



**General Certificate of Education**

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

**AD10 Cultural and critical studies**

**Report on the Examination**

*2011 examination - June series*

## **AD10 Cultural and critical studies**

Some candidates used AD10 as a 'hub' for other units and were often successful. However, sometimes candidates covered a wide range of artists rather than one contemporary and one historical artist, craftsperson or designer in depth. This often led to candidates not covering the requirements for AD10. Research should include visual and cultural analysis as well as constructive criticism of the selected subject. Other centres dealt with AD10 as a stand-alone unit by producing an analysis of artists, designers or crafts peoples' work which then developed into a brief linked to one or both of the artists. Some contextual studies were relatively conservative and would have benefited from a greater choice of more contemporary, dynamic and inspirational references.

However, the requirement for research into one contemporary and one historical artist, craftsperson or designer was generally well understood. One interesting development came from candidates who had combined AD10, and the units studied for AD11 and AD12, using the in-depth research in AD10 to stimulate and support the 2 briefs in the other two units. In this case it was important to choose the relevant research to fit the choice of options in AD11 and AD12. Many candidates made excellent choices of artists, some choosing local contemporary artists who had worked in their centre.

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.

The evaluation assessed under (AO3) should take in comments about the direction and progression of the final presentation as well as comments about the organisation and selection of research material and many candidates had not completed this.

## **Mark Ranges and Award of Grades**

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