



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

Applied Art and Design

AD09

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

Unit 9: Working to self-identified briefs

Report on the Examination

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AD09 – Working to self-identified briefs.

Some candidates made excellent personal use of this unit, taking the opportunity to work to their own strengths and interests. There was confidence in candidates' work for AD09, especially in the writing of the vocational briefs, with well written ones clarifying a series of constraints. Weaker candidates found it difficult to be realistic in their choice of briefs and help and direction from teachers would have been useful.

Candidates have made good use of this personal unit and some innovative ideas were seen. There were some ambitious briefs, tackling different techniques, materials and media, such as a decorative wall piece for a boutique and architectural designs for a new theatre which included a lively and creative sketchbook full of potential designs leading to a very well built maquette of the theatre. Some sensitive drawing was seen, especially where candidates had used primary sources.

Some very impressive architectural designs were seen in submissions from one centre, with good isometric projections and superb maquettes. Candidates seem to be grasping this opportunity to develop their own interests in an increasingly mature fashion.

Candidates made good use of the 12 point plan and this helped the structure of their work. It might be beneficial if, when writing their self- identified briefs, if candidates were more specific in their description of constraints.

Disappointingly, some evaluations were not illustrated. Where images accompanied text these were not used successfully to make valid points but were often randomly included. There was sound evidence of the discussion of ideas and alternatives, through experimentation and media manipulations. Throughout, the process of design development and quality improvement was often evidenced in candidates' sketchbooks. These often contained exciting discussion of ideas and alternatives covered during the process of design development, quality improvement and risk taking.

The 15 hours of supervised time was well organised at most centres and candidates on the whole had completed their final design outcomes. It is important to be realistic in the choice of final outcome, especially when thinking about the scale of the realisation. The presentation of the final artwork is also important and candidates should be encouraged to work to a high standard and present their work for client approval.

Mark Ranges and Award of Grades

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