

# Pearson BTEC Level 1/Level 2 First Certificate

## Art and Design

### Unit 7: Recording for Creative Intentions in Art and Design

Summer 2017

**Theme**

Paper Reference

**21357E**

**You do not need any other materials.**

This paper is a pre-release of the theme for teacher reference.

The externally set task paper, when made available by Pearson, is to be opened only at the start of the 5-hour assessment period, which is to be taken between 02/05/2017 and 15/05/2017.

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## Theme

The theme for 2017 is **kitchen tools and utensils**. Any type of kitchen tool or utensil can be considered. In order to provide learners with the best opportunity for a creative response it is recommended that an imaginative and varied range of kitchen tools and utensils be provided to act as stimulus. As in previous papers, there will be a range of briefs for each pathway. Candidates are asked to develop designs in response to a pathway brief of their choice. It is important that candidates have a free and independent choice of the range of stimulus provided.

Centres are advised that the tools provided should be neither inclusive nor exclusive. A range from a particular discipline or from a variety of disciplines will be equally appropriate. The briefs will not discriminate between, nor specify, any particular craft or activity.

Centres are reminded that there are **three** assessment criteria.

These are:

- select from appropriate visual sources giving reasons, based on the set brief
- record primary visual sources, based on the set brief
- generate designs and ideas towards creative intentions, based on the set brief.

Candidates may have time to consider the theme in the period between the pre-release and the examination window, however any work produced during this time may not be brought into or submitted for the exam.

Incomplete examination work must be stored in a secure place between examination sessions.

The exam must be taken under fully controlled conditions; no materials other than those required in order to make images, may be brought in or accessed during the exam. Internet access or the use of wireless and electronic receiving/transmitting devices is not allowed. The use of computers with software for the manipulation of photographic or scanned digital images made in the exam and for subsequent design work is permitted.

## Pearson BTEC Level 1/Level 2 First Certificate

# Art and Design

## Unit 7: Recording for Creative Intentions in Art and Design

2017

Time: 5 hours

Paper Reference

**21357E**

You do not need any other materials.

### Instructions for centres

- The theme will be available on the Pearson website [www.BTEC.co.uk/2012](http://www.BTEC.co.uk/2012) from 6 March in the year of the examination.
- The paper is to be given out on 02/05/2017 and must be taken by 15/05/2017.
- It is recommended that the first 10 minutes of the 5 hours is used as reading time.
- The total mark for this paper is 30.

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## Information for learners

**You should read this information before starting on your work for assessment. You should refer to these instructions as you complete your work for this paper.**

During the period of 5 hours, you will need to:

- read the information and think about how you could use the visual sources provided by the teacher
- work under supervised examination conditions, usually in your art and design room
- experiment with different methods of recording by investigating and applying media, materials, technology
- select visual sources and give reasons for your choices
- produce first-hand observational studies (drawings, photographs or recordings in other formats) of the visual sources that have been provided and then develop these as design ideas, for example image manipulation, maquettes, colourways, scale drawings and annotation
- keep notes of progress, thoughts, ideas, changes and working processes through annotation in your sketchbook, on developmental sheets or in an independent learning logbook
- review your progress and re-evaluate your chosen ideas, materials, processes, techniques
- show how your work could be developed into finished outcomes, given more time. You are not expected to produce complete, finished work.

During the 5 hours of assessment, your teacher will:

- issue the examination paper
- be able to give you technical advice and technical support
- **not** be able to talk to you about your creative ideas.

**On the following pages there are briefs. You must choose ONE of these to complete your work for this paper.**

Using the visual sources provided by your teacher you must produce a series of first-hand observational studies that explore the formal elements in **kitchen tools and utensils**. Select one of the briefs below and develop design ideas from your initial first-hand observational studies. Your ideas must clearly demonstrate your creative intentions.

### Overarching brief

**The theme for all pathways is CATER-CO.**

CATER-CO is a national retail chain selling **kitchen tools and utensils**. CATER-CO is undergoing a major makeover of its image and range of **kitchen tools and utensils**.

**You must explain clearly why you have chosen to work from your selected objects. You must also state which pathway and brief you have chosen.**

## Pathways

### Art and Design (unendorsed)

For the unendorsed pathway in Art and Design you can select **one** brief from any of the pathway briefs given. It would be sensible to focus on a pathway that you have enjoyed and which you have learned about during your Art and Design course.

### Design Crafts

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must provide images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a piece of novelty craftwork to be handed out in the local shopping area as a promotional item. CATER-CO is open to a variety of ideas and the item could be functional or non-functional but must be inspired by the shape and form of **kitchen tools and utensils**.
2. **CATER-CO.** You must provide images and design ideas for a handmade kitchen tool or utensil to be presented to the 100th customer. This must be inspired by the shape and form of **kitchen tools and utensils**.
3. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a distinctive item of personal adornment to complement the uniforms of the CATER-CO sales staff. This could be, for instance, jewellery or millinery (hats), in conventional form or something totally unexpected.

### Fashion and Textiles

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for the uniforms of CATER-CO shop staff. This must include an apron, a waistcoat and a hat. You may wish to design other items as well.
2. **CATER-CO.** You must produce images and surface design ideas, inspired by the shape and form of **kitchen tools and utensils**, for textiles to be sold in a promotional pack. The pack will include a tablecloth, two tea towels, an apron and a pair of oven gloves. Work with a maximum of three colours.
3. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, to present to the directors of CATER-CO who require a decorative panel for their boardroom. This could be a hanging or framed panel in two dimensions or in relief. The directors want to see innovation. Woven, applique, embroidery or other methods, including a mixture of methods, are all welcome.

## Photography

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a promotional leaflet to be posted in the local area. The leaflet is made from an A4 sheet folded in half; which way you make the fold is up to you. You must use at least six photographs and show how your images will be placed. Irrespective of the number of images, the design ideas must clearly show how the images are placed.
2. **CATER-CO.** A set of six to ten large circular or triangular photographs are to be used to attract passers-by into the shops. They may be semi-transparent for use on the windows. You must produce images and design ideas for the large photographs inspired by the shape and form of **kitchen tools and utensils**. The photographs are to be no bigger than 1.5 metres at their widest point. The images must work together.
3. **CATER-CO.** The company wishes to decorate the walls of its shops with abstract photographic images inspired by the shape and form of **kitchen tools and utensils**. You must produce a set of at least six images and design proposals to show how these photographs will relate to one another *in situ*. A whole wall approach is required not framed images.

## Product Design

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a teapot. This must be functional and capable of mass production. The directors are keen to see a quirky approach with innovative designs.
2. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a light fitting to be used in the shop. Each design must include shapes or forms based on at least two different kitchen tools and/or utensils.
3. **CATER-CO.** A trivet is an item on which hot pans may be placed to avoid damage to work surfaces. You must produce images and design ideas for trivets inspired by the shape and form of **kitchen tools and utensils**, which would be attractive to younger cooks. The trivets may be made in metal, wood, heat resistant plastic or ceramic materials.

## Visual Arts

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a 2 metres high by 3 metres wide mural to go onto a wall in a CATER-CO shop. This will be directly behind the sales counter. It must reflect the theme and be visually dominant, forming a focal point, whilst shoppers wait for service. The mural may be in monotone or colour, and illustrative or abstract.
2. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a large sculpture to be displayed in the entrance area of the latest retail shop or mounted on the wall to the side of the entrance.
3. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for an installation to be sited in the shop window. This is to intrigue and entice shoppers into the shop. You are allocated a space not to exceed 3 metres in any direction.

## Visual Communication

You must select **one** brief and **give reasons** for your selection from the objects provided.

1. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for a two-sided A5 leaflet to be distributed locally advertising the makeover. The aim is to be visually attractive so that the public will read the text. The company will provide the text for you to use and you must show the words 'CATER-CO'.
2. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, which may or may not be digital, for a video or series of images to be projected onto the ceiling. You must produce one or more idea(s), in storyboard or other format, plainly showing how the images will appear.
3. **CATER-CO.** You must produce images and design ideas, inspired by the shape and form of **kitchen tools and utensils**, for the company logo. This will be used on CATER-CO's stationery as well as shop fronts. You must provide design ideas for the new logo. You are not required to design the stationery or shop front but, you may show how you envisage your design on an imaginary shop front and letter head.

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