

General Certificate of Secondary Education
June 2004



APPLIED ART AND DESIGN (DOUBLE AWARD) 3810/3
Unit 3 Working to project briefs

CANDIDATE GUIDANCE

To be issued to candidates four weeks prior to the examination

All teacher-assessed marks to be returned to AQA by 31 May

This document contains:

- general guidance;
- details of the Project Brief.

In addition to this paper you will require:

- appropriate art and design materials.

Time allowed: 10 hours

Preparatory period: 4 weeks

Instructions

- Read the paper carefully. Before you start work make sure you understand all the information.
- Read the scenario and then choose **one** brief.
- You have a four week preparatory period to research, investigate and develop your ideas.
- You are allowed ten hours to produce your final idea and an evaluation of your work.
- You must hand in your preparatory work, your final idea and your evaluation at the end of the examination.
- The work submitted for this examination must be your own unaided work.

Information

- Your work will be marked out of 50.
- All your work, which includes the work done during the preparatory period, will be marked.

Advice

- You may discuss your ideas with your teacher.
- You should make sure that any materials or equipment which you might need are available before you start your ten hours of supervised work.
- You should take all of your preparatory work into the examination sessions.
- You should look at examples of the work of other artists, craftspeople and/or designers as part of your research.
- You may work on further supporting studies until you have completed your final idea.

What you have to do

Read the scenario and select **one** of the briefs. Carry out research, paying particular attention to the constraints and considerations of your chosen brief, including project management and health and safety issues. You should also research the ways in which other artists, craftspeople and designers have provided solutions to similar briefs. The preparatory work should be included in your submission. You should submit the equivalent of not less than two, and not more than four A1 sheets (or a sketchbook or other suitable form) of research and developmental work.

During the four week preparatory period you must research the brief by collecting information and making notes and sketches from a range of primary and secondary sources. This will form the basis of your development of ideas. You should also research and experiment with an appropriate range of different media, materials and techniques to develop alternative design solutions. These initial designs should be in the form of clear annotated records, which you will use as a resource during the 10 hours supervised time to develop and refine **one** idea.

There are three distinct stages in the work you must do which link together to produce all the evidence required. Each stage has its own distinctive features but forms part of the whole. They are:

- research, including others' work and your own developmental work to meet the brief;
- your final idea, appropriately presented;
- a short written evaluation of your final idea.

The work that you present must be of a standard and scale suitable to present to the client at the point where the client agrees to accept the design/artwork and agrees the work to progress to its final finished piece. A final finished piece to scale is **not** required.

For further guidance you should refer to the unit specification and the assessment marking criteria on page 4 of this guidance.

Introduction

A scenario and five briefs are provided. You should select **one** brief and undertake research related to its requirements. The theme is Country Parks. Your research must include reference to work produced by others, with relevant primary and secondary research being included as part of your investigation. You should experiment with media and techniques to develop your ideas and progress to a final proposal that you will present to the client. Your work should take note of the relevant constraints identified in the brief you have selected and take into account the methods that would be used to produce the final piece of work if the client selects your idea.

The Project Brief

Scenario

A new Country Park is to open soon. The local authority is offering a range of art, craft and design commissions for the opening event.

The Country Park will be rich in wildlife and have something for everyone to enjoy, from tranquil woodland walks to children's play areas to resident farm animals. The attractions are to include:

- a fun farm where children can feed the animals (including rare breeds, donkeys, ponies, chickens, geese and many more);
- nature trails and walks;
- a mini-beast wood (an area where small mammals and insects are found);
- a children's play area;
- picnic areas;
- a visitor centre which will include a gift shop.

The park will be open throughout the year and the visitor centre from Easter to September daily 10.30 am – 4.30 pm and from October to Easter at weekends only.

Choose **one** of the following briefs.

Briefs

- 1 A mural design for a boundary wall for the outdoor children's play area. The mural is to depict farm animals and/or wildlife. The size of the mural is 6 m × 9 m. It should be weatherproof.
- 2 A design for a sculpture to be placed in the mini-beast wood. The sculpture must be inspired by the wildlife found in the wood. It may be realistic or imaginary. The sculpture should not be larger than 1 m in any dimension. It should be weatherproof and consideration will need to be given to where it will be displayed.
- 3 A design for a folded leaflet to advertise the Country Park. The leaflet should be made from an A4 sheet. The leaflet should include the title of the Country Park, and information on how to get there, opening times, facilities, and contact address. It should include visual images. You can either use the name of your local Country Park or make up a suitable name of your own.
- 4 A design for decorative fencing for one of the small farm animal enclosures where children can meet the animals. The fencing should reflect the animals within the enclosure. Each fencing section is 1 m high × 2 m wide. You should consider safety aspects of the design and materials used.
- 5 A fabric design. The fabric is to be used on the parasols within the picnic area of the Country Park. Designs should reflect images of country life. Each parasol is circular and has a diameter of 2.5 m. The fabric will need to be weatherproof.

Ensure that in your final submission you state clearly which brief you have chosen.

Turn over ►

Assessment requirements for GCSE in Applied Art and Design (Double Award) Unit 3: Working to project briefs

You should produce work that shows:

- research and developmental work to meet the brief;
- a final piece of work, suitably presented, that meets the requirements of the brief;
- a short written evaluation of your final work.

Assessment marking criteria

Level 1:	Level 2:	Level 3:
<ul style="list-style-type: none"> ● work to the requirements of the brief, considering the topic or theme, constraints and deadline (0 – 3 marks) ● collect relevant information to help you understand the requirements of the brief and develop more than one idea (0 – 3 marks) ● use media, materials, techniques and technology with care (0 – 3 marks) ● display your work for the client (0 – 3 marks) ● comment on your solution and explain how it might be improved (0 – 3 marks) 	<ul style="list-style-type: none"> ● create a range of possible ideas in response to the brief, showing potential alternatives that take account of constraints (4 – 6 marks) ● collect and make effective use of primary and secondary source material to inform and develop different ideas, carry forward the most appropriate idea to produce a satisfactory solution (4 – 6 marks) ● make effective use of materials, processes and techniques in developing ideas and the final work (4 – 6 marks) ● display your final work effectively in a suitable way (4 – 6 marks) ● use appropriate technical terms to annotate and comment on the strengths and weaknesses of both your ideas and final work (4 – 6 marks) 	<ul style="list-style-type: none"> ● offer a range of innovative responses to the brief that show an in-depth understanding of the requirements and constraints set by the brief (7 – 10 marks) ● use a range of resources effectively, recording how you overcame unforeseen problems, to develop a final idea that effectively meets the client's requirements (7 – 10 marks) ● show confidence and fluency in your work through the use of media, materials and techniques (7 – 10 marks) ● explain to the client how your final work meets the brief and how it has been influenced by similar work by others (7 – 10 marks) ● evaluate your final work indicating changes of direction and how they affected the final outcome (7 – 10 marks)

END OF CANDIDATE GUIDANCE