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## **General Certificate of Secondary Education**

# **Applied Art and Design (Double Award) 3811**

**3810/3 Working to project briefs**

## **Report on the Examination**

*2007 examination - June series*

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## **3810/3 Working to project briefs**

### ***General***

An improved understanding of the vocational process was evident, and good practice was seen where candidates had clearly embraced the theme of local attractions and developed ideas which were creative and practical. It was pleasing to see that many candidates visited local attractions to take photographs and to gather information, although few drew from direct observation. Many candidates used primary photographs well in developing their ideas, although a significant number still relied on the internet for images of places of interest. Alternative ideas were generally limited, many being simply variations of one idea, and a range of appropriate alternatives were rarely presented. Links made to the work of others, especially vocational contextualisation, should directly influence ideas, and this was a weakness in the design process. The use of appropriate materials and processes to explore ideas should be evidenced, with reference to health and safety issues. Annotation and evaluative statements should be made throughout the process. In-depth investigations into appropriate materials and processes was limited. Final evaluations were mainly descriptive and lacked a clear understanding of the design process and the considerations and constraints of the brief. There should be a focus on the final idea and how it was fit for purpose, with possible improvements that could be made.

The most popular brief was for an illustration depicting a number of local attractions to be used on a billboard to advertise the promotion on the theme of 'Get out and about, visit local attractions'. Some original and creative work was seen which demonstrated a genuine interest in the topic.

The design for a T shirt motif inspired by the colours, shapes and patterns from places of local interest was also popular. Designs were generally bold, fitted into a circle successfully, and showed strong use of ICT, although some candidates failed to indicate the method of production chosen.

### ***Brief 1 Illustration***

This was the most popular brief, being mainly executed as a painting, but some interesting use of mixed media and collage was seen. Suitable images were produced, although appropriate scale and size was not always used, and some candidates failed to add the slogan, or added it without consideration to the overall design. There were some very pleasing final designs, often bold, colourful and original, although some candidates struggled to paint their initial designs in the form of small sketches, in a sophisticated manner onto the scaled down billboard.

### ***Brief 2 Relief Panel***

This brief required a design for a relief panel inspired by local myths and legends. Responses ranged from decorative ceramic relief and mixed media pieces to poor examples in card and paper where the original designs in sketchbooks were more superior in quality than the final design proposal. Subject matter for local myths and legends was often tenuous. There was little evidence of analysis of choice of materials, health and safety issues and how the work could be constructed professionally, or how it might look in situ, but size constraints were retained.

Generally, the 3D briefs were not as popular as those of a 2D nature and experimentation with materials and processes was not widely explored.

### ***Brief 3 Clock or piece of jewellery***

This brief required designs for a clock or piece of jewellery associated with local historical sites or places of interest, focusing on architectural shapes, patterns and textures. Some very innovative, unique outcomes were produced with interesting and successful effects in the work. Clocks were more popular than jewellery and although there was the opportunity to explore a wide range of resistant and non-resistant materials in this brief, there was not a great range of media seen; card, paper, modroc and clay were the most popular. In the few examples of jewellery which were seen, unsuitable and overly bulky materials had been used to the detriment of interesting designs.

### ***Brief 4 Carrier bag logo***

Although many candidates responded to this brief, the restricted colour constraint of no more than three colours, was not considered effectively. Some research into carrier bag designs and layout was undertaken, often consisting of a collection of high street store bags, but there was little evidence of how this informed the ideas. Consideration as to how the final design might be professionally printed and produced was lacking. There was a good range of logo designs, although the slogan was not always well incorporated into the design, and ICT could have been more generally employed for a slick finish.

### ***Brief 5 T shirt motif***

This was another popular brief which asked for a T shirt motif inspired by colours, shapes and patterns from places of local interest. Candidates appeared to like the constraint that the design must fit inside a circle of unspecified size, and to have the choice of where to place the motif on the T shirt. Some interesting and unusual responses were produced. Research into professional printing and mass production methods was not always relevant, but innovative designs, and professional looking outcomes were produced, especially where ICT was well used.

## **Mark Ranges and Award of Grades**

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.