

General Certificate of Secondary Education
June 2004



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

TEACHERS' NOTES

For immediate release to the teacher(s) responsible for GCSE Applied Art and Design (Double Award)

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

This document contains:

- general guidance;
- details of the Project Brief.

Time allowed: 10 hours

Preparatory period: 4 weeks

Assessment

The mark awarded to a candidate must be seen to reflect accurately the assessment marking criteria for the unit. These are the only criteria that will be used to determine the mark awarded. It is important to ensure for consistency that no changes are made to the scenario, brief and instructions to candidates. Centres must avoid holistic marking that focuses only on the final idea.

Candidates should be aware that information downloaded from the Internet is of value only if it is clearly seen to have been used to develop ideas. Candidates should be encouraged to be selective and specific in the selection and use of source material and to ensure that it is relevant to the brief.

The distinctiveness of this award is in the vocational context of the work. Stress should be placed on the need for vocational importance in the methods of working, evaluation and presentation of the candidates' submission. These qualities will inform the overall assessment. The following should be stressed to candidates:

- organisation of the research and development of ideas;
- presentation of the developmental work and final proposal (N.B. annotation does not need to be word processed);
- quality of the evaluation.

Time allocation and delivery

The brief should be given to candidates four school weeks before the first supervised session and the marks should be submitted to AQA by 31 May. The Project Brief has been written to include preparatory time and a total of 10 hours supervised time for the production of the final idea and evaluation. The first supervised session must be at least two hours and the work completed during the sessions must be kept under secure conditions between sessions.

By the end of the final supervised session, candidates must also have completed the evaluation of their response to the brief. The evaluation must be submitted together with the preparatory work and the final idea at the end of the examination. It is suggested that candidates spend no more than 30 minutes of the 10 hours supervised time on their written evaluation.

It is important that candidates are adequately prepared before undertaking the Project Brief. It is therefore expected that centres will have provided underpinning knowledge and guidance on how to work to a vocational project brief via similar activities as part of coursework. Candidates should have developed an awareness of how to:

- plan a response to the brief and undertake research, including the work of others;
- select and use appropriate primary and secondary sources with media, materials and techniques;
- develop and record different ideas, select one, make refinements and complete a final idea;
- present the final idea effectively;
- evaluate their response to the brief.

For further guidance on this unit refer to the unit specification and the assessment marking criteria.

The following sections are reproduced from the Candidate Guidance document.

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 5 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.

Turn over ►

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.

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 TEACHERS' NOTES