

GENERAL CERTIFICATE OF SECONDARY EDUCATION
APPLIED ART AND DESIGN: DOUBLE AWARD

4862

Unit 3: Working to a project brief

JANUARY 2008

Time: 10 hour

The 10-hour examination can be conducted at the discretion of the Centre but it must be completed and marks submitted by **10 January 2008**.

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

Additional materials (enclosed): None

Additional materials (required):
Candidate's own preparatory work



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 progress 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 the final work.
- You can start your preparatory work as soon as you receive the paper.
- Ten hours are allowed for the 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

'Eating Healthily' is a new national campaign aimed at primary and secondary school pupils. Financial sponsorship for a small touring theatre/dance group has been provided. It will tour and perform in schools, promoting the healthy eating message in two performance pieces. The first piece is called 'The Bite' and it explores through dance, movement and music, the struggle between a healthy diet and a bad diet. The second piece is a short play called 'Couch Potato' which explores the effects of a bad diet and lack of exercise.

You have been commissioned to produce work for one of these pieces using one of the following briefs.

Art brief

Explore, develop and produce designs for;

a portable double sided back drop which represents on one side, the benefits of healthy eating and on the other side the results of eating badly. The back drop should consist of four flats, each measuring 3m × 1 m. The flats will be used either individually or linked together to create a set. A final design and scaled version are required.

Or

costumes representing healthy and unhealthy food to be worn by dancers in the piece called 'The Bite'. The costumes must be sculptural and constructed using suitable materials. A final design for one costume or a final version or maquette are required.

Craft brief

Explore, develop and produce designs for;

a decorative textile wall hanging no larger than 2m square to be hung in schools' dining halls as a reminder to the students of the importance of healthy eating. A final design and swatches or prototype are required.

Or

a set of three lidded serving bowls in a suitable material with a 'Healthy Eating' motif. A final design for the set and one prototype are required.

Design brief

Explore, develop and produce designs for;

a 'Eating Healthily' home page for the theatre group's web site. The design must include links to pages promoting healthy foods. Final designs for the home page and two linked pages are required submitted on CD with supporting materials and hard copy.

Or

a set of four re-usable placemats (A4) which promote 'Eating Healthily' using text and images. A final design for the set and one prototype are required.

These objects can be made in any suitable material or combinations of media. All outcomes should relate to the theme.

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:

- theatre set design and model making design
- direct observation of different types of food including colour and texture
- research into artists, craftspeople and designers who you feel have connections to the theme
- primary sources in the community, such as restaurants, Fast Food outlets, markets as well as galleries, museums, entertainment centres, theatres
- magazines, menus, recipe books, leaflets and food guides
- electronic sources such as CD ROMs or the internet, 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:

- contemporary arts
- CGI and digital media
- theatre and set design
- theatre and dance costume design
- CGI and multi media in the theatre.

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

- contemporary and traditional textile design and techniques
- contemporary and traditional wall hangings
- contemporary and traditional ceramic design
- novelty gift ware
- museum and art gallery shops and mail order catalogues.

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

- website layout and design
- contemporary graphic design
- modern typography and illustration
- food photography.

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 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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