



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

2011 examination - June series

ADO7 – Application and development of 2D visual language

Many candidates showed clear development from AS to A2, reflected in the links between units ADO1 and ADO7 and ADO2 and ADO8. Candidates applied techniques and skills learnt at AS to their A2 work.

Design outcomes for ADO7 should be of a high standard and methods of presentation for the client taken into consideration. Most candidates demonstrated a noticeable 'step up' to an A2 level in the quality of work seen for ADO7, this also applied to less able candidates who also demonstrated a better understanding of the research, development and analysis required.

Some exciting work was seen, with briefs ranging from commissioned artwork for a local office reception, to illustrations for a children's book. Some particularly good work was seen based on a visit to a cathedral with strong primary drawing that led to developmental work and a final design proposal for work in the candidate's chosen field. This led to some exciting photography and textiles work in particular. Pattern making was also a popular theme and some promising banners inspired by the Orient were produced by candidates following thorough investigation and development. One example of integrated delivery for units ADO7 & ADO8 included a broad range of art & design activities including participation in "The Big Draw", a national event and the production of costumes for the "Figures in Movement Carnival".

Sometimes candidates' work would jump from initial research and ideas to the final outcome without a demonstration of the development of ideas. It would be more beneficial if candidates showed a series of developments and alternatives before deciding on their final outcome. Candidates did show a good range of research, supported by discussions of ideas and alternatives. This was followed by appropriate planning, contextualisation, risk-taking and quality improvements.

Sketchbooks were often exciting with lively annotation and personal commentary. Photography was also increasingly being used for research purposes and for design outcomes, although attribution of both primary and secondary images is still not being adhered to. Candidates more often reviewed and evaluated their work. However, written annotations were frequently focused just on the description of the process used and the choice of media. Reflective accounts should include justifications of decisions made and creative intentions developed in response to the brief.

Mark Ranges and Award of Grades

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