



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

Applied Art and Design

AD05

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

**Unit 5: Professional practice, communication
and meaning**

Report on the Examination

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AD05 – Professional practice, communication and meaning.

The scenario this year was based on the theme the ‘Dusk ‘til Dawn’ night sleeper train services. The images used for Task 1 varied from a Quentin Blake pen, ink and watercolour drawing, a poster for the film ‘The Wolfman’, a still photograph from Citizen Kane, a Voysey design drawing and an image of the sculpture ‘Cloudgate’ by Anish Kapoor.

Task 1 was the analysis of the set images in note form, about the way in which visual language has been used to convey messages and meaning. Candidates had improved with their analysis of the set images in AD05 this series and those that had completed comparisons made some pertinent points and found ways to appreciate images that they had not understood at first. Sometimes personal interpretation with very creative writing was seen in submissions. Newer centres are still apt not to read all the requirements and also there were candidates who had analysed, but not compared, the set images. There were some good responses to the analysis of the images and many candidates used structure, purpose and meaning to organise and write about the work.

In task 2 candidates were asked to research into one brief leading to two initial ideas and one final design proposal. Briefs this year included public art, a ticket wallet, an illustration and a design for woven fabrics. Some candidates continued onto task 2 completely ignoring their work on the images in task 1 and finding their own examples of others’ work. Whilst this is not prohibited, it seems a waste of a good start or ‘leaping off point’ that has already been established. Many alternative ideas were generated during development and some interesting design proposals achieved.

Task 3 covers the evaluative comments (which could be formative or summative or both) and responses were generally well thought out although in order to achieve marks in the higher bands candidates needed to make considered suggestions for improvement. It is also useful to return to the original chosen brief and consider how it has been fulfilled.

Mark Ranges and Award of Grades

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