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

Applied Art and Design AD07

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

Unit 7: Application and development of 2D visual language

Report on the Examination

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AD07 – Application and development of 2D visual language.

Responses to this unit included links with AD01, with design outcomes showing progression in the application and development of 2D visual language. There was clear progression from AS to A2 with candidates using the techniques and skills learnt at AS. Design outcomes for AD07 should include a piece of finished work set in a 2D art, craft or design vocational context and candidates needed to visualise how the piece could be presented to a client. There was evidence of inspirational use of drawing from observation from primary sources to explore a range of wet and dry media.

Some excellent examples of AD07 and AD08 being worked together were seen. At one centre candidates made a satisfying response to a client brief that was set during the summer term for research purposes, which was then subjected to development in the following autumn term. One centre had combined AD07 and AD08 by setting a brief based on a production of ' Cabaret ' being performed in the College. This stimulated a series of exciting pieces of work both in 3D with set design and with 'expressionist ' paintings for the backdrop.

Some exciting work was seen, with briefs ranging from a campaign for a local tourist information centre, a mural for a children's hospital, illustrations for a book on myths and legends and computer design work for an Italian restaurant. What was pleasing to see is that many centres had used real briefs with a client, which greatly benefitted the work completed.

Candidates could have improved the development of the work. Unfortunately, sometimes this would jump from initial research and ideas to the final outcome and a more in depth series of developments and alternatives would have been beneficial. There should be more emphasis on the quality of research and visualisation, including reflective diaries of experimentations, developments and critical reviews of creative outcomes.

Photography was also increasingly used for research purposes and for design outcomes. Written annotations, however, were frequently only focused 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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