and although this is good practice, a design proposal is not always necessary. The strap-line asks for 'vocationally considered work' and candidates should interpret this in ways which best fit their strengths. This could include looking at specific techniques or research into practicing designers. The work in this unit supports work in other AS units and is also the basis for progression to A2 especially ADO7, the "Application and development of 2D visual language'.

There was evidence of good observational drawing in many centres and some promising analysis was also seen. However, evaluative comments should relate to how others apply 2D media and techniques as well as candidates' own improvements to their use of 2D visual language. Some candidates provided useful, summative evaluations that demonstrated their language skills and a good use of technical terms, although this was not a requirement.

Photography and ICT are being increasingly used to record the development of candidates' work, as well as being used in a more creative and personal way. Occasionally, these led candidates to use photographic records to remind them of developmental or experimental issues during the project.

The quality of work produced for this unit had improved and there was a good understanding of the requirements of the specification. In unit ADO1, there was good evidence of genuine explorations of a broad range of independently identified primary sources, supported by in-depth research. There were also some interesting ways of responding to ADO1 which included combining units, usually ADO1 and ADO2, to produce a more holistic response. In one centre where ADO1 and ADO2 were taught together, the additional study of performing arts as part of the centre's curriculum resulted in a 3D response where the outcomes seen included headpieces and masks with a Japanese Noh theatre theme. For many candidates this holistic approach proved valuable. However, it is important that candidates ensure they are meeting the strap-line requirements of each individual unit and have identified which work belongs to Unit 1 or Unit 2 as appropriate.

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 ADO1 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 a wider range of lesser-known artists used, such as contemporary designers or local craftspeople.

There was evidence of 'issue based' work this summer. Centres need to ensure that students are working with visual and formal elements as the focus for both ADO1 and ADO2, and students need to explore their own thoughts in a visual way which is then annotated, not the other way around.

Some candidates wrote very strong formative evaluative comments and analysis, sometimes produced as notes to accompany their existing experimentation, and centres should be

careful not to under mark these. However, constructive proposals about improvements to candidates' work were sometimes missing. These constructive comments can achieve the higher mark bands of AO3. Some less able candidates showed reasonable annotation accompanied by fairly well organised notes and individual comments.

Mark Ranges and Award of Grades

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