



**Oxford Cambridge and RSA Examinations**

**General Certificate of Education**

**APPLIED ART AND DESIGN**

Unit 3: Preparing and Working to a Brief

**F142/TEST**

**Specimen Paper**

TO BE ISSUED TO CANDIDATES AT THE START OF THE COURSE  
TO BE OPENED ON RECEIPT

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

#### **INFORMATION FOR CANDIDATES**

- The total number of marks available for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.

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



## INTRODUCTION AND PREPARATION

Read the 'scenario' and 'opportunities for the development of a brief' in this booklet and select **one** to research and develop into your brief.

For assessment of this unit you must produce:

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

## GUIDANCE FOR CANDIDATES

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);
- break down the work into smaller sections, which can be reviewed and modified at regular intervals;
- present your artwork at key stages to the client for approval, before producing finished work;
- organise in advance the information and resources you need to help you develop and produce successful work that fulfills the needs of the client and intended audience;
- record alternative ideas and suggestions for improvements.

Remember, a good project management plan is vital if you are to manage your project well, and it is the key to success in the test. 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 work must 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 appropriate artists, designers and/or craftspeople;
- your work annotated to show decisions, explanations of your ideas and progress;
- your work planned and arranged for clarity of understanding.

You **must** submit **all** your preparatory work at the end of the unit.

Throughout your work, you **must** be clearly aware of the:

- requirements of this unit;
- assessment objectives to be tested;
- nature of the criteria for assessment.

**Details of all of these are contained in the unit specification.**

**You must discuss your ideas with your teacher to ensure your proposals are realistic and within the resources available to you.**

At the end of the unit you must hand in all your work, as it will form the evidence for assessment for this unit. This evidence **must** include:

- the brief;
- preparatory research and investigation;
- development and review of ideas using appropriate materials, techniques and technology;
- explanation of your working methods;
- continual evaluation of your response to the brief annotated on your work, or recorded in any suitable format, your project management plan and any modifications to your plan, ideas and outcomes;
- finished outcome(s) that is/are a personal response to the project brief;
- presentation of outcome(s) that uses appropriate forms of presentation, exhibition, IT/video display, folio or work/design sheets.

Make sure that all of your work has your name and candidate number on it.

## Scenario

A new Dance and Performing Arts Academy is nearing completion. The environment created by the contemporary architecture is stylish and technologically advanced. The buildings are spacious and there are many areas where performances and large-scale displays can be staged, as well as smaller areas where interactive independent learning will be encouraged. The Academy is committed to promoting a healthy, active and creatively-fulfilling lifestyle for its students.

The first intake of students will begin working on a new production of the musical *West Side Story*, to be performed at the end of the first term.

The opening of the Academy and its first production provide opportunities for a number of commissions for artists, craftspeople and designers to produce outcomes for a variety of purposes relating to the academy's educational speciality, its image, ethos and environment.

## Opportunities for the development of a brief

You should research the scenario and the subject and, using personal interpretations, prepare, develop and present appropriately **one** brief and outcome(s) selected and developed from the opportunities listed below.

Art, craft and design items are needed for the production of *West Side Story*. These include:

- costumes and accessories;
- backdrops and props;
- promotional materials (traditional and ICT based).

2D and 3D artworks in any medium or mixed-media are being commissioned for permanent display around the Academy. The artworks must be based on **one** of the following topics:

- exercise, health and fitness;
- symbolic works relating to theatre and/or dance;
- interactive works relating to theatre and/or dance.

Craft and design items are needed for the new food hall. These include:

- menu design;
- printed textile design;
- tableware and accessories.



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Unit 4: The Creative Process

**F143/TEST**

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**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.

#### **INFORMATION FOR CANDIDATES**

- The total number of marks available for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- Guidance on carrying out the brief is given on page **3**.

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





## GUIDANCE FOR CANDIDATES

To achieve this unit, you will need to produce and present: a portfolio which demonstrates that you can respond, over time, to an externally set brief, **and** the completed outcome(s) produced by the creative process followed in response to the brief, presented appropriately.

From the brief, your preparatory studies and research may be presented through sketchbook work, study sheets or experimental investigations in any medium. You should interpret your chosen brief appropriately to create an art, craft **or** design outcome(s).

In planning and developing your work you must show evidence of your:

- investigation and research;
- development and review;
- presentation;
- analysis and evaluation.

### **Investigation and research**

Gather information and ideas from appropriate sources and record your responses. Sources include personal experience, observation, memory, imagination, the work of artists, craftspeople or designers.

All sources **must** be clearly shown or stated and copyright acknowledged.

### **Development and review**

Create and develop your own personal ideas and use suitable materials and techniques. Explore the qualities of materials and techniques you intend to use. Develop and effect changes to your work as it progresses towards the outcome(s). Acknowledge connections with features in others' art, craft and design work in your own work. Make judgements and give opinions about art, craft and design.

### **Presentation**

Use suitable methods of presentation through **all** stages of the creative process.

### **Analysis and evaluation**

Analyse your sources and the requirements of the set brief and your ideas against the brief. Consider and evaluate the strengths and weaknesses, quality and 'fitness for purpose' you have achieved throughout all of the stages of your work.

## **CLIENT – Citylinks**

### **CORE BUSINESS – Public transportation and travel provider**

#### **Scenario**

*Citylinks* is a company specialising in public transportation and travel. The company is moving to new, state-of-the-art premises, with a spacious reception area for visitors. The company wants the new reception to function as a visually stimulating, welcoming environment that positively reflects the company's commitment to its core business activity. The *Citylinks* directors are inviting individual, innovative and imaginative proposals from artists, craftspeople and designers.

*Citylinks* is offering a full range of commissions related to its new premises. The company has offered a number of possible starting points, reflecting its core business, to act as a focus for artworks.

You should select and respond to **one** or more of the starting points and produce an art, craft or design outcome(s) for the company, taking into account the client requirements and stated constraints.

#### **Starting Points**

- Inside, outside.
- Changed viewpoint.
- Arrive refreshed and relaxed.
- Different locations.
- Moving quickly.
- Contrasting light and space.
- Illusionary 'devices'.
- Departures and arrivals.
- Service with a smile.

#### **Brief**

Develop and produce an art, craft or design outcome(s) taking into account the requirements and constraints set by *Citylinks* given below.

2D works and 3D low-relief and relief works will be wall-mounted. Work may be executed in any medium or mixed-media and must be no smaller than 0.5m x 0.5m and not larger than 2m x 2m. Scaled versions of large-scale proposals are acceptable for client appraisal.

3D sculptural works may be floor mounted or suspended and must not exceed 3m in height x 2m in width x 2m in depth. Scaled models or maquettes are acceptable for client appraisal.

3D craft items will be used for display purposes to enhance the reception area. 3D craft items may not be larger than 0.4m in any dimension.

Seating for visitors is needed in the reception area. Seating must be ergonomically compliant.

Partition screens are needed to divide up the reception area on a temporary basis at times. Screens must measure 2m x 1m, be light and either stand-alone or be easily linked together.

Staff uniforms that inspire public confidence and reinforce the company identity are needed for reception staff, drivers and customer-service advisers.

A new livery design for the exterior of the company's buses is needed to reflect its new modern image.



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Unit 10: Professional Practice and Progression

**F149/TEST**

**Specimen Paper**

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**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**

- This paper will be available to you at the beginning of your course.
- You can start your investigation and research as soon as you receive this paper.
- You must finalise your broad investigation of professional practice before starting your statement of intent.
- You must submit your statement of intent to your teacher prior to starting the project.
- All preparatory work and annotation must be presented with the final outcome produced in response to your statement of intent.
- All work must be clearly labelled with your name, candidate number, centre number and unit title and number.

### **INFORMATION FOR CANDIDATES**

- The total number of marks available for this paper is **100**.
- Guidance for candidates is given on pages **3** and **4**.

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



**To achieve this unit, you must:**

- investigate the variety of professional and studio practice in art, craft and design and present your findings appropriately;
- write a concise statement of intent that defines the work you will undertake to complete the unit requirements;
- employ a professional approach in your work and in your contacts with others;
- investigate your chosen practitioner or organisation and present your investigation appropriately;
- produce and present your final creative work together with the preparatory work.

**GUIDANCE FOR CANDIDATES****Investigate professional and studio practice**

You will need to research:

- types of studio settings for a variety of disciplines;
- working practice in professional studios;
- professional attitudes and commitment;
- job roles and staffing structures;
- the role of project management;
- how to interpret and negotiate briefs;
- ways of working with clients/target audiences and constraints;
- health and safety and legal issues;
- career routes;
- qualifications.

**Statement of Intent**

You must produce a detailed Statement of Intent that clearly sets out what you want to achieve, and how, when, and why you will achieve it. It will be designed to show how well you have understood the process of professional practice and how to apply it to the production of a creative piece of art work.

You will need to set out the:

- subject and scope of your personal investigation;
- vocational scenario and brief for your creative response including the client/target-audience profile;
- research and investigations you will undertake, such as analysis of the project and client's constraints;
- project-management plan and deadlines;
- proposed outcomes;
- opportunities to evaluate, modify, and refine the creative work continually.

**This statement must be submitted to your teacher (signed and dated) before you start work on the creative response.**

### **Personal investigation**

You must carry out a personal investigation of an art, craft or design professional, or a broad-based organisation, and their practice. You will need to show how they apply the creative process in their daily work and career route. You should understand how professional artists, craftspeople and designers work on projects and design briefs on a daily basis.

You will need to investigate how they:

- clarify and negotiate a brief;
- liaise with clients, customers and the general public;
- apply studio practice and the creative process to respond to, and overcome, constraints imposed by design briefs and commissions (these will vary according to the situation but could include costs, resources, time, legislation);
- modify and develop initial ideas to produce a final outcome;
- choose the materials, techniques and technology they use;
- consider the commercial viability of the work.

### **The creative piece of work**

This can be a piece of work which is

*either:*

- directly or indirectly related to **one or a number of** your optional A2 units' final outcomes;
- or:*
- a stand-alone discrete piece of work.

It should fulfill all the requirements of your 'Statement of Intent', and you will need to pay particular attention to creating and recording evidence of the process of creation and professional practice for assessment.

You will need to present your final outcome in a format suitable for presentation to the client.