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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**

*2008 examination - June series*

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Set and published by the Assessment and Qualifications Alliance.

## **3810/3 – WORKING TO PROJECT BRIEFS**

### **General**

An improved understanding of the vocational process was clearly evident, and good practice was seen in those candidates who had clearly embraced the theme of Sea, Stars and Time, developing ideas which were creative and practical. It was pleasing to see that many candidates went to dockyards and maritime museums to take photographs, and gather information, although few drew from direct observation. Many used primary photographs well in developing ideas, although a significant number still relied on the Internet for images of ships, seafaring, maritime equipment and navigation, astronomy and time measurement. Alternative ideas were generally limited across all of the levels, many being 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 still a weak area in the design process. Appropriate materials and processes to explore ideas should be evidenced, and a broad range of materials should be explored, with reference to health and safety issues being made, along with annotation and evaluative statements 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, rather than 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 a maritime painting for use as an illustration for a poster to promote the educational road show. Some original and creative work was seen, demonstrating a genuine interest in the topic, but a considerable number of candidates produced work which did not meet the format and size constraints, and the need for colour to be used to reflect mood or feeling was not always well met.

The design for a promotional CD cover to accompany the road show was also popular and designs seen were generally bold and showed strong use of ICT in presenting the final proposal, with the most successful being incorporated into an existing jewel case.

### **Brief 1 – Maritime painting for poster**

This was by far the most popular brief, being mainly executed as a painting, but some use of mixed media and collage was seen. Suitable maritime images were produced, although appropriate scale and size was not always used, and some were not produced in landscape format. There were some very pleasing final designs, often bold and detailed, mostly using colour well to reflect a mood or feeling as required, and exhibiting good skills in the application and handling of paint.

### **Brief 2 – Sculpture based on time measurement**

The brief required a design for a sculpture based on time management, and some creative and unexpected outcomes were produced, with clock mechanisms and sundials being popular images. 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. 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 – Commemorative 3D artefact**

Designs for a commemorative 3D artefact for sale during the road show which could be either functional or non-functional, produced some innovative outcomes. These focused on astronomy and produced some interesting and successful work using space and planetary images to good effect. 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. Materials used included mainly card, paper, modroc and clay and often production methods had not been considered at all.

### **Brief 4 – CD cover**

Many candidates responded to this brief by producing professional looking designs for the front and back covers of a promotional CD. Some research into the theme and the collections in the road show and CD layouts was seen, but there was sometimes little evidence of how it informed the ideas. There was a good range of designs, although the title and information required was not always well incorporated into the design and ICT could have assisted with a more professional finish. The best examples presented their designs in an existing jewel case, which ensured the correct size and format was adhered to.

### **Brief 5 – Textile fan bunting**

This brief which asked for a single-sided textile fan bunting was not popular and those candidates who attempted it were not all successful in creating the pleating required. The placement of motifs associated with seafaring on the bunting produced some interesting responses. Appropriate research into a range of textile techniques and production methods for the pleating was not always undertaken and understood, but generally innovative designs and some professional looking outcomes were produced.

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

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