

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.

For this paper you must have:

- 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 design proposal and an evaluation of your work.
- You must hand in your preparatory work, your design proposal 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 design proposal.

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/or 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 of 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 design proposal, appropriately presented
- a short written evaluation of your design proposal.

The work that you present must be of a standard and scale suitable to present to clients at the point where the client agrees to accept the design proposal 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 local attractions. 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 design proposal that you will present to the client. Your work should take note of the relevant constraints identified in the brief that you have selected and take into account the methods that would be used to produce the final piece of work if the client selected your design proposal.

The Project Brief

Scenario

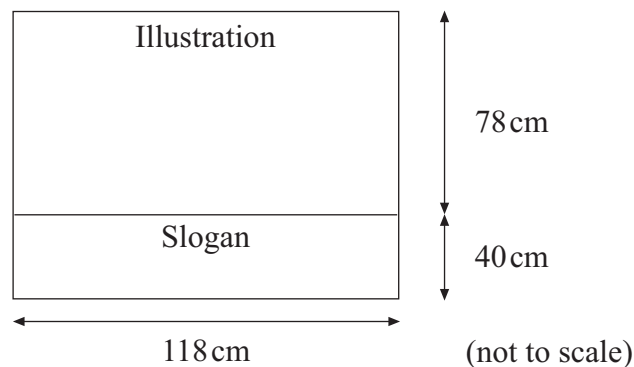
Your local council, in conjunction with the Tourist Board, is to launch a promotion to increase public awareness of its attractions, such as historical sites and places of interest. The promotion will use the slogan ‘Get out and about, visit local attractions’. The council is to produce a portable exhibition which will tour various venues. The promotion will include some items which will be given out free of charge and others for sale.

The Chief Executive of the council wishes to commission artists, craftspeople and designers to support the success of the promotion.

Choose **one** of the following briefs.

Briefs

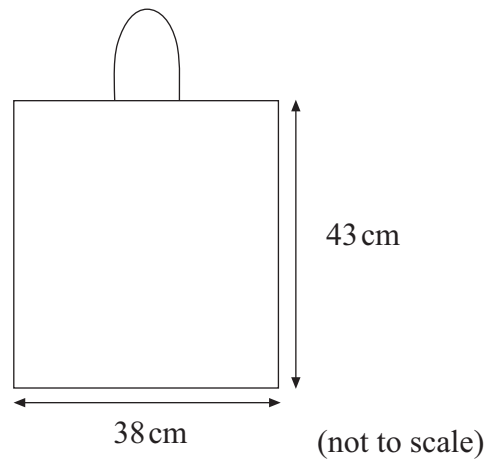
- 1 Design an illustration depicting a number of local attractions which can be reproduced for an outdoor portable billboard. Your work may be in any suitable medium and must have impact through colour and shape. The illustration must fit into the area indicated below.



- 2 Design a relief panel for the exhibition inspired by local myths and legends. Consideration must be given to the choice of materials, safety and how it will be displayed. The panel should not exceed 1.5 m × 1 m and must be in landscape format.
- 3 Design a clock or a piece of jewellery associated with local historical sites or places of local interest. Designs should focus on architectural shapes, patterns and textures. Any suitable materials may be used. It may be an individual piece or designed for mass production. Consideration should be given to its size and shape.

Turn over ►

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- 4 Design a logo to be printed onto a carrier bag. The overall bag design must include the promotion slogan ‘Get out and about, visit local attractions’ and include an image of a local attraction. The overall design must have no more than three colours including the background. The size and shape of the carrier bag are illustrated below.



- 5 Design a T shirt motif inspired by colours, shapes and patterns from places of local interest. The motif should be printed (for mass production) or use textile techniques (one-off designs) and must fit inside a circle. You must indicate where the motif is to be placed on the T shirt.

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:

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

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 design proposal for the client (0 – 3 marks) • comment on your design proposal 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 design proposal (4 – 6 marks) • make effective use of materials, processes and techniques in developing ideas and the design proposal (4 – 6 marks) • display your design proposal 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 design proposal (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 design proposal 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 design proposal meets the brief and how it has been influenced by similar work by others (7 – 10 marks) • evaluate your design proposal indicating changes of direction and how they affected the design proposal (7 – 10 marks)

END OF CANDIDATE GUIDANCE

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