



**General Certificate of Education (A-level) Applied
June 2012**

Applied Art and Design

AD03

**(Specification
8511/8513/8516/8517/8519)**

Unit 3: Working to a brief

Report on the Examination

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AD03 – Working to a Brief

The theme for AD03 this year was about designs for a fruit juice company who wanted to boost publicity for their organization. Candidates were required to work from a choice of 5 set briefs covering web design, textiles, 3D design, book spine design and an advertisement. Candidates carried out research, developed alternative ideas following the individual brief's constraints and produced a design proposal and summative evaluation in a supervised 5 hour period.

The most popular brief this year was the advertisement and most candidates fulfilled the requirement of both landscape and portrait formats, with some very creative solutions in evidence. There were, however, some candidates who had not understood this constraint at all.

Other popular choices seen this year were the book spine and textiles. Some web design answers were also seen. In general, the work produced for AD03 this year achieved a similar depth to that of AD01 and AD02. Responses showed a marked improvement on last year's submissions, where AD03 submissions were often weaker than submissions for other units. However, there is still a need for more time and thought to be spent on the development of ideas, if candidates are to maximise their opportunities.

The theme of 'FruitJuice' was treated in interesting ways by most centres, with a good standard of primary and secondary research in evidence. Good primary research in many centres involved visiting local shops and was realized both through photography and first-hand drawing. There was good research seen where students had explored and found examples of composite book spine designs which helped them with initial ideas.

Development was not always as strong as in other units and candidates should be wary of making leaps and leaving gaps between initial research and design proposals. Candidates could achieve better marks if they experimented with more combinations of media as well as using insights from their research to inform their response to the brief.

The tasks set out in the candidate guidance, whilst not being necessarily used in their entirety, were followed by many of the candidates. It is important to consider all the requirements of the chosen brief and some candidates had missed some of the constraints written into the individual briefs. Sometimes there was not enough evidence of early research and this resulted in a relatively narrow range of possibilities being explored in later stages of development and restrained the whole project for some candidates.

Many summative evaluations were critical, perceptive and specific to both the brief and the candidates' own personal visual solutions. However, some still wrote descriptive evaluations of the process and the evaluations were not directed towards the client. Centres should consider getting candidates to prepare the summative evaluation before candidates take the 5 hours of supervised time.

Mark Ranges and Award of Grades

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