

GENERAL CERTIFICATE OF SECONDARY EDUCATION

4862

APPLIED ART AND DESIGN: DOUBLE AWARD

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 2007.

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

JANUARY 2007

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 work you produce will be assessed against three Assessment Objectives:

AO1 visual language	25 marks
AO2 materials and techniques	25 marks
AO3 carry out a brief	50 marks
- 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 both your preparatory work and your final work.

This document consists of **6** printed pages and **2** blank pages.

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.

PROJECT BRIEF

Introduction to the brief

Skillbox is a government sponsored organisation. Its role is the promotion and development of vocational skills for the 16–19 age group and it operates in schools, colleges and the work place. Skillbox organises competitive skill demonstrations that are held all over the country. The competitors may be training or studying for vocational qualifications in one of three main areas:

- creative industries
- manufacturing industries
- service industries

Skillbox offers a range of originally designed awards that will be presented to the successful competitors at an award ceremony.

Skillbox has commissioned you as an artist, craftsperson or designer to produce original work for one of the following briefs.

Art brief

Explore, develop and produce designs for:

A screen or hanging (2 m × 3 m) which illustrates one of the three competitive areas. It will be used as a back drop to the competition award ceremony. A final design and scale version are required.

Or

A sculptural award (20 × 20 × 60 mm) to be given to the successful competitors in one of the competitive areas, made from a suitable material. Produce designs and a maquette.

Craft brief

Explore, develop and produce designs for:

A print using up to four colours, inspired by the one of the three competitive areas. Produce three identical prints on any appropriate surface or media.

Or

A soft toy character, that reflects and illustrates one of the competitive areas. The toy should be made from a material suitable for an age range of 10–19 years. A final design and sample item are required.

Design brief

Explore, develop and produce designs for:

A logo and house style for **Skillbox**, to be used on one of the following:
Promotional DVD cover, letterhead, vehicle livery or website homepage.

Or

A uniform to be worn by a competitor in one of the competitive areas. It should be practical and suitable for the purpose. A final design proposal and samples are required.

The outcomes can be made in any suitable material or combinations of media.

All your work should be a direct response to the themes and constraints laid out in the brief.

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:

- imagery associated with creative, manufacturing and service industries
- tools, equipment and products used and produced by different trades and professions
- primary sources in the community, such as galleries, museums, entertainment centres and competitive events
- research into the work of artists, craftspeople and designers you feel have connections to the theme
- commemorative gifts and mementos
- art, craft and design magazines
- trade manuals and instruction books
- brochures, leaflets and guides from competitive events
- electronic sources such as CD ROMs or the internet, gallery 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:

- theatre, TV and conference backdrops
- trophy, award and medal design
- architecture and sculpture
- 20th and 21st century painters and sculptors
- tools and imagery relevant to vocational skills

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

- contemporary and traditional printmaking techniques
- 20th and 21st century artist printmakers
- contemporary toy design
- contemporary textile design and techniques

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

- corporate identities and logo designs
- contemporary graphic design techniques and practices
- 20th and 21st century graphic designers
- 20th and 21st century fashion designers
- modern uniform design and manufacture

You will need to:

- consider constraints and 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
- 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 ideas
- select and develop your best ideas showing how you reviewed and evaluated your work
- present your preparatory work

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.

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