



General Certificate of Secondary Education
June 2014

Art and Design (Applied)

42072

Unit 2 Externally Set Task

All teacher-assessed marks to be returned to AQA by 31 May 2014.

For this paper you must have:

- appropriate art and design materials.

Time allowed

- 10 hours

Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Respond to **one** brief and produce a personal response.
- You have a preparatory period to research, investigate and develop your ideas. Your work during this period could be in sketchbooks, journals, design sheets, studies or any other appropriate form of preparation.
- You are allowed ten hours to produce your personal response outcome(s).
- The work submitted for this examination must be your own unaided work.
- You must hand in your personal response outcome(s) and the preparatory work at the end of the examination.

Information

- Your work will be marked out of 80.
- All your work, including the work done during the preparatory period, will be marked.

Advice

- You should discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that any materials or equipment which you might need are available before you start the examination sessions.
- You may take all your preparatory work into the examination sessions.
- You should, when developing your personal response, make appropriate connections with other sources such as the work of artists, craftspeople, designers and/or photographers.
- You may work on further supporting studies until you have completed your personal response outcome(s).
- You may use any appropriate medium, method(s) and materials, unless the brief states otherwise.

Your work will be marked according to how well you have shown evidence of:

- developing ideas through investigations informed by contextual and other sources, demonstrating analytical and cultural understanding
- refining ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes
- recording ideas, observations and insights relevant to your intentions in visual and/or other forms
- presenting a personal, informed and meaningful response demonstrating analytical and critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

Study suitable sources, such as the work of appropriate artists, craftspeople, designers and/or photographers, and refer to these when developing your personal response. The proposal that you present must take note of the relevant constraints identified in the brief and take into account the methods that would be used to produce the final piece of work. It must be of a standard and scale suitable for presentation to the client and at the stage where it could be progressed to production. A final piece to actual size is not required.

Read the project scenario and choose **one** of the briefs.

Project Scenario

A new cultural centre called 'The Cutting Edge' is opening in your locality. It will house an art gallery, museum and library. There will also be a cafe and a shop with an information display area. The local council supported by a number of donors including, a major bank and a supermarket, will fund the building. The Director and Trustees of 'The Cutting Edge' wish to commission work that reflects and promotes the range of services that will be available in the building.

Your proposals must be presented in a format which clearly shows how your designs will meet the requirements of the brief.

Choose **one** of the following briefs.

- 1 Designs are required for promotional items for the opening of 'The Cutting Edge'. These will include an A5 booklet to detail events at the opening weekend and an A3 poster with the layout and opening times of the building. Other promotional items might include a flyer or CD to promote the top attractions and to highlight the services that are offered. Select **one** item and develop design proposals. Your designs should include appropriate images, reflect the different amenities of 'The Cutting Edge' and indicate where, on the promotional item, textual information will appear.

Your preparatory work should include **at least two** possible designs for your chosen item. Any annotation should be relevant and explain why you believe these proposals are suitable for the commission. In the ten-hour period, you will be expected to produce only **one** final proposal which must include methods of production, materials and dimensions to be used.

- 2 Explorers and collectors sometimes displayed rare and unusual objects such as fossils, archaeological finds and exotic items from distant lands in specially designed cabinets often referred to as Cabinets of Curiosity. Some contained lockable drawers and compartments and formed the first museum collections. Design a Cabinet of Curiosities for 'The Cutting Edge' which will contain exhibits reflecting life in the twenty-first century, such as objects and artefacts relating to your locality.

Your preparatory work should include small versions of **at least two** possible responses. Any annotation should be relevant and explain why you believe these are suitable for the commission. In the ten-hour period you will be expected to produce only **one** final proposal which must clearly indicate methods of production, materials and dimensions to be used.

- 3 The opening exhibition at 'The Cutting Edge Art Gallery' will promote the work of young artists and craftspeople which will be on sale to the public. The work is required to reflect the locality of 'The Cutting Edge', items found in its collections, or abstract qualities suggested by the name of the venue. The exhibition will include examples of: jewellery; body adornment; printed, constructed or applied textiles; photography; painting, drawing or mixed media; ceramics and sculpture. Create a work of your own for inclusion in the exhibition.

Your preparatory work should include **at least two** possible responses. Any annotation should be relevant and explain why you believe these are suitable for the commission. In the ten-hour period, you will be expected to produce only **one** final proposal which must clearly indicate methods of production, materials and dimensions to be used.

- 4 A logo design is required for 'The Cutting Edge'. The logo should reflect the multi-purpose nature of the facility. It will appear in a range of contexts such as the website and on the building. It must be suitable for use on small-scale and large-scale items such as food packaging, uniforms, promotional materials, furniture and vehicles.

Your preparatory work should include ideas for **at least two** possible designs. The Director and Trustees expect to see how the logo would appear in both small-scale and large-scale contexts. Any annotation should be relevant and explain why you believe these proposals are suitable for the commission. In the ten-hour period, you will be expected to produce only **one** final proposal for presentation to the client.

- 5 'The Cutting Edge' intends to present a themed exhibition entitled 'Fragments'. Designs are required for a piece of work to be displayed in the entrance area of the art gallery or museum or library. Your designs should reflect the distinctive nature of your chosen area and be based on **one** of the following:
- (a) fragments of art
 - (b) fragments of history
 - (c) fragments of literature.

Your preparatory work should include **at least two** possible designs, along with samples, maquettes or prototypes. Any annotation should be relevant and explain why you believe these proposals are suitable for the commission. In the ten-hour period, you will be expected to produce only **one** final proposal which must include methods of production, materials and dimensions to be used.

- 6 The Director and Trustees are looking for further innovative design proposals to promote 'The Cutting Edge' art gallery, museum and library or enhance the visitor experience. You are therefore invited to write your own brief and develop design proposals in response to the Project Scenario.

Your preparatory work should include **at least two** possible designs, along with any appropriate prototypes and/or samples. Annotation should be relevant and you must justify why your proposal meets the requirements of the Project Scenario and should be commissioned. In the ten-hour period, you will be expected to produce only **one** final proposal which must clearly indicate methods of production, methods of construction, safety considerations, selected materials and dimensions as appropriate.

END OF QUESTIONS