

603/01

**GCSE APPLIED ART & DESIGN  
(DOUBLE AWARD)**

**UNIT 3 PROJECT BRIEF**

**RESEARCH AND PREPARATORY STUDIES  
Six Weeks**

**To be opened in the presence of candidates after Tuesday, 3 January 2006**

**CONTROLLED TEST  
10 Hours (Under Examination Conditions)  
To start after Monday, 20 February 2006**

**ADDITIONAL MATERIALS**

In addition to this paper you will need appropriate materials for the Terminal Examination.

**INSTRUCTIONS TO CANDIDATES**

Read the following Project Brief and work on **one** of the tasks from the three project pathways: Art, Craft or Design. **It is essential that you analyse and work to the specific client requirements and constraints.** Before making your choice, you should read the question paper through a number of times and think carefully about which task will allow you to produce your very best work. All work must be clearly labelled.

**INFORMATION FOR CANDIDATES**

The aims of the examination are explained under **Guidance for Candidates.**

All tasks relate to art and/or craft and/or design.

No certificate will be awarded to a candidate detected in any unfair practice during the examination. All work produced for the examination must be your own unaided work.

**GUIDANCE FOR CANDIDATES**

**Examination Checklist**

This examination requires you to:

*'respond to given briefs and carry out project work within vocationally-related contexts; gather, record and analyse relevant information and evidence; make reasoned judgements and present solutions; and evaluate their practice'.*

To achieve this, you need to take into account the task to:

- select and present relevant information from a range of sources and make informed judgements about images, artefacts and objects in their context;
- explore through others' work how professional practice could inform your own work and practice;
- communicate and present ideas and meanings to develop an effective solution to the brief;
- take shared responsibility for your own progress and reflect on your work during all stages of the project.

In addition, you should;

- make and extend a range of ideas and approaches;
- demonstrate broad technical fluency in drawing and visual language;
- develop and communicate work showing a sense of personal identity;
- experiment with processes/techniques to combine qualities; and select those that are suitable for the type of work and client;
- take creative risks in developing connections between ideas, intentions and outcomes;
- provide a short evaluation of the final work, commenting on solutions found and considering improvements.

You have six weeks to produce research and preparatory work that effectively combines all ten points above through responding to a Project Brief carried out under examination conditions. You will plan your research effectively, having selected your Art, Craft or Design Project Pathway, using sketchbook(s), design sheet(s), test piece(s), models or maquettes. In all cases, you should provide a final finished piece that addresses the precise requirements of the Project Brief. Each Pathway requires you to put together an exhibition or portfolio of your work including the final piece, during the ten hour period. You may seek guidance from your teacher for your choice of pathway.

### Note

All second-hand source material must be acknowledged and should be used thoughtfully and creatively. Merely copying from photographic images or downloading from the Internet will not score well on the above checklist. Be resourceful and inventive with your support material.

You are reminded that if you produce any written work in this examination, you should spell, punctuate and use the rules of grammar accurately.

**Note** that the weightings of the assessment objectives for Unit 3 - Working to a Project Brief, are:

Assessment Objective		Mark
AO1	Apply and reflect upon knowledge, skills and understanding of the specified skill content.	20
AO2	Apply and reflect upon knowledge, skills and understanding specified in the materials and media content.	20
AO3	<b>Ability to respond to given briefs and carry out project work, working within vocationally-related context; to gather, record and analyse relevant information and evidence; to make reasoned judgements and present solutions, and evaluate practice.</b>	<b>60</b>

## PROJECT BRIEF

*Project briefs always have restraints, constraints and conditions. In this case they are the tasks you have been given to choose from. Read these tasks carefully and deal with **one** of them very accurately, answering exactly what is set.*

*Unlike the real world you will not be able to meet the client before you put together your presentation. Your teacher will give you appropriate guidance. The client (a WJEC moderator) will come to see your work when it is finished.*

*Read the following brief and discuss it with your teacher before you make a decision.*

### CULTURAL CENTRE

Your client is planning a new major development in your local area. A Cultural Centre is to be built, which aims to be the focal point for all kinds of performing and creative arts in the community.

The main auditorium will have provisions to stage all forms of performing art including opera, ballet, popular and contemporary musical productions as well as plays and shows. Smaller units or rooms will house literal performances such as poetry readings as well as art and craft workshops. The large foyer will have display areas for art exhibitions.

The client plans a grand opening celebration, followed by two weeks of major events that will please a wide audience young and old of diverse tastes.

You have been asked to suggest a name for the centre; and to choose from the following twelve design briefs, **one** that interests you the most. Carry out the project to the best of your ability.

*For Preparatory work, for any of the pathways,*

*try to visit appropriate places/sites and use sources such as the internet, library, brochures etc., to discover what artists, craftworkers and designers have done. Use this research in developing your **own** ideas, intentions and outcomes. Experiment until you find one you like the best.*

*For the final ten hour period, for any of the pathways,*

*produce a portfolio of your work including the final solution suitable for your client presentation. Convince the client through helpful notes and diagrams that your design is worthy of selection.*

Choose **one** brief from **one** of the three project pathways: Art, Craft or Design.

## ART PROJECT PATHWAY

*Produce a design or designs and scaled-down finished outcome for one of the following:*

1. The first impression the visitors have of the cultural centre is the building. This needs to be innovative, but still reflect the culture of your local area. Design and produce a 2D or 3D impression of the facade (front) of the building. You must include the name of the centre in your design, as well as considering problems of disabled access.
2. In any media, design a mural to be located on an internal wall of the centre. The mural design should reflect a variety of the arts and should be no larger than 10 metres wide by 12 metres high. It can be any shape you wish.
3. You are one of ten contemporary painters who have been invited to produce one picture for the first major exhibition at the centre entitled 'Art & Culture'. The picture in any media or combination of media must be no larger than A2 in size.
4. You have been asked to produce designs for one of the backdrops to a show entitled 'A World of Culture'. The performers originate from a variety of cultures and countries such as Indian dancers, African singers, West Indian steel drum bands, Russian acrobats, folk dancers and choirs.

## CRAFT PROJECT PATHWAY

*Produce a design or designs and mock-up for one of the following:*

*For tasks 5 and 6 the client wants handcrafted designs that reflect the concept of culture and the arts for the curtains, tablecloths and tableware in the restaurant and lounge area.*

5. Look to Art and Craft movements for inspiration to produce a metre sample of textile suitable for the restaurant and lounge in the cultural centre.
6. Design and make hand-made samples of tableware suitable for the restaurant and lounge in the cultural centre.
7. Design a seating area for inside or outside the cultural centre. It should reflect the theme of the centre, using traditional materials whilst being contemporary in design.
8. Ten craft workers specialising in a variety of materials and techniques such as ceramics, jewellery, printing, textiles, letterforming etc., have been asked to exhibit and demonstrate their work. All will be required to design one commemorative piece to mark the opening of the centre. You have been chosen as one of the contributors.

## DESIGN PROJECT PATHWAY

*Produce a design or designs and mock-up for **one** of the following:*

9. Design and produce a corporate logo for the cultural centre to be displayed on promotional material, letter headed paper, staff uniforms and tickets.  
Either produce examples of letter headed paper, business card and complementary slips for the director or design a uniform for the auditorium attendants with the logo displayed clearly.
10. Design and produce a poster or programme, and tickets for a festival or show to be held on Saturday 3 June 2006 that would be of interest to you and the local community.
11. Design and produce a banner or 3D freestanding object (in any media) for the foyer of the centre, to promote a major programme or event.
12. Design a costume for a new production of a musical entitled 'A World of Culture'. Produce a sample of part of this costume.