

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 from Tuesday, 9 January 2007**

**CONTROLLED TEST  
10 Hours (Under Examination Conditions)  
To start after Tuesday, 27 February 2007**

**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.

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

Assessment Objectives		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.*

### HEALTH & FITNESS CENTRE

With the growing trend towards poor eating habits and a lack of exercise, the government is eager to address obesity and the poor health of our nation. As part of a national campaign for reform, they are developing a number of large complexes, which will promote and educate the public of all ages to adopt a healthy life style.

Your client is involved in developing one of these new Health & Fitness Centres, which will provide not only sport and leisure facilities such as swimming pools, gymnasium, squash courts, etc., but also classes and demonstrations, including 'Eating yourself healthy', 'Lower your body fat' and 'Beauty and Personal care'. There will be facilities to help keep a regular check on your blood pressure, sugar levels, body fat, cholesterol etc. The fast food café and vending machines will only serve snacks that are nutritious and healthy.

You have been asked to suggest a name for the centre and to choose from the following twelve design briefs, the 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 and brochures 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 health and fitness centre is the building. The client wants it to be modern, innovative and inviting. 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 a wall of the swimming pool or healthy eating café. The mural design can be any shape and must be no larger than 10 metres long by 10 metres high. Try to show your final design in location.
3. Design an installation/sculpture reflecting the theme of sport and fitness in any media as a centrepiece for the foyer. The sculpture should be no larger than 2 metres in any dimension. Produce a scaled version and indicate actual sizes on your designs.
4. Design a one metre-square section of a mosaic floor for either the foyer or the swimming pool at the centre. The pool also has a children's area.

## 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 healthy living, while helping to provide a colourful and stimulating environment.*

5. A number of hand-made wall hangings or banners, reflecting the government's national campaign of an active, healthy lifestyle has been commissioned for the centre. You have been asked to design and produce a sample wall hanging or banner. It should be no larger than 1 metre by 50cms and can be viewed portrait or landscape format.
6. The client would like a series of one-off prints to be displayed in the centre. They can be in any style or media including photography, and should promote the theme of the centre. The prints will be displayed in A3 clip frames with or without a mount. You have been asked to produce one of these prints.
7. As part of a family fun week, the centre is producing a show (similar to a Punch and Judy), which aims to teach children about a healthy rather than an unhealthy life style. You have been asked to produce a variety of designs of the hand-made puppet characters for this show, and make at least one example.
8. Design and produce a sample of either handcrafted jewellery or an accessory that takes its inspiration from sporting and leisure activities at the centre. These will be sold in the shop along with sports wear, etc.

## 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 health and fitness centre to be displayed on promotional material, letter-headed paper, tickets, staff uniforms etc. Show the logo on at least two items.
  
10. Design a set of signs no larger than A4, for four of the following areas in the centre: gym, swimming pool, martial arts, powerhouse, café, crèche, bowling, slimming club, health & beauty and health checks.
  
11. Design a flyer or a web page to promote the sporting facilities at the centre and advertise forthcoming events (e.g. a mini marathon, family fun days), demonstrations and classes available, (e.g. 'Eating yourself healthy', water aerobics) etc. The flyer must be A4 in size and can be in colour or black and white.
  
12. The client is involved in a government initiative to encourage the public, especially children to drink less sugary, fizzy drinks. As part of this initiative, customers will be given a free bottle that can be filled at various water stations in the centre. You are required to produce a final design in 2D or 3D for this bottle. The bottle must display the centre name and encourage the public to recycle it. It must not be larger than 30cms high.