

OCR

Oxford Cambridge and RSA

To be opened on receipt September 2015 – May 2016

AS GCE APPLIED ART AND DESIGN

F142/01 Preparing and Working to a Brief

To be issued to candidates at the start of the course
Test paper for use from September 2015 – May 2016



TIME Although there is no set time limit for the preparatory research and work necessary to plan and produce the final outcome(s) to the project brief, you must meet the deadline for presentation(s) to your client which will be a date set by your teacher.

Failure to submit your work by the set date will result in its exclusion from marking and moderation for the proposed examination session.

INSTRUCTIONS TO CANDIDATES

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your outcome(s) by the deadline date set by your teacher.
- You must submit all your preparatory work with your outcome(s).
- All preparatory work and the outcome(s) must be your own work.
- All sources **must** be clearly shown or stated and copyright acknowledged.

INFORMATION FOR CANDIDATES

- Your work will be assessed against the three assessment objectives.

AO1: Applying knowledge and understanding of others' practice	25 marks
AO2: Applying skills, techniques and understanding	50 marks
AO3: Analysis, synthesis and evaluation	25 marks
- The total number of marks for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- Guidance for candidates is given on pages 2 and 3.
- The quality of written communication will be assessed, including clarity and expression of ideas, presentation, spelling, punctuation and grammar.
- This document consists of **4** pages. Any blank pages are indicated.

It is important that you discuss with your teacher anything you do not understand and that you meet the set deadline date.

INTRODUCTION

For assessment of this unit you must produce and present:

- a brief
- a project management plan
- preparatory and development work
- fully worked proposal(s) and outcome(s).

Throughout your work, consider:

- the requirements of this unit
- the assessment objectives being tested
- the nature of the criteria for assessment
- safe working practices.

GUIDANCE FOR CANDIDATES

Read the ‘scenario’ and ‘opportunities’ for the development of a brief. Select one opportunity to research and develop into your brief. In this case the ‘client’ is your teacher.

To prepare your brief you will need to:

- research the scenario
- have a clear understanding of the outcome(s) required
- consider the needs of the audience
- include the constraints
- consider the timescale and deadlines.

The project management plan will help you organise your time efficiently, by ensuring you:

- produce a plan that identifies key dates and times (deadlines), before you start your project
- break down the work into smaller sections, which can be reviewed and modified at regular intervals
- present your developing artwork at key stages to the client for approval, before producing finished work. In this case the ‘client’ is your teacher
- organise in advance the information and resources you need to help you develop and produce successful work that fulfils the needs of client and intended audience
- record any alternative ideas and suggestions for improvements
- discuss your plans with your teacher to ensure your proposals are realistic and achievable with the resources available to you.

Remember a good project management plan is vital if you are to manage your project well. It will also help you to reflect on and evaluate your work more effectively. Your plan may need modifying as your work progresses but your plan should **not** be produced retrospectively or simply list what you did.

Preparatory and development work should be organised, clearly presented and consist of:

- investigation and research
- media and material experiments
- initial ideas, developing ideas and alternative proposals for your chosen brief
- your ideas, influenced by research into the work of relevant artists, designers and/or craftspeople
- your annotated work to show decisions, explanations of your ideas and progress.

At the end of the unit you must hand in your fully worked **proposal(s)** and **outcome(s)** and **your preparatory work** as it will form the evidence for assessment for this unit.

This evidence **must include**:

- the brief
- preparatory research and investigation including:
 - primary source information from your own direct recording
 - secondary source information from others' work
- development and review of ideas using a variety of 2D and 3D methods and appropriate materials, techniques and technology
- your project management plan and any modifications to your plan, ideas and outcomes
- explanation of your working methods and choices made, annotated throughout your work
- a personal response in the form of a finished proposal(s) and outcomes(s)
- appropriate forms of presentation, for example, exhibition, digital media display, portfolio, design worksheets or sketchbooks
- a final evaluation of your work in which you comment on:
 - how well the work is made
 - how well the brief has been met
- what you would change or do differently and why
- all sources clearly shown or stated and copyright acknowledged.

All work must be clearly labelled with your name, candidate number, centre number, unit title and unit number.

Scenario

A local council is to commission artwork based on 'Changing Times'. The artwork or artefact(s) should represent change and can be situated within a community either indoors or outdoors. The artwork or artefact(s) must consider local history or proposed change relating to the area.

The artwork should derive from **one** of the starting points below:

- Guerilla art/temporary sculpture
- Land art/city art/site specific art works
- Folk art
- Community space(s) indoor/outdoor
- Yarnstorm
- Architectural landmarks/local features
- Promotional material.

Opportunities for the development of a brief

You should use your research and personal interpretations to prepare, develop and present **one** brief and your outcome(s) selected from the list below.

You are invited to submit 2D or 3D artwork in any medium, based on 'Changing Times'.

The artwork must display connections between your work and that of others.

A local council is commissioning you to design and produce **one** of the following:

- 2D/3D mixed media piece(s)
- Video installation/digital imagery
- Interactive art/art installation
- Craft items/T-shirts and other promotional accessories
- Web page/poster/leaflets to advertise the new art work
- T-shirts and other promotional accessories
- Art work for a site specific venue
- Learning packs
- Exhibition layout/art trail map
- Ceramic/textile sculpture.



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.