

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 10 January 2006.

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

JANUARY 2006

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

TIME 10 hours

INSTRUCTIONS TO CANDIDATES

- Read the project brief carefully
- 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 brief

Every year midwinter festivals and celebrations take place across the world. At the darkest and coldest point in the year communities, cultures and religions look forward to longer daylight hours and the eventual arrival of spring.

A local cable TV station, together with community representatives and the local arts centre is to organise a series of events, performances and an exhibition that explores and celebrates midwinter.

The cable TV company wants to broadcast a full range of programmes. The company is particularly keen on sponsoring a procession of lights through the streets, in the evening, as a culmination of the midwinter festival. This would involve schools, community groups and faith organisations. The procession will take place on foot. Large floats and motorised vehicles are not allowed. Light hand-pulled or carried floats/tableaux are to be encouraged. Floats, tableaux and costumes should reflect and explore the theme of **'Midwinter Light'** through the use of light and colour.

You have been invited to take part in producing proposals and designs for a number of key features

Choose **one** of the following briefs:

Art brief

Explore, develop and produce ideas and a maquette for a float or tableau to be hand-pulled or carried by six people.

OR

Design a series of street banners, which include coloured lights, to be stretched horizontally across the streets or hung vertically from lamp posts.

Craft brief

Explore, develop and produce a range of designs for gloves, scarves or headwear to be sold during the festival. Produce a sample or item.

OR

Design a range of candle/tea light holders or incense burners made from either ceramic, metal or glass. Produce a sample or one item.

Design brief

Explore, develop and produce designs as a storyboard for a 15 second title sequence for the cable TV company's coverage of the festival. This should communicate the breadth and range of the festival. Produce either a finished video or computer title sequence.

OR

Design a range of greetings cards using cut-outs, pop ups or transparent layers which celebrate the breadth and range of the festival. Produce a sample or item.

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

All outcomes should relate to the theme 'Midwinter Light'

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 galleries, museums, entertainment centres, festivals and street theatre
- research into the work of artists, craftspeople and designers you feel have connections to the theme
- magazines, and books on legends, myths, histories and stories connected to midwinter festivals
- brochures, leaflets and guides for winter festival presents, gifts and decorations
- television programmes, books on TV design and animation, electronic sources such as CD ROMs or the internet,

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:

- large scale designs and construction techniques
- artists, photographers, sculptors, set designers, textile artists who work with ideas, materials and methods relevant to your own proposals
- art movements and abstract design
- winter festivals and celebrations
- practical methods of production relevant to your proposal.

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

- historical and contemporary 3D designs from around the world
- stimulating designs that have been made using relevant craft mediums
- costume, clothing and fashion design
- decorative motifs
- practical methods of production relevant to your proposal.

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

- TV titles/credits and animation video techniques
- story board techniques
- illustration and typographic techniques using traditional and digital media
- types of greeting card formats
- paper engineering/sculptural techniques
- 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, potential cost, 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 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.