

Paper Reference(s)

Unit 5303

**Edexcel GCSE
(Double Award)**

Applied Art and Design

Candidates' Paper – 2009

Externally Set Project

Unit 3: Working to Project Briefs

There is no timed element for this project but a **minimum of 30 hours** should be allowed to include preparation, finished work and evaluation.

NOTE:

The project may be taken at any time but **must** be completed and assessed by the OPTEMS deadline of **15 May 2009**.

MODERATION VISITS WILL COMMENCE FROM 16 MAY 2009.

Materials required for project

Full range of art, craft and design media, materials and equipment.

Information to Candidates

Please read the paper thoroughly. Any queries can be discussed with your teacher. Your teacher will guide you through each stage of this project.

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Turn over

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Working To Project Briefs

Project Management

The briefs describe what a client might require of someone working in art, craft or design. They have been devised to encourage you to be creative in your response. You must apply relevant vocational disciplines, such as time planning, material constraints and presentation as if to a client.

Produce what is asked for in the brief. Additional relevant final pieces may also be included. Discuss your work with your teacher and peers throughout the project. Appropriate external contacts can also be valuable.

Develop your ideas in this unit using the skills, techniques and ways of working you have learnt through Unit 1: 2D and 3D Visual Language and Unit 2: Materials, Techniques and Technology. Work carried out for this project may contribute to evidence for Units 1 and 2.

You must use the Candidate Checklist (page 7) or a suitable alternative to support your project management.

Preparation and Research

- State your aims and plan your time, indicating how you intend to go about the work in relation to your chosen brief. Modify your plan if necessary as the project progresses.
- Your teacher will help you to interpret and work to the brief, to ensure that you meet the brief's requirements.
- Begin the project by collecting visual information from both primary and secondary sources. Use this material as you develop your response to the brief.
- Explore a number of ideas, using drawing and other appropriate media and techniques. Recording the strengths and weaknesses of your visual ideas as they develop will help you to make your final evaluation. This might be done in sketchbooks, through design sheets, samples, maquettes and other trials and test pieces. Make your research relevant to the brief, individual and visually exciting.
- Consider making connections with the work of professional artists, crafts people or designers, showing how this has informed your work. Sources should be named and used constructively rather than simply copied.

Information may be found in:

- books/periodicals/websites
- museums/galleries/collections/exhibitions
- studios/workshops
- commercial products
- other relevant sources.

Development and Making

- Develop a range of ideas in response to the brief and the theme.
- Use materials, techniques and technology safely at all times. Record how you do this throughout your project.
- Monitor your progress as you develop the project. Review your project plan with your teacher.
- Your final work must be as well-made as possible and satisfy the needs of your client.
- If your intended work cannot be made to actual size or finish, develop a scaled-down prototype.

Presentation and Evaluation

- Reflect on the development of your work throughout the project. At the end of the project, present all your work appropriately and include a final evaluation against the brief showing:
 - how well the work answers the brief
 - how well the work meets the requirement of the client
 - how the work could be improved, done differently and taken further.
- Indicate how finished pieces might be produced commercially if they are not ‘one-off’ items, or how individual items might be produced to a high standard of finish.
- Display and present all stages of your project as if to a client. This can be combined with the process of evaluation.
- Your evaluation may be in any suitable form. If it is presented orally, as if to a client, it should be evidenced by teacher/client witness statements, and/or recorded by audio/video/stills photography. If it is written it should clearly respond to the needs of the brief.

The Theme for 2009 is *MusicMAX*

Scenario

The society, *Music and Art in Colleges and Schools (MACS)* is eager to encourage students to take a greater interest in music in all its forms; from jazz to folk, ethnic to global, classical to rock, opera to blues or brass band.

To foster this, it is sponsoring a promotion entitled *MusicMAX*.

As part of this the Society is inviting submissions of student art, craft and design work to be sold or used at its *MusicMAX* 'World Music' festivals around the country.

The promotion will also consist of a quarterly magazine spotlighting music concerts, festivals and theatrical events; it will be distributed to all schools and colleges and will incorporate art and design work produced by the students at whom it is aimed.

The Society requires that the work submitted is inspired by the shape, form and details of musical instruments. These can be brass, woodwind, percussion or string; ancient or modern; from anywhere in the world. The client requires you to take a broad view of the world of music.

Inspiration can be gained from sources such as:

- musical instruments from home or friends
- musical facilities within your own centre
- museums and collections of musical artefacts
- professional and amateur societies/music groups
- pantomimes, musicals, concerts, proms and other musical events
- the analysis of existing promotional material
- paintings and sculptures which portray musical instruments.

What you need to do

As young artists, craftspeople and designers, you are to submit work from one of the following briefs for *MusicMAX*.

You must **closely follow one of the briefs** and develop your own response. It is essential that you satisfy the demands of the brief in order to fulfil the requirements of Unit 3.

As you research and develop ideas you should consider a range of music and instruments.

You should carefully consider all the constraints necessary to meet the requirements of the brief. In all cases you must produce a clearly defined outcome as stated in the brief.

Refer to the **Candidate Checklist** as your work progresses.

If your work cannot be made to actual size or finish, develop a scaled-down prototype. You must indicate the dimensions of the intended outcome, what it would be made from and a visual representation of the work *in situ*.

Your final submissions to the client should include:

- **all developmental work and an evaluation of your response to the brief**
- **the finished piece of work**
- **a series of postcards created from visuals, photographs, photocopies or scanned images of the final work. A pack of selected postcards would be given away by *MACS* with the first issue of the *MusicMAX* magazine.**

The Briefs

Select one of the following:

Art briefs

EITHER

Create a large scale stage backdrop (or backdrops) using paint, mixed media and/or collage for a *MusicMAX* festival event.

OR

Create a large scale sculpture to reflect and publicise the ‘World Music’ theme to stand in the foyer of the *MACS* Head Office.

OR

Create a fine art print to be sold as a limited edition at the ‘World Music’ festivals. This could be a reproduced from a painting, collage or hand-crafted print process.

Craft briefs

EITHER

Design and make a prototype banner for the *MusicMAX* festival sites and for outside the *MACS* Head Office, using textile and/or print techniques.

The design should reflect the varied mix of musical instruments and styles at the ‘World Music’ festivals.

OR

Design and make a range of jewellery based on the ‘World Music’ theme to be sold as souvenirs of the ‘World Music’ festivals. Present your jewellery in appropriate packaging.

OR

Design and make a unique, handcrafted 3D trophy or a 2D relief plaque, to be awarded to the winner of the *MusicMAX* Award for best musical performance.

OR

Design and make a carnival-style hat on the theme of musical instruments to be worn by a busker or street entertainer at the ‘World Music’ festivals. This hat must be comfortable and safe to wear, in materials appropriate for the finished product.

Design briefs

EITHER

Design a corporate identity for *MusicMAX*.

This should include a logo or symbol and choice of corporate typeface. The identity should be implemented in at least two of the following items for the 'World Music' festivals:

press advertisement

poster

ticket

a web page

a design for the front cover of the first edition of the *MusicMAX* magazine.

(Detailed body text, including articles or stories, is not a requirement of this option.)

OR

Design a short narrative sequence – film or animation – to publicise any aspect of the *MusicMAX* promotion. This could be shown on the internet and on a large screen in the foyer of the *MACS* Head Office. The whole sequence should be presented as a storyboard, with at least part of it produced as an actual working product.

OR

Design the entrance exterior and/or foyer interior for the *MACS* Head Office that reflects the purpose of the organisation.

Produce a model to illustrate your design scheme.

Practitioner brief

- If you have worked with a practitioner you could, in discussion with your tutor, develop a brief showing the influence of the practitioner. The brief must be developed in relation to the scenario of *MusicMAX* and be presented with your work.

Candidate Checklist

Produce work directly in response to the externally-set brief.

- Plan your time and monitor your progress.
- Collect primary source information.
- Collect secondary source information.
- Use primary source information to develop your ideas.
- Use secondary source information to develop your ideas.
- Use suitable materials and methods in developing and making your work. Record the process.
- Evidence the safe use of tools and equipment.
- Display the work as if to a client.
- Evaluate your response to the brief in a presentation as if to a client.
- Meet the deadline(s) and constraints set by the brief.

Edexcel GCSE in Applied Art & Design (Double Award)

Unit assessment record and portfolio index

Student:
Centre:

Unit 3: Working to project briefs

This unit is assessed only on the basis of the Edexcel external project brief

List of main contributions from this project to Unit 1:

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List of main contributions from this project to Unit 2:

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Instructions for use

- Enlarge this page to A3 on the photocopier.
- Photocopy the enlarged assessment grid on the other side.
- Fold it in half, with this page on the outside.
- This forms a four-page booklet, providing an assessment record for the unit and a portfolio index, that enables internal standardisers and external moderators to locate evidence claimed to substantiate the assessment criteria for the unit.

Feedback to student:	
Signed (tutor):	Signed (student):
Feedback to student:	Date :
Signed (tutor):	Signed (student):
Feedback to student:	Date :
Signed (tutor):	Signed (student):
Feedback to student:	Date :
Signed (tutor):	Signed (student):
Witness statements:	Date :

Edexcel GCSE in Applied Art & Design (Double Award) Unit 3: Working to project briefs

Centre name and number

Student name

Assessment evidence (The assessment evidence is subsumed in the mark band descriptions)

You need to produce the following evidence, which would typically be sketchbooks, preparatory work and a finished piece of work suitable for presentation to a client. You should:

- Produce work in response to a brief.
- Meet the constraints of a brief, including time and material constraints.
- Collect primary and secondary source information.
- Use primary and secondary source material to understand and respond to the brief.
- Use tools, equipment and technology safely and effectively to meet the requirements of a brief.
- Display the work.
- Evaluate your response to the brief.

Assessor's marking grid

Marks available	Mark band 1 At this level the student must:	Mark range	Mark band 2 At this level the student must:	Mark range	Mark band 3 At this level the student must:	Mark range	Mark awarded
10 marks (relates to AO1)	<ul style="list-style-type: none"> • collect limited primary and secondary source information • use limited primary and secondary source material to understand and respond to a brief 	1–4	<ul style="list-style-type: none"> • collect extensive relevant primary and secondary source information • use relevant primary and secondary source material to develop ideas when responding to a brief 	5–7	<ul style="list-style-type: none"> • collect extensive, imaginative and relevant secondary source information and well worked primary source information • select relevant primary and secondary source material imaginatively, to develop ideas when responding to a brief 	8–10	
Comments/evidence locations/justification for mark awarded:							
10 marks (relates to AO2)	<ul style="list-style-type: none"> • basically use materials, techniques and technology safely to meet the requirements of a brief in a limited way 	1–4	<ul style="list-style-type: none"> • use materials, techniques and technology safely and effectively to meet the requirements of a brief 	5–7	<ul style="list-style-type: none"> • use materials, techniques and technology safely, imaginatively and with a high level of skill to meet the requirements of a brief 	8–10	
Comments/evidence locations/justification for mark awarded:							
17 marks (relates to AO3)	<ul style="list-style-type: none"> • produce limited work in response to a brief • meet the constraints of a brief in a limited way 	1–7	<ul style="list-style-type: none"> • produce a range of work in response to a brief effectively • meet the constraints of a brief having considered a range of options 	8–12	<ul style="list-style-type: none"> • produce a wide range of work in response to a brief imaginatively • meet the constraints of a brief imaginatively having considered a wide range of options 	13–17	
Comments/evidence locations/justification for mark awarded:							
13 marks (relates to AO3)	<ul style="list-style-type: none"> • basically display the work • basically evaluate responses to the brief 	1–5	<ul style="list-style-type: none"> • display the work effectively • evaluate responses to the brief effectively 	6–9	<ul style="list-style-type: none"> • display the work imaginatively • evaluate responses to the brief imaginatively 	10–13	
Comments/evidence locations/justification for mark awarded:							

Assessor signature

Total marks available for this unit

50

Date

Total mark for student for this unit
(transcribe this mark on to OPTEMS)

Authentication Form

Examinations to be held during 2009

Specification Number

Specification Title

Centre Number	Centre Name
Candidate Number	Candidate Name

Declaration of Authentication:

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate)

Name (Block capitals)

Date

Signed (teacher-examiner)

Name (Block capitals)

Date

I give permission for Edexcel to use my Art and Design coursework and/or work from the externally-set assignment 2009.	
Student signature:	Print name:

Please attach this form to the candidate's submission

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