

**Edexcel GCE**

# **Applied Art and Design**

## **Unit 11: Develop and Produce Own Ideas**

Synoptic Project 2011

Paper Reference  
**6911**

### **Instructions and guidance for the Synoptic Project**

ALL GUIDANCE AND ASSESSMENT DOCUMENTS NEEDED FOR THE *SYNOPTIC* PROJECT ARE INCLUDED IN THIS BOOKLET AND SHOULD BE PHOTOCOPIED AS REQUIRED.

Teacher-assessors are advised to study the instructions and advice given for this internally assessed unit. An external moderator will visit the centre and moderate the *synoptic* project. This project forms a component of the external assessment for this qualification (A2 compulsory Unit 11).

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## Teacher Guidance

The *synoptic* project is **compulsory** for both **Advanced (Single Award) 9711, Advanced (Double Award) 9712 and Advanced (Additional) 9713**. The project is internally devised and assessed, but externally moderated and is the external assessment for the A2 award. **The project must be completed and assessed by the OPTEMS deadline date.**

Centres are free to devise their own themes, scenarios, briefs and constraints for the *synoptic* project. These briefs should be written up and monitored at key times: the only restriction in briefing is that any work that is set should enable candidates to satisfy the criteria for Unit 11. Briefs should therefore be checked against the guidance provided below.

### The Synoptic project serves two main purposes:

- It is the project for the delivery of Unit 11: *Develop and Produce Own Ideas*.
- It enables candidates to bring together the knowledge, skills and understanding they have acquired into one piece of vocationally focused work which shows their best achievement at A2 level.

### Delivering the Synoptic project

- The work produced for Unit 11: *Develop and Produce Own Ideas* is intended to be a major project, taken towards the end of the programme, to show the candidates' work at its best. This should be taken into account when delivering the project in the centre. Candidates should be taught and advised as with other units.
- Edexcel will not supply briefs for the *synoptic* project. Centres and/or candidates should generate their own briefs to allow candidates to develop and produce their own ideas and to build on the knowledge developed during the exploration of their chosen specialist pathways.
- The work needs to be managed so that an outcome is produced to meet the requirements and constraints of the brief in the time available.
- Information should be discussed and negotiated with candidates as the work produced will be heavily influenced by the chosen A2 specialist units – Unit 12: *Fine Art*, Unit 13: *Design*, Unit 14: *Multimedia*.
- The unit builds on the work produced for Unit 6 and 7 (Summative Project) and links with the A2 compulsory units, in particular Unit 9: *Contextual References* and Unit 8: *Personal and Portfolio Development and Progression*. It also builds on the investigation into professional practice in Unit 10: *Professional Practice*.
- Visual sources help to start the development of ideas. The greater the breadth and depth of investigation from primary and secondary sources, the greater the potential for creating visually exciting and imaginative ideas.

- It must be remembered that the vocational aspects of this unit need to be addressed. Health and safety practice must be followed when using specialist materials, processes and equipment.
- Candidates need to provide evidence of developmental and finished work, produced through a specialist pathway of their choice. They will need to provide evidence of planning, use of resources, working methods and evaluation.
- Evaluation is about reviewing ideas and analysing strengths, weaknesses, originality and effectiveness in response to the brief. A well-constructed *synoptic* project brief will enable both formative and summative evaluation skills to be used in making judgements, justifying and explaining work.
- The *synoptic* project should be submitted as a complete, full, substantial project, from inception to completion. **It must be presented as a separate and distinct portfolio of work.**

## Instructions for the conduct of the *synoptic* project

Note:

**These instructions are for Advanced GCE in Applied Art and Design (A2)**

- The *synoptic* project (Unit 11: *Develop and Produce Own Ideas*) is compulsory for both Single and Double Award Qualifications.
- Apart from this document there will be **no examination paper** for the *synoptic* project.
- Assessment will be carried out by the teacher-assessors, whose decisions will be subject to moderation by an Edexcel external moderator. All moderation will be carried out by centre visit and will take place at the same time as the moderation of the portfolio units in the summer moderation series.  
N.B. Accredited centres will not normally receive moderation unless they are part of a quality sample.
- There are no restrictions on the size of work, the type of work or the quantity of work that is produced for this project. Candidates may work using any medium, material or technique which is appropriate to the brief.
- There are no special conditions under which the work has to be carried out, as long as the final outcome for Unit 11: *Develop and Produce Own Ideas* is completed in the centre, under staff supervision.
- Work for the *synoptic* project should be carried out in any suitable environment, such as workshop, art room, darkroom, etc.
- A **minimum** of 60 hours should be allowed for the *synoptic* project. There are no other restrictions or set hours in which the project must be carried out. It must be completed and assessed by the **deadline for submission of marks for moderation**. The *synoptic* project may be started at any time and take as long as deemed appropriate by teachers and candidates.
- Following assessment by the centre, the marks must be entered on the appropriate **OPTIMS** forms or online through **EDI** (electronic data input) and submitted to Edexcel by the published deadline.
- Preparatory and finished work, together with research, development, notes, sketchbooks, workbooks and work journals, maquettes, models, trials and tests may all contribute to the project evidence for this unit.
- Evidence to be assessed against the unit must be produced specifically to meet the requirements of the *synoptic* project brief. However, the same evidence may also be cross-referenced to address other portfolio units.

**Centres should note that this unit is moderated in summer only. There is no January moderation series.**

## Guidance for writing the brief

Each candidate is required to complete a Project Brief Outline. This document can be found on page 9. This must be presented at moderation. The quality of the brief is likely to be a major factor in the success of this unit.

### The brief must:

- enable candidates to cover the unit content and meet the grading criteria
- be vocational, specific and clearly related to the candidates' specialist pathway
- be set as a normal assignment and delivered in the usual way. However, it should be recognised that it is an important piece of work and should be carefully devised to address the criteria for Unit 11: *Develop and Produce Own Ideas*
- provide scope for individual response and elaboration
- simulate professional practice and offer opportunities to apply understanding of current practice in the art, design or craft sector
- allow candidates to investigate specialist media, materials, techniques, processes and associated technologies.

## Assessment guidance

- Assessment must be recorded on the assessment grid supplied with this document – one grid per candidate.
- Teacher-assessors should indicate the location of evidence and justify their assessment decisions in the comments section of the assessment grid.
- Following assessment by the centre, the marks must be entered on the appropriate OPTEMS forms or online through EDI (electronic data input) and submitted to Edexcel by the 15 May 2010.
- The centre must present a completed **Synoptic Project Proposal**, an annotated **Assessment Grid** and an **Authentication Form** for each candidate at the moderation visit.

**Teacher-assessors are directed to the Mark Band Descriptors for the unit, these can be found in the Specification, pages 94, 95.**

**This document can also be found on the Edexcel website, [www.edexcel.com](http://www.edexcel.com)**

## Administration

Advanced (Single Award) 9711  
Advanced (Double Award) 9712  
Advanced (Additional) 9713

A2 Compulsory unit

**Unit 11:** *Develop and Produce Own Ideas*

**The synoptic project** is compulsory for both Single Award (9711), Double Award (9712) and Additional (9713).

### Entering candidates for the A2 synoptic project

Centres must enter their candidates for Unit 11: *Develop and Produce Own Ideas*, which is internally assessed and externally moderated, as for all other units. There are no special requirements for entry.

### Internal standardisation

If assessment is carried out by more than one assessor in a centre, there must be a process of internal standardisation to ensure that there is a consistent application of the criteria as detailed in the assessment grid.

### External moderation

The centre assessment will be subject to external moderation by Edexcel.  
Moderation is carried out during centre visits.

N.B. Accredited centres will not normally receive moderation unless they are part of a quality sample.

**There is no moderation series in January.**

### Checklist for Unit 11: Develop and Produce Own Ideas

- ☐ Devise a specialist brief for Unit 11. Analyse its purpose, constraints, possibilities and potential.
- ☐ Consider the potential application or client for your brief
- ☐ Identify your intended response/s and choice of A2 Specialist Unit/s.
  - ☐ Unit 12: Fine Art
  - ☐ Unit 13: Design
  - ☐ Unit 14: Multimedia
- ☐ Complete the *synoptic* project proposal.
- ☐ Manage your project by planning, reviewing progress and meeting deadlines.
- ☐ Identify and explore primary and secondary visual sources.
- ☐ Create and develop ideas in response to your brief.
- ☐ Explore specialist media, materials, methods and processes.
- ☐ Reflect on ideas, alternatives and improvements.
- ☐ Plan and produce final outcome/s using specialist working methods and processes.
- ☐ Evaluate and justify the ideas, planning and finished work, against your original brief.
- ☐ Check your use of spelling, punctuation and the rules of grammar.

#### Comments:



## Synoptic Project Proposal

This form must be completed and submitted with the rest of the evidence for the *synoptic* project for *Unit 11: Develop and Produce Own Ideas*.

Candidate name and number

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Chosen A2 Specialist Unit/s  
linked to the *synoptic* project

- ☐ Unit 12: Fine Art
- ☐ Unit 13: Design
- ☐ Unit 14: Multimedia

### Project Brief Outline:

- title or theme
- aims of the project
- primary sources and secondary sources
- ideas and responses
- critical and contextual references and influences
- intended techniques, media, processes and timescales
- intended final outcome/s
- proposed methods of review and evaluation
- proposed method of presentation and final review

Continue on additional sheet if necessary

Candidate's signature

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Date

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### Assessment Evidence

You will need to produce a portfolio of work in response to a brief, which demonstrates planning, research, the development of ideas and a final outcome. Assessment evidence will typically consist of a portfolio of evidence, which includes:

- research, experimentation and creation of ideas from research
- working methods and techniques according to the choice of specialism
- final outcome
- communication showing how ideas can be realised
- samples, trials, mock-ups
- the evaluation of both the process and outcome.

### Your work must include evidence of:

- a an analysis of the brief and the planning of the project
- b a range of effective developmental work in response to the brief
- c the planning and production of a final outcome, showing understanding of specialist working methods and processes
- d\* evaluation of ideas, planning and finished work with discussion of areas of development.

### Assessment Criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand a (relates to AO3)	Limited analysis of the brief and basic planning of the project	Competent analysis of the brief and clear planning of the project.	Independent and confident analysis of the brief and methodical planning of the project.	Thorough and in-depth analysis of the brief and excellent planning of the project.		
Marks available	(0-3)	(4-6)	(7-9)	(10-12)		12
Assessment strand b (relates to AO1)	Produce a basic range of work in response to the brief showing some development	Produce a range of competent developmental work in response to the brief.	Produce a wide range of confident developmental work in response to the brief.	Produce an extensive range of creative and innovative developmental work in response to the brief with a high level of sophistication.		
Marks available	(0-2)	(3-4)	(5-6)	(7-8)		8

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand <b>c</b> (relates to AO2)	Limited realisation of the final outcome to meet the brief, demonstrating <b>basic</b> understanding when using <b>limited</b> specialist working methods and processes.	Competent realisation of the final outcome to meet the brief, demonstrating <b>good</b> understanding when using specialist working methods and processes.	Confident realisation of the final outcome to meet the brief, demonstrating a <b>high level of</b> understanding when using specialist working methods and processes.	Fluent and innovative realisation of the final outcome to meet the brief, demonstrating a <b>high level of</b> understanding when using specialist working methods and processes.		28
Marks available	(0-7)	(8-14)	(15-21)	(22-28)		
Assessment strand <b>d*</b> (relates to AO3) QWC (i-iii)	Basic evaluation of the process and outcome with <b>limited</b> discussion of areas of development. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	Competent evaluation of both the process and outcome with <b>focused</b> discussion of areas of development. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.	Consistently clear evaluation of both the process and outcome with <b>coherent</b> discussion of areas of development. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	Fluent evaluation of both the process and outcome with a <b>high level of analysis</b> detailing areas of development. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.		12
Marks available	(0-3)	(4-6)	(7-9)	(10-12)		
Total mark (out of 60)						

# Authentication Form

Examinations to be held during 2010

Specification Number      **9711, 9712, 9713**

Specification Title      **GCE in Applied Art and Design**

Centre Number		Centre Name	
Candidate Number		Candidate Name	

## Declaration of Authentication:

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate)	
Name (Block capitals)	
Date	

Signed (teacher-assessor)	
Name (Block capitals)	
Date	

## Permission to use work:

I give permission for Edexcel to use my Art and Design coursework and/or work from the externally moderated Synoptic Project.

Candidate signature:		Print name:	
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Please attach this form to the candidate's submission