

# Pearson BTEC Level 3 Nationals Extended Diploma

**Window for supervised period:**

**Tuesday 3 November 2020 – Friday 15 January 2021**

Supervised hours: 15 hours

Paper Reference **31832H**

## **Art and Design**

**Unit 6: Managing a Client Brief**

**Part S**

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

### **Instructions**

- This booklet contains material for the completion of the set task.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet must be given to learners on the specified date so that learners can prepare in the way directed.

### **Information**

- The total mark for this paper is 60.

*Turn over* ►

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## Instructions to Teachers/Tutors

Centres must issue this booklet at the appropriate time. Centres should refer to the *Instructions for Conducting External Assessments (ICEA)* document for full information on the correct conduct of monitored and formally supervised assessment.

The set task contains **10 hours** of monitored preparation sessions ahead of **15 hours** of supervised assessment.

The monitored preparation sessions must be scheduled by the centre. Within this time learners should review the information provided in this booklet and should be given the opportunity to conduct independent research activities.

It may also benefit learners to undertake some independent research outside of the monitored preparation sessions.

This can include activities such as:

- observational studies including photographs, notes or studies of objects and locations, which can be used to support the development of ideas
- primary research into the target audience and similar art or design work to the client brief.

Centres may need to make facilities available to learners to support independent research. Where learners want to carry out observational studies or primary research, these outcomes may be brought into the monitored preparation sessions, but only notes produced in the monitored preparation sessions may be used during the formal supervised assessment.

Learner notes are the outcome of independent preparation and support learners in responding to the set task. Learner notes are restricted to:

- six sides of A4
- information that contextualises the client brief
- sources of inspiration.

Learner notes **cannot** include:

- pre-prepared wording for presentation slides or speaker notes
- pre-constructed art or design work that will be directly used in the proposal.

Teachers/tutors should note that:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner
- learner notes produced under monitored preparation sessions must be checked to ensure that they comply with the limitations
- learner notes should be retained by the centre between the monitored preparation sessions and the formal supervised assessment.

The set task is taken over **15 hours** under formal supervision. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

### **Maintaining security during the formal supervised assessment period**

- The assessment areas must only be accessible for the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept secure.
- Only permitted materials for the set task can be brought into the supervised assessment.
- During any permitted break and at the end of the session, materials must be kept securely and no items removed from the supervised assessment.
- Learners are not permitted to have access to the internet during the supervised assessment period.
- Learner notes must be checked to ensure length and/or contents meet limitations.
- Learner notes will be retained securely by the centre and may be requested by Pearson if there is suspected malpractice.

### **Outcomes for submission**

Each learner must submit a:

- presentation that contains between 12 and 15 slides
- maximum of 600 words of supporting speaker notes
- completed authentication sheet.

### **Submission of presentation**

- Consideration should be given to the quality of the images used for the presentation. These should be of sufficient size to present proposals clearly.
- It may be appropriate to show the full proposal work and include details or photographs from multiple angles to communicate the work clearly.
- Proposals should be presented professionally, using industry standard software to create slides with a balance of images and text.
- Centres must ensure that the presentation is exported in an easily accessible format. Presentations produced in specialist software packages and are not accessible will be returned to centres for reformatting.

## Instructions for Learners

Read the set task information carefully.

You will be given **10 hours** of monitored preparation sessions ahead of the supervised assessment sessions to review the client information provided in this booklet and carry out independent research activities. Your tutor will advise you of the scheduled sessions for this work. During these sessions, you can research:

- information about the target audience
- services and products you associate with the client
- colours, textures, fonts, brand identity or house style you associate with the client
- similar products to the brief you have chosen that are currently in the market
- technical requirements and constraints of the client brief
- sources of inspiration.

You can carry out independent research outside of the monitored preparation sessions.

This can include activities such as:

- observational studies including photographs, notes or studies of objects and locations, which can be used to support the development of ideas
- primary research into the target audience
- research into existing art or design work that is relevant to the client brief.

You may bring your independent research into the monitored preparation sessions, but only notes produced in monitored preparation sessions may be used during the formal supervised assessment.

You are allowed to prepare six sides of A4 notes to take into the set task.

Your notes can contain:

- images of contextual sources and inspiration
- information relating to the client and the market
- primary or secondary research relating to the client brief.

The notes **cannot** include:

- pre-prepared wording for presentation slides
- pre-constructed art or design work that will be directly used in the proposals.

Your notes must be your own work and will be retained by your centre until results are issued.

The set task is taken over **15 hours** under formal supervision. You will have a number of sessions to complete the set task provided by the centre. Plan your time carefully and allow time to produce your outcomes for submission.

### Outcomes for submission

You must submit a:

- presentation that contains between 12–15 presentation slides with supporting speaker notes
- maximum of 600 words of supporting speaker notes
- completed authentication sheet.

## Set Task Brief

<https://readingagency.org.uk/>

### Tackling life's big challenges through the proven power of reading!

The Reading Agency is a charity that promotes the benefits of reading among children and adults. Every year the agency helps 1.4 million people to tackle life's big challenges through the proven power of reading. In the UK, 36% of people don't read regularly.

The Reading Agency particularly wants to attract the following target audiences:

- adults over 65
- young people aged 13 to 24.

World Book Night is one of the charity's programmes that aims to inspire people to share reading and celebrate the difference it makes to our lives. It is a national celebration of reading and books that takes place on 23 April every year; the UNESCO International Day of the Book.

Events up and down the country are run by individuals and organisations and everyone from publishers, libraries, local businesses and the general public can get involved. Books are given out across the UK with a focus on reaching those who do not read regularly.

The Reading Agency wants imaginative and innovative design proposals to make the 2021 World Book Night its biggest celebration yet.

You have been asked by The Reading Agency to produce a design proposal for creative art and design works that can be showcased at World Book Night in 2021. Proposals must be suitable for **one** of the target audiences, either adults over 65 **or** young people aged 13 to 24. You may use past or present world book titles.

The Reading Agency will look at these proposals and then select which ones it will commission to turn into completed art and design pieces.

The Reading Agency would like to see proposals for **one** of the following **client briefs**, inspired by one of the past or present World Book Night titles:

- A static, moving or interactive advertisement that can be viewed on big or small screens.
- Eye-catching outfits, accessories or decorative textiles which can be worn or used at promotional events.
- An interior design, display or product.
- 2D or 3D artwork, prints or photographs that can be used in displays for events.
- Printed or digital invitations and associated promotional materials that can be distributed before World Book Night 2021.

Artists and designers are being asked to produce a presentation of 12–15 slides, with speaker notes, for their proposal. The proposal does not have to be a finished piece of art or design work but should demonstrate a representation of what the final work would look like. It is likely that the work is presented in a draft format related to the specialism, such as prototype, draft, outline, visual, render, concept art, maquette, test, proof, toile, model, rough, alpha, sample, mock-up or preliminary work depending on your specific specialism.

You will need to create a proposal in **one** of the following art and design disciplines:

- 3D Design
- Fashion
- Textiles
- Photography
- Fine Art
- Graphics
- Interactive Design.

## Set Task

The set task is undertaken over **15 hours** of formal supervision.

During this time you are required to:

1. develop a proposal in response to **one** of the client briefs
2. produce a presentation for the client of between 12–15 slides
3. produce a set of supporting speaker notes of up to 600 words that explain the development of your ideas and the proposed response.

During the development of the proposal, you should:

- apply your research in the generation of ideas
- produce draft art or design work – this could take the form of a prototype, test, rough, toile, proof, alpha, sample, draft, mock-up, outline, model, visual, render, concept art, maquette, or preliminary work depending on your specific specialism
- keep records and notes on the development in order to help with the creation of the presentation slides and speaker notes.

The presentation slides must cover:

Details of the selected brief Relevant research related to the brief	Between 3–4 slides
Development work Visual representations of your proposal work	Between 7–11 slides

Your speaker notes should include:

- justification of how you have used research to inform your ideas
- details on how you developed your proposal work in relation to the client brief
- justification of how your proposal addresses the target audience and client brief.

You will be assessed on the:

- selection of relevant information and material to inform your proposal
- development of design proposals relevant to the client brief
- justification of decisions in relation to the brief, audience and client demands
- organisation of information and proposals for presentation.

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**END OF TASK**  
**TOTAL FOR TASK = 60 MARKS**