

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

APPLIED ART AND DESIGN: DOUBLE AWARD

4862

UNIT 3: Working to a project brief (4862)

The 10-hour examination can be conducted at the discretion of the Centre but it must be completed and marks submitted by 15 May 2005.

The examination paper should be given to candidates at least four weeks before the 10-hour examination.

JUNE 2005

Additional materials:
Candidate's own preparatory work
Teacher Instructions 4862/IT

TIME 10 hours

INSTRUCTIONS TO CANDIDATES

- Read the project carefully and choose one brief to respond to
- You **must** have your preparatory work with you in the examination
- You will need media and materials for producing your final work.

INFORMATION FOR CANDIDATES

- The total number of marks available for this paper is **100**
- During the preparation time it is important that you discuss with your teacher the direction and progression of your work for further advice and guidance. All studies in preparation for your examination should be your own work. They should be taken into the examination to help you bring your work to a conclusion and be submitted with your final examination work
- Marks will be awarded for both preparatory work and final work
- You can start your preparatory work as soon as you receive this paper
- Ten hours are allowed for your examination. The work produced during the examination must be your own unaided work
- When you have completed the examination you **must** hand in the following:
(Place a tick in both boxes to confirm)

Preparatory work

Final work

This question paper consists of 4 printed pages.

PROJECT BRIEF

Introduction to the project

A tourist board in Britain has been asked to look at ways of boosting tourism in seaside resorts. It has decided to create a series of seaside festivals which promote and celebrate the traditional British seaside holiday under the title **The Great Seaside Festival**.

Each seaside resort will plan a season of events, performances and competitions that celebrate those things that make up traditional seaside holidays. These could include kite flying, sand castle building, rock pooling, live music, piers, promenades and amusement arcades. The tourist board will also promote newer attractions and activities like wind surfing and body boarding, iron man and sand sculpture competitions, specialist music festivals and radio road shows.

Art brief

Explore, develop and produce designs for a street banner to be suspended horizontally across the road or suspended vertically from a lamp post.

OR

A temporary kinetic sculpture which uses the power of wind, sun or rain. The sculpture will be suspended from a pole or lamp post on the seafront or pier.

Craft brief

Explore, develop and produce designs for a range of hand-crafted souvenirs inspired by seaside holidays and offered for sale in the tourist information shops.

OR

A sand mat or windbreak with a bold printed or woven seaside motif. The sand mat should be a minimum of 1.5 metres × 80 cms. The windbreak must have 3 panels, a total length of 2 metres and be no higher than 1.5 metres.

Design brief

Explore, develop and produce designs for a tourist map of the sea front which shows event sites and venues, festival features, restaurants and any other useful information. The map can be produced and presented using IT or traditional methods.

OR

Explore, develop and produce a design proposal for an interactive video information point for tourists. It should include touch screen, printer/audio outlet and telephone. It must provide minimum shelter from the elements and have a maximum one metre footprint.

These objects could be made in any appropriate material or combination of materials.

All outcomes should relate to the theme The Great Seaside Festival.

Guidance to candidates

You should develop a range of ideas in response to your chosen brief. You must work to the deadline agreed with your teacher.

You will need to research ideas for the brief by looking into the visual aspects of social, economic, political, religious or cultural contexts and by gathering information that relates to the theme of the brief. These could come from:

- primary sources in the community, such as a carnival, gala, fête or festival, live theatre, music and dance performances
- primary domestic sources such as the family holiday, day trips or cultural festivals
- research into the work of artists, crafts people and designers you feel have connections to the theme
- publicity materials such as holiday brochures, regional travel and tourist guides, maps, books and magazines on related topics
- electronic sources such as CD ROMs or the internet, tourist information websites.

You will need to make drawings, colour studies and 2D and 3D samples of different design ideas.

For the **art brief** you could gather information on:

- public art including mardi gras and street festivals, Kinetic art and mobiles
- designs and paintings using holidays as a theme
- artists, photographers, sculptors, set designers who work with ideas, materials and methods relevant to your own proposals
- historical and contemporary holiday activities and destinations
- contemporary artists working with constructed textiles, flags and banners
- practical methods of production relevant to your proposal

For the **craft brief** you could gather information on:

- historical and contemporary souvenir designs from around the world
- stimulating designs that have been made using relevant craft mediums
- constructed and printed textiles
- decorative motifs
- practical methods of production relevant to your proposal

For the **design brief** you could gather information on:

- relevant publicity materials such as advertising posters, programmes, leaflets, tourist guides and maps
- information design
- street furniture design and construction
- practical methods of production relevant to your proposal

You will need to:

- consider constraints or factors that might limit what you are able to do; such as the size of the work, the money available, the intended market, available resources such as time, media and materials
- collect and explore a range of information
- research the work of others connected to the theme
- select the most appropriate information to use
- explore and experiment to produce a range of your own different design ideas
- experiment with media and/or materials
- annotate your work to explain how you developed your different design ideas
- select and develop your best idea(s) to completion, showing how you reviewed and evaluated your work and how the needs of the client or audience have been taken into account
- organise and present your final work for the client.

FINAL WORK

This must be produced during the ten hour test.

Your final piece of work should be:

- well presented
- produced in a form suitable to the brief and client presentation using methods and techniques which show your skill and ability.