



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

Applied Art and Design

AD10

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

Unit 10: Cultural and critical studies

Report on the Examination

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Set and published by the Assessment and Qualifications Alliance.

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AD10 Cultural and critical studies

The majority of candidates covered AD10 as a stand-alone unit by producing a comparison of perhaps an historical artist and a contemporary designer, with good research and well-presented reports. This then developed into a brief or piece of work linked to one or both of the artists. Some candidates produced multi-media PowerPoint presentations which included visuals, commentaries and analyses, plus their own work.

Some centres are using AD10 as a starting point for other units and this can be very successful. However, sometimes candidates cover a wide range of artists rather than one contemporary and one historical artist, craftsperson or designer in depth and this can result in candidates not covering the requirements of AD10. It is important that centres check the requirements of the strap line carefully, making sure full coverage is achieved, as well as confirming what is required for the research element of any other combined unit. Research should include visual and cultural analysis, as well as constructive criticism of the selected subject. Some contextual studies were relatively conservative and would have benefitted from a greater choice of more dynamic and inspirational references.

The requirement for one contemporary and one historical artist, craftsperson or designer was well understood. Some candidates combined AD10 and AD11, using the research in AD10 to stimulate the practical brief in the optional unit. In many centres, candidates made excellent choices of artists, some choosing local contemporary artists who had worked in the centre. Examples included vanitas versus street art, with a focus on an individual artist and craft person, exploring the elements with Turner and Impey, a comparison of William Morris and Amy Chapman and the drawings of Da Vinci and Tim Burton.

Centres 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.

Mark Ranges and Award of Grades

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