

# GCSE Applied Art and Design (Double Award) 3811

Teacher Standardisation – Spring 2009

June 2009 series

Reminder notes



This document is for use by teachers of AQA's GCSE Applied Art and Design (Double Award) specification. It is designed as a useful reminder of the standards presented at the Spring 2009 Teacher Standardisation meetings.

This document is not suitable to be used by a centre in place of attending a Teacher Standardisation meeting. This is because the enclosed photographs are not an accurate representation of all of the artwork available at the Teacher Standardisation meetings, as they do not show all of the work contained in sketchbooks, details of techniques, annotations, etc.

AQA provides annual Teacher Standardisation meetings for GCSE Applied Art and Design (Double Award) in the spring term. The meetings are free of charge. Further information can be obtained from the subject department.



**Training set – Unit 1: 2D and 3D visual language**  
**Unit 2: Materials, techniques and technology**



Training set – Unit 1: 2D and 3D visual language  
Unit 2: Materials, techniques and technology



## Training set – Unit 1: 2D and 3D visual language

Two main projects have been undertaken by the candidate, “Plastic Aint My Bag” which is a re-cycling project with papermaking workshop, felt making, bag designs and constructions including weaving, crochet and printing techniques and ‘Todmorden in Bloom’ community mosaic project with primary photographs and drawings of the environment inspiring a mosaic design which decorates a 3D mannequin form. Relevant artists have been referenced and workshops have been undertaken to explore techniques and all work is well recorded in sketchbooks, files and design sheets with photographs.

### Criteria 3.1

10 marks

Visual language is well explored, with a high level of technical skill, understanding and fluency to communicate ideas.

### Criteria 3.2

10 marks

Good exploration of techniques to develop ideas and outcomes, with successful and meaningful outcomes.

### Criteria 3.3

9 marks

A high level of skill is evident in both investigations and the development of ideas.

### Criteria 3.4

7 marks

Good reference to the work of others is made and specific techniques and effects are exploited in the candidate’s own work.

### Criteria 3.5

7 marks

Annotation throughout the sketchbooks and sheets is mainly descriptive but does review the work successfully.

**Total 43/50 marks**

## Training set – Unit 2: Materials, techniques and technology

A range of media, using both resistant and non-resistant materials has been explored in the two projects, with good records kept throughout the process of investigations and techniques undertaken. There is evidence of different ways of working, and relevant artists provide workshops in mosaic, paper-making and felt-making; as well as good references for developing ideas. Work is well presented, with annotation and evaluation for each project.

### Criteria 3.1

8 marks

Well organised investigations and understanding of the materials and techniques used is evident throughout the work.

### Criteria 3.2

9 marks

Materials and techniques are well explored and developed into innovative and successful outcomes.

### Criteria 3.3

9 marks

Ideas and developments are well recorded, and a high level of care and skill is evident throughout the work.

### Criteria 3.4

8 marks

The work of others and the use of techniques and materials are described well and have significance to the candidate's own work.

### Criteria 3.5

7 marks

Annotation and evaluation is thorough, but tends to be descriptive throughout the projects.

**Total 41/50 marks**

**Exemplar A – Unit 1: 2D and 3D visual language**  
**Unit 2: Materials, techniques and technology**



## Exemplar A – Unit 1: 2D and 3D visual language

The body of work consists of a book in a box, inspired by the work of visiting artist Becky Adams, which was then taken into printing on canvas. There is also a stage design for the Wizard of Oz production at the school. Two ceramic trainers in relief are also included. The candidate has also made some use of ICT throughout.

### Criteria 1.1

3 marks

There is evidence of working from primary sources, such as the drawings of trainers in the sketchbook.

### Criteria 2.2

4 marks

A range of mask making and object making techniques have been used. The technique of printmaking is also used in the portrait poster.

### Criteria 1.3

3 marks

There is evidence of developing ideas and the candidate has used ICT, however these are not well developed.

### Criteria 1.4

3 marks

Generally the work lacks annotation; however, there is some awareness of basic visual language.

### Criteria 1.5

2 marks

Comments in the evaluation make some attempt to explain why certain processes were used.

**Total 15/50 marks**





## Exemplar A – Unit 2: Materials, techniques and technology

There are a range of different 2D media and samples with examples of printing, drawing and painting. 3D investigation is less evident, with a ceramic pair of trainers and a box design. There is a lack of evidence of exploration into the work of other artists and designers.

### Criteria 1.1 3 marks

There are examples of both 2D and 3D media, although these are not in depth.

### Criteria 1.2 3 marks

Annotation in the Wizard of Oz project identifies ideas that may need to be modified; but again, these are limited.

### Criteria 1.3 2 marks

Brief notes at the back of the sketchbook list a number of health and safety issues.

### Criteria 1.4 2 marks

The work lacks reference to other artists and designers, except for the visiting artist.

### Criteria 1.5 3 marks

The two evaluation sheets show some attempt at comments on the processes used but it is at times descriptive.

**Total 13/50 marks**



**Exemplar B – Unit 1: 2D and 3D visual language  
Unit 2: Materials, techniques and technology**



## Exemplar B – Unit 1: 2D and 3D visual language

The work comprises a book cover design entitled “The Girl from the Sea”, a painting for a health spa and a design for a country park. For the 3D element there is a design for a tea light based on the style of Gaudí.

### Criteria 1.1

3 marks

Sketchbooks contain evidence of drawing from primary sources, however, many ideas are based on secondary sources.

### Criteria 1.2

3 marks

Throughout the work there is experimentation with printing techniques, painting and drawing.

### Criteria 1.3

3 marks

There is evidence of developing ideas, although the use of ICT is limited.

### Criteria 2.4

4 marks

The work of others has been identified with some relevant comments.

### Criteria 2.5

4 marks

Supporting annotation explains the development of ideas, however, this is not detailed.

Total 17/50 marks



## Exemplar B – Unit 2: Materials, techniques and technology

The work includes various 2D mark making techniques and some 3D investigations using card for a country park sculpture and clay for the Gaudí tea light. There are photographs in the sketchbook of maquettes for this tea light.

### Criteria 2.1

4 marks

Within the sketchbooks there is investigation into different media and materials which do show a logical development.

### Criteria 1.2

3 marks

Evidence of alternative ideas are documented in the various projects.

### Criteria 1.3

3 marks

There are comments in the sketchbook relating to Health and Safety.

### Criteria 1.4

3 marks

Downloaded images of Gaudí and Art Nouveau have been used, and the candidate has explored the work of Georgia O'Keefe.

### Criteria 1.5

3 marks

Comments are often descriptive but there are evaluations at the end of each project.

**Total 16/50 marks**

**Exemplar C – Unit 1: 2D and 3D visual language**  
**Unit 2: Materials, techniques and technology**



## Exemplar C – Unit 1: 2D and 3D visual language

The work consists of three projects: a Christmas card design, a 3D butterfly and an Aboriginal themed café/bar name and logo.

There is a range of work that uses a variety of materials and techniques. Final outcomes are clearly identified but processes and ideas, including Health and Safety considerations, are not well documented. Other than in the Christmas card project there is limited artistic input although clear cultural references are apparent in the Aboriginal work. The candidate has relied greatly on secondary sources as a platform from which to develop ideas.

### Criteria 2.1

5 marks

Ideas are explored but the candidate has developed ideas from secondary sources only.

### Criteria 2.2

5 marks

A variety of techniques are used throughout the design process.

### Criteria 2.3

6 marks

Several investigations have occurred throughout the work.

### Criteria 2.4

5 marks

The Aboriginal project and card design project explain how other artists produce effects in their work.

### Criteria 1.5

3 marks

Annotation occurs but lacks detail.

Total 24/50 marks



## Exemplar C – Unit 2: Materials, techniques and technology

The work consists of three projects – Christmas card design, a 3D butterfly and an Aboriginal themed café/ bar name and logo. Other than the butterfly/fish project all the other work is 2D. There have been some ICT approaches in the café/bar project but these are used in a simplistic way.

The 3D butterflies use basic materials without thorough research into other suitable materials and there is no reference to Health and Safety. The written aspects of the work are a weakness as annotation lacks personal experience and depth.

### Criteria 2.1

5 marks

The majority of the work is created using 2D processes, some investigation into 3D media occurs in the butterfly project.

### Criteria 2.2

5 marks

There is some experimentation with ideas, such as combining materials.

### Criteria 2.3

5 marks

There is no evidence of Health and Safety considerations but there is apparent skill and control in the use of tools, equipment and technology.

### Criteria 2.4

4 marks

Annotation provides evidence of others' work although specific effects and styles are not mentioned in depth.

### Criteria 1.5

3 marks

Comments on the use of materials and techniques are made in reference to the design and selection process.



Total 22/50 marks

**Exemplar D – Unit 1: 2D and 3D visual language  
Unit 2: Materials, techniques and technology**





## Exemplar D – Unit 1: 2D and 3D visual language

Four projects have been completed in the coursework, “Superhero”, self-portrait, ICT manipulation, poster and a plasticine superhero decorative ceramic box, Spider print project and Christmas card research and designs. There is good research and relevant artists referenced and processes are well explained and recorded on sheets and in design folders. A range of 2D and 3D techniques are explored, with photographs of plasticine and clay models included. ICT has been used to manipulate images and develop posters and tickets. Different ways of working are evident in the projects.

### Criteria 2.1

6 marks

Primary photographs and drawings are used well to develop ideas and the exploration of visual language is effective.

### Criteria 2.2

6 marks

Some independence is shown in selecting techniques to suit the tasks and ideas have been developed successfully.

### Criteria 2.3

6 marks

There is a good level of skill and investigation in each of the projects and outcomes have some success.

### Criteria 2.4

5 marks

Good research and reference to the work of others, with records of a visit to Leicester Art gallery which were well presented.

### Criteria 2.5

5 marks

Annotation and evaluation is mainly descriptive, but is thorough and shows good understanding of process.



Total 28/50 marks

## Exemplar D – Unit 2: Materials, techniques and technology

Work in a range of different media has been produced across the four projects, but there is a lack of resistant materials used in 3D projects. There are thorough records of process and techniques used and relevant Health and Safety records have been kept. Photographs of the 3D box and Superhero model are presented and ICT has been used to present ideas successfully. The references to how others have used media, techniques and materials is descriptive, but shows understanding and relevance to own work.

### Criteria 2.1

6 marks

Well organised work which shows a range of studies, models and materials being used to develop ideas.

### Criteria 2.2

5 marks

Ideas and development are well organised and materials have been used carefully to develop studies.

### Criteria 2.3

6 marks

Skill and control is evident in the use of equipment and Health and Safety considerations have been well recorded in each project.

### Criteria 2.4

5 marks

The work of other artists is referenced in each project but tends to be descriptive.

### Criteria 2.5

5 marks

Appropriate annotation, and some evaluation, is undertaken at each stage of the different projects.

**Total 27/50 marks**



**Exemplar E – Unit 1: 2D and 3D visual language**  
**Unit 2: Materials, techniques and technology**



## Exemplar E – Unit 1: 2D and 3D visual language

The candidate has responded to four main themes; fashion design/natural forms, mask project and freeze frame drawings, a wall mounted plaque, and an insect-form sculpture. The fashion design project contains a significant amount of primary drawing together with reference to a number of different designers. Annotation is quite thorough with discussion and comments rather than simple labelling. In the mask project a visit was made to sculptor Natasha Housego. Primary research is quite strong using a range of media and connections have been made to Matisse, Warhol and Venetian culture. The freeze frame drawings connect with the Warhol-type screen-prints. The architectural relief project contains experimentation with a range of materials, eg corrugated card and ceramic pieces. Connections have been made to Hockney, Piper and Dufy and alternative designs have been offered in the form of small watercolours. The insect/sculpture project has some primary research using traditional media and silk-painting.

### Criteria 3.1

7 marks

The candidate shows a competent level of skill in the use of media and organisation of the themes.

### Criteria 3.2

8 marks

Mark making and object making techniques have been explored to a good standard.

### Criteria 3.3

7 marks

Image and object making techniques have been used with confidence.

### Criteria 3.4

8 marks

Good connections have been made with other artists and have been used meaningfully.

### Criteria 3.5

8 marks

Annotation and evaluation communicate influences and intentions successfully.

**Total 38/50 marks**

## Exemplar E – Unit 2: Materials, techniques and technology

The candidate has responded to four main themes; fashion design/natural forms, mask project and freeze frame drawings, a wall mounted plaque, and an insect-form sculpture. The fashion design project contains a significant amount of primary drawing together with reference to a number of different designers. Annotation is quite thorough with discussion and comments rather than simple labelling. In the mask project a visit was made to sculptor Natasha Housego. Primary research is quite strong using a range of media and connections have been made to Matisse, Warhol and Venetian culture. The freeze frame drawings connect with the Warhol-type screen-prints. The architectural relief project contains experimentation with a range of materials, eg corrugated card and ceramic pieces. Connections have been made to Hockney, Piper and Dufy and alternative designs have been offered in the form of small watercolours. The insect/sculpture project has some primary research using traditional media and silk-painting.

### Criteria 3.1

8 marks

The studies of the themes are well organised with good skills shown in the relevant areas.

### Criteria 3.2

8 marks

There is a good range of exploration in both media and techniques.

### Criteria 3.3

8 marks

There is evidence of sound developmental work in each project together with a confident use of media and techniques.

### Criteria 3.4

8 marks

The candidate uses references to the work of others in an effective manner throughout.

### Criteria 3.5

7 marks

Annotation and evaluation are generally effective but can focus a little too much on process.

**Total 39/50 marks**

Training set – Unit 3: Working to project briefs



## Training set – Unit 3: Working to project briefs

The candidate has chosen Brief 1 – the maritime painting, to be used as a poster to promote the Roadshow. There is research including primary and secondary source material, with visits to local exotic fish shops, beaches and observational photography from still life. The artist Donna Schaffer has been researched and used for the bright colours seen in her underwater paintings to create an eye-catching bold finish to the final painting which fulfils the brief's requirements for colour reflecting a mood or feeling.

The final painting has been scanned and text added to show the poster effect and all work and process is shown and explained in a PowerPoint presentation. There is annotation throughout and a final, well-written evaluation.

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### Criteria 2.1 6 marks

There is a range of possible ideas, but they are not innovative enough for a Level 3 response.

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### Criteria 3.2 8 marks

Relevant source material and a range of resources have been used to develop an effective design proposal meeting requirements.

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### Criteria 3.3 8 marks

There is a confident and fluent handling of media and materials throughout the process.

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### Criteria 3.4 9 marks

Effective PowerPoint and evaluation explain the influences and work is well presented and displayed.

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### Criteria 3.5 8 marks

A good evaluation which explains problems and changes of direction in the development of the final design proposal.

**Total 39/50 marks**

Exemplar 1 – Unit 3: Working to project briefs





### Exemplar 1 – Unit 3: Working to project briefs

The candidate has chosen Brief 1: to design a maritime painting for use as an illustration for a poster to promote the Roadshow 'Sea, Stars and Time'. The final proposal must use colour to reflect mood or feeling and is to be landscape format to the sizes stated in the brief.

Development of design ideas is limited and work is created using only secondary sources. There are no alternatives, just variations of one design, which is repetitive. The candidate has considered colour in a simplistic way, but this has been lost in the final proposal.

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**Criteria 1.1** **3 marks**

The candidate has considered the requirements of the brief.

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**Criteria 2.2** **4 marks**

Relevant secondary sources have been used to create design ideas. One idea is used as the final proposal.

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**Criteria 1.3** **3 marks**

Some care is shown when using materials.

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**Criteria 1.4** **3 marks**

A suitable proposal has been presented.

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**Criteria 1.5** **1 marks**

There is limited explanation of the proposal.

**Total 14/50 marks**

Exemplar 2 – Unit 3: Working to project briefs



## Exemplar 2 – Unit 3: Working to project briefs

There is limited research and development work to meet the brief to design a CD cover. The work presents a bright and lively image representing seafaring which just meets the requirements of the brief but omits the tour date. A descriptive evaluation is included, with a focus on the process but shows some recognition of weakness in the design proposal.

### Criteria 2.1

4 marks

A limited range of alternative ideas, some unfinished and lacking in the further development necessary to consider the theme and take account of constraints.

### Criteria 2.2

5 marks

A combination of primary and secondary sources have been effectively used to inform ideas and develop a satisfactory design proposal.

### Criteria 2.3

5 marks

A limited range of media; mainly pen, pencil and oil pastel has been used in drawing images which are then combined in the design proposal.

### Criteria 2.4

5 marks

The design proposal is well presented using ICT to produce an image for the CD case.

### Criteria 2.5

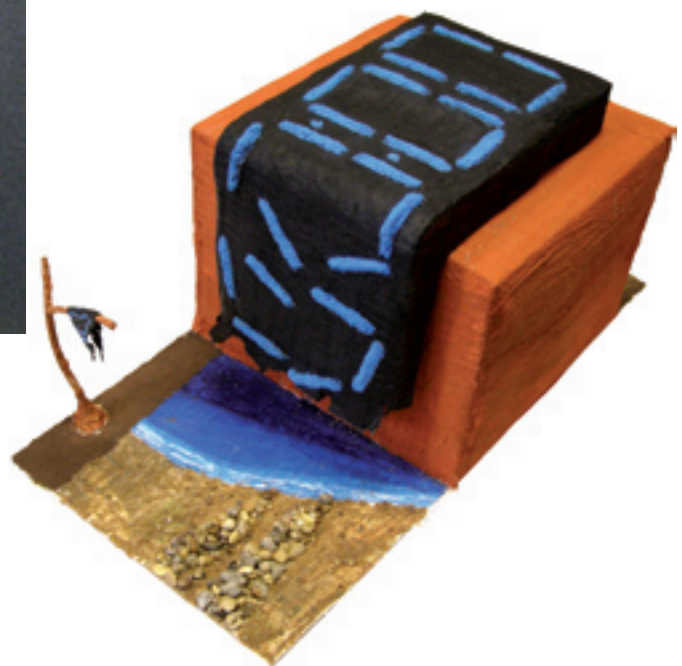
4 marks

The evaluation is descriptive rather than analytical although the candidate has recognised some weaknesses.

**Total 23/50 marks**



Exemplar 3 – Unit 3: Working to project briefs



### Exemplar 3 – Unit 3: Working to project briefs

Research into the work of Salvador Dali's 'Persistence of Memory' has a strong influence on the developmental work. The design proposal, a sculpture based on time measurement, fulfils the requirements of the brief and includes consideration of scale, form, choice of materials and the intended dimensions for the finished sculpture. The written evaluation describes process and the sequential development of ideas, showing good understanding.

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**Criteria 2.1** **4 marks**

A range of ideas, although similar in theme, demonstrate the candidate's focus and understanding of the constraints of the brief.

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**Criteria 2.2** **5 marks**

Primary sources, the candidate's own photographs and secondary sources have been used effectively to inform ideas in a comprehensive manner.

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**Criteria 2.3** **5 marks**

There is limited use of media in the designing stages (coloured pencil drawings, but no maquettes). Appropriate materials, processes and techniques have been used in the design proposal.

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**Criteria 2.4** **6 marks**

The design proposal has been effectively displayed together with an explanation about the influence of the subject matter. However, there is no evidence of the influence of the working methods of artists.

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**Criteria 2.5** **5 marks**

Summative evaluation is descriptive rather than analytical, but weaknesses are recognised.

**Total 25/50 marks**

Exemplar 4 – Unit 3: Working to project briefs



### Exemplar 4 – Unit 3: Working to project briefs

There is relevant research into tattoo art and its symbolism for seafarers which is used to inform ideas for development of a textile fan bunting. The design proposal, a pleated fan bunting, is decorated with appliqué of the chosen tattoo images and embroidered symbols of waves inspired by a Hiroshige painting. The strengths and weaknesses of the design proposal are evident in the evaluation.

#### Criteria 2.1

4 marks

Very limited range of possible ideas. Alternatives use variations on a theme, but all take account of the constraints.

#### Criteria 2.2

5 marks

Some primary sources, although they are not relevant to the design proposal. Secondary sources have been used effectively, but simplistically to inform ideas and develop design process.

#### Criteria 2.3

6 marks

Simple, but effective use of materials, processes and techniques in 2D media and textiles.

#### Criteria 2.4

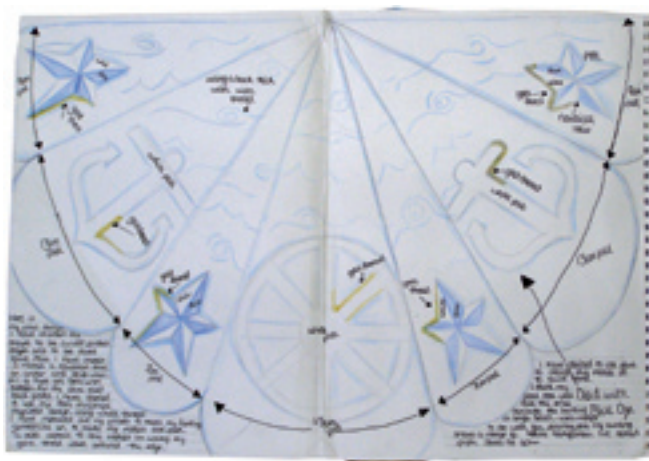
6 marks

The design proposal has been produced in appropriate media and clear explanation is given on how it was developed.

#### Criteria 2.5

6 marks

Summative evaluation demonstrates recognition of strengths and weaknesses and reason for development of final ideas.



Total 27/50 marks

Exemplar 5 – Unit 3: Working to project briefs





### Exemplar 5 – Unit 3: Working to project briefs

The candidate has responded to brief 1 and designed a maritime painting to be used for a poster to promote the roadshow. There is some effective research and development work, showing skill and understanding of requirements through to the final design proposal, which is an effective and well presented response.

#### Criteria 3.1

7 marks

A range of possible ideas have been created which explore the maritime theme effectively.

#### Criteria 3.2

8 marks

Effective source material and research has led to the development of a proposal that meets the client's requirements.

#### Criteria 3.3

8 marks

A confident response with well handled media and an effectively presented design proposal.

#### Criteria 3.4

8 marks

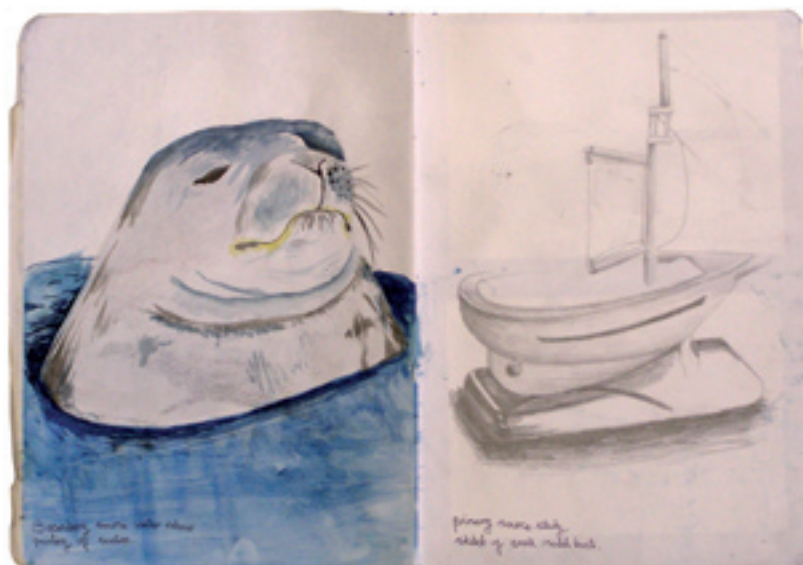
Effectively presented final design proposal with good explanation.

#### Criteria 3.5

7 marks

Well written evaluation and effective comments throughout the development.

**Total 38/50 marks**



Exemplar 6 – Unit 3: Working to project briefs



## Exemplar 6 – Unit 3: Working to project briefs

The candidate has responded to Brief 5 and produced a textile fan bunting using seafaring motifs and textile techniques. There is limited research and use of sources, but investigations into techniques and good research into the work of a textile artist are used to develop the design proposal, which is a large scale textile piece with simplistic seafaring images and colours. The process and techniques used are extensively explained and the lengthy evaluation is very thorough and meaningful.

### Criteria 2.1 6 marks

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The range of ideas created is not innovative, but concentrates on simplicity and bold images for an effective response to the brief.

### Criteria 2.2 6 marks

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Primary and secondary source material has been used, although the range is limited and concentrates on techniques and the work of the textile artist to develop ideas.

### Criteria 3.3 8 marks

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Confident and fluent work, with textile techniques and processes well used and understood.

### Criteria 3.4 9 marks

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Kathie Alyce's work and techniques have been influential and are well documented in the development of the design proposal.

### Criteria 3.5 9 marks

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There is extensive and thorough explanation and evaluation throughout the process of development and a lengthy evaluation covering all aspects.

**Total 38/50 marks**

Exemplar 7 – Unit 3: Working to project briefs



## Exemplar 7 – Unit 3: Working to project briefs

The candidate has responded to Brief 3 by producing a non-functional 3D artefact inspired by astronomy. There is a range of research including photographs of household items to simulate space which have been manipulated using ICT for abstract effects. Tony Cragg and Peter Randall are well researched for influence and effects. Media, materials and techniques are well used to develop a test piece and the final design proposal. There are thorough and meaningful comments and explanations throughout the work, along with a well-written evaluation.

### Criteria 3.1

7 marks

Innovative and very individual approach to the brief, showing good understanding in the ideas explained.

### Criteria 3.2

10 marks

Effective and imaginative use of a range of primary and secondary source material is well developed into an unusual design proposal.

### Criteria 3.3

10 marks

Confidence and fluency throughout the work with a high standard of development and outcome.

### Criteria 3.4

8 marks

The final design proposal is very effectively displayed and well explained to the client.

### Criteria 3.5

8 marks

Thorough and meaningful comments and evaluation explaining the process and final design proposal.

**Total 43/50 marks**

