

General Certificate of Secondary Education
June 2007



APPLIED ART AND DESIGN (DOUBLE AWARD) 3810/3/TN
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 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 for consistency to ensure that no changes are made to the scenario, briefs and instructions to candidates. Centres must avoid holistic marking that focuses only on the design proposal.

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 candidates' submissions. 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 design 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 of supervised time for the production of the design proposal 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 design proposal at the end of the examination. It is suggested that candidates spend no more than 30 minutes of the 10 hours of 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 design proposal
- present the design proposal 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/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 6 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.

Turn over ►

The Project Brief

Scenario

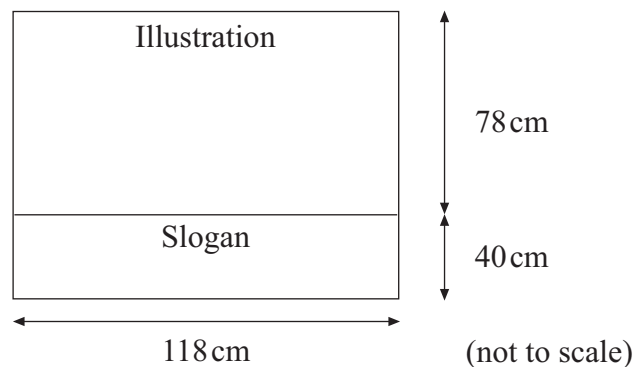
Your local council, in conjunction with the Tourist Board, is to launch a promotion to increase public awareness of its attractions, such as historical sites and places of interest. The promotion will use the slogan 'Get out and about, visit local attractions'. The council is to produce a portable exhibition 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.

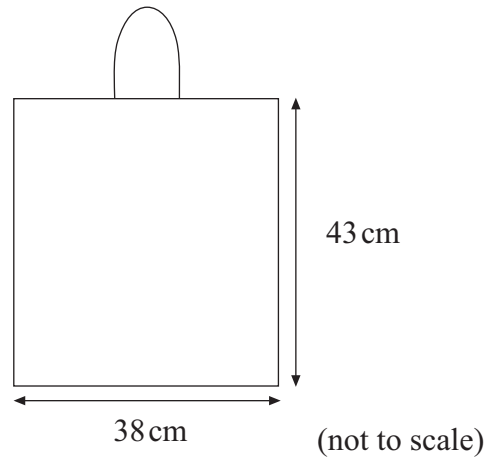
Briefs

- 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.

- 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 TEACHERS’ NOTES

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