



## GCSE

4000/02-4070/02

### GCSE ART & DESIGN EXTERNALLY SET TASK 2

Externally set, assessed by the centre and externally moderated

Open this paper on or as soon as possible after 1 January 2012

#### PERIOD OF PREPARATION

Length must be determined by the Centre

#### SUSTAINED FOCUS WORK

10 Hours under Examination Conditions

Sessions must be recorded internally by the Centre

4000/02/0001

#### ADDITIONAL MATERIALS

- In addition to this paper you will need appropriate art, craft and design materials.
- Separate 'My Intentions' document.

#### INSTRUCTIONS TO CANDIDATES

- This paper contains **21** possible assignments.
- Choose **ONE** assignment only.
- It could be a *theme* (5 one-word starters), an *image* (8 picture starters with written prompts), or a *task* (8 written explanations that may be of guidance but which are not compulsory).
- The assignments cover the following options:

**Art & Design [4000];**

**Applied [4010];**

**Fine Art [4020];**

**Critical & Contextual Studies [4030];**

**Textile Design [4040];**

**Graphic Communication [4050];**

**Three Dimensional Design [4060];**

**Photography, Lens and Light Based Media [4070].**

- Candidates entered for Art & Design can respond to any assignment.
- Applied candidates may either select their assignment from image starter 7 or task 15, which has a brief written for you; or you may choose any other assignment, but you must develop your own project brief.
- For any other endorsed options you can respond to **any** assignment on the paper as long as you work through the discipline of your chosen option. For example, if you are entered for Textile Design, you must respond to the assignment through Textiles (*It is therefore important that you are aware of the option you have been entered for*).
- Please keep this paper to refer to throughout the examination. **You must complete the ‘My Intentions’ form.** This is a separate document, which should be presented with your work and signed when completed.
- You must select and present all work submitted for the examination.

### INFORMATION FOR CANDIDATES

- The Externally Set Task is worth 40% of the total marks for GCSE Art & Design.
- All selected preparatory work must be submitted together with your ten hours sustained focus work.
- You should take all appropriate preparatory work to the start of your ten-hour focus period. The centre will safeguard all your work, and you will not be able to access it between controlled sessions and after completion.
- If you are entered for more than one option, you must submit a separate body of work for each option.
- Preparatory work will be monitored by your centre to ensure that all work is entirely your own.
- Your preparatory work and the 10-hour Sustained Focus Work must be clearly identified with your candidate name, number and centre number. Templates are available on the WJEC website.

### GUIDANCE FOR CANDIDATES

- Work for the Externally Set Task will be marked by the centre and moderated externally against the assessment objectives. They are the same as those you have used for your Candidate Portfolio. You should make sure they are clearly demonstrated and evident in the whole of your Externally Set Task. Use the checklist in the separate ‘**My Intentions**’ document provided.
- All second-hand source material must be acknowledged.
- Do not plagiarise. Use support material inventively and resourcefully.
- Ensure your written work is legible and coherent, with good grammar, spelling, and punctuation.

**THEMES (5 one-word starters)**

The following five one-word starters are designed for you to explore your own ideas and those of other artists, craftworkers and designers. Select one of these words and explore and respond through the materials and media of your entered option.

If you don't want to work with any of these, go on to page 4.

1. **Balance**
2. **Distressed**
3. **Country**
4. **Nostalgia**
5. **Humanity**

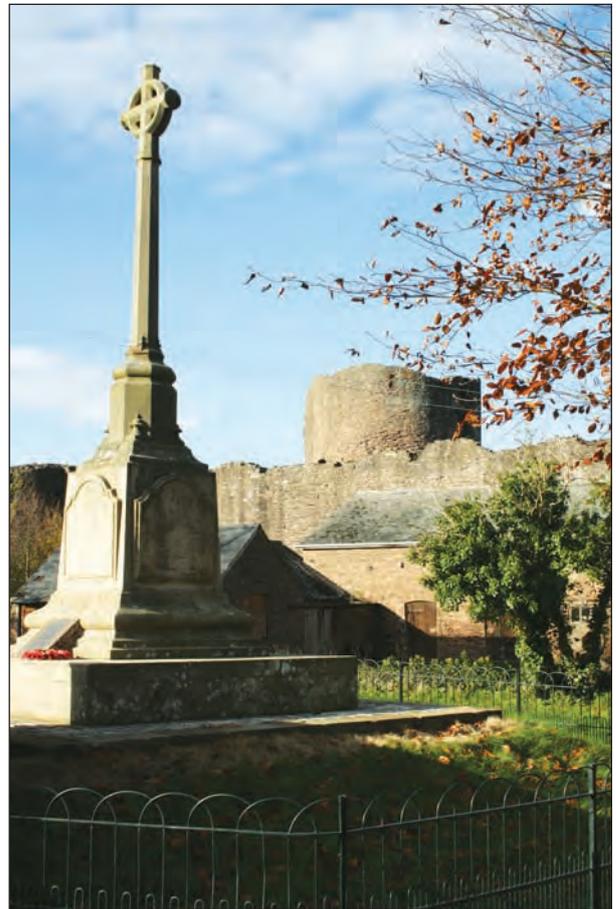
**IMAGES (8 picture starters)**

The following eight picture starters with written prompts are designed for you to explore your own ideas and those of other artists, craftworkers and designers. Select one of these picture starters and explore and respond through the materials and media of your entered option.

The images are not designed to be copied or imitated. They should act as a *stimulus* to encourage you to originate personal intentions, which you develop in your own way.

If you don't want to work with any of these, go on to page 10.

6.



As an example ..... the above images may inspire you to look at monuments, structures, statues, towers or columns within a location.

**What do you think?**

7.



*Treehouse in France*

*keycamp.co.uk*

**Eco holidays are a new and increasingly popular development in the family holiday market. Your client is a major tour operator who wants to develop an eco holiday centre in a forest or green space in your locality.**

After investigating and researching similar ventures in Europe and different forms of accommodation worldwide, you are required to choose a suitable name for the centre and prepare, along with sketch ideas, a detailed presentation based on **one** brief below, showing a number of possible designs, with a final 2D or 3D solution for display.

**Briefs** (choose **one** only)

- Design a unique accommodation unit for the centre, to sleep a family of four.
- Create a suitable independent brand image for the centre with designs for a sign at the entrance, letterhead and one example of vehicle graphics.
- Design and produce an A3 poster that can be displayed at holiday shows, tour operator offices and other locations, to promote the centre to potential customers.
- Design a visually exciting home webpage, to sell the idea of eco holidays and the centre to potential customers and hopefully prompt them to make an on-line booking.

8.



As an example ..... the above image may inspire you to ‘capture the moment’.

**What do you think?**

9.



Van Gogh

Night Café

As an example ..... the above painting shows how artists may take ordinary scenes from a familiar environment and through the use of colour, contrast, texture, pattern and perhaps, unusual viewpoints, transform them into expressive and vibrant words of art.

**What do you think?**

10.



As an example ..... the images might inspire you to study collections of found objects both natural and man-made.

**What do you think?**

(4000-02)

**Turn over.**

11.



As an example ..... the above derelict beach building requires a new use and an exterior make over.

**What do you think?**

12.



As an example ..... the hill top cairn is just a pile of old stones, or is it?

**What do you think?**

13.



As an example ..... the above image may inspire you to consider the idea of personal or family rituals.

**What do you think?**

**TASKS (8 written explanations)**

The following eight tasks are designed as stimuli arising from issues, briefs and/or problems for you to explore your own ideas and those of other artists, craftworkers and designers. Select one of these written explanations and explore and respond through the materials and media of your entered option.

The main thrust of the task is a line of text that explains what you should do and is written in bold under the assignment number. This is further followed by guidelines you may wish to consider in your response (guidelines are entirely optional).

14.

**Make a work of art, craft or design based on an event.****Explore the possibilities of an event.**

An event could be something that has happened in the past or is going to happen in the future. It could be an organised event such as a performance of music and/or dance and drama. You may wish to advertise an event in a poster, billboard or leaflet format, or film a commercial. An event could be personal, local or international, recorded as a moment in time. You may want to make a piece of artwork to promote, highlight, celebrate or commemorate an event.

**You might like to look at:**

Pablo Picasso and his 'Guernica' painting, and other artists such as Seurat, Degas, Toulouse Lautrec and Renoir. You could look at war artists, documentary photographers, graphic designers and illustrators.

**What do you think?**

15.

### Art, Craft and Design for a Show.

**Choose a large show that takes place in a recognised venue and create design solutions for a company of your own choice, that will be exhibiting at the show.**

The task requires you to put together a client presentation, which reflects the image and nature of your chosen company and works towards a final solution that addresses **one** of the following briefs.

- Design an eye catching stand, to be used for displaying the latest range of the company products and as a meeting place for prospective business clients. Consider the use of lighting, furniture and floor surfaces.
- Produce to scale, a large contemporary painting or sculpture, to act as a focal point or decorative element somewhere on the stand.
- Produce a stylish paper bag or folder, displaying your own design for company graphics, to be given to customers for carrying brochures and products bought at the show.
- Design and make a creative 3D piece, for either holding company business cards or a range of small company products for sale.

**Your presentation must show evidence of:**

- Design development, using sketches, models, photographs, computer generated images, etc.
- Research, investigation and analysis of what other artists, craft workers and designers have produced, relative to your chosen brief.
- Evaluation of your work as it progresses, as well as the final solution.
- Some use of I.T. or digital technology, for part of your presentation.

**You might like to look at:**

Website pages and magazines for shows such as the Clothes Show Live, Top Gear Live, The Outdoor Show, Crufts etc. Google or Yahoo search images for exhibition stands with links to designers and agencies.

16.

**Make a work of art inspired by the study of animals.**

**You may wish to explore how artists have depicted animals, from ancient times to the present, across a range of different cultures.**

For example you may be inspired by the study of Native American art, African art, cave paintings, Ancient Egyptian art, classical Greek/Roman sculptures or analytical drawings created by 18th century European scientists.

**You might like to look at:**

George Stubbs, Picasso, Degas, Chagall, Rousseau, Aneurin Jones and Colin Paynton.

**What do you think?**

17.

**Art from Obsolete Technology.**

**Artists throughout the world are producing amazing and thought provoking works of art, using technological items that we discard everyday.**

Investigate this trend and illustrate your presentation with some of your own ideas and creative examples that appeal to you from your research. Consider producing a small scale outcome of your own.

**You might like to look at:**

WEEE Man, Jeremy Meyer, Ann P. Smith's Robots, Steampunk, iri5's Flickr collection, Joao Sabino, Rob Pettit, Grace Grothous and others.

**What do you think?**

18.

**Produce a visual and/or tactile piece that represents a strong sense of place.**

**Certain activities and locations evoke vivid memories and have inspired many craftspeople, designers and artists.**

You may want to consider experimenting with embroidery, weaving, felting, batik, collagraphy, mixed media and sculpture.

**You might like to look at:**

Terry Setch, Michael Arnaud, Lynne Bebb, Lois Williams, Mark Liu, Stephen Hann and Vivienne Westwood.

**What do you think?**

19.

**Consider designing image only signs/logos for the London Olympic Games 2012.**

**Visitors and competitors from many countries will need to know where certain places and events are located by the use of images only and pointers to indicate directions.**

You are required to design four signs from any of the events, plus two signs indicating different venues. Your designs must be easy to understand.

**You might like to look at:**

The sport signs from previous Olympic Games, and/or current sporting arenas, or other places that indicate items, locations and directions, e.g., a Garden Centre. The logo designs of Wally Olins, Alan Fletcher, Raymond Loewy and others could be worth considering.

**What do you think?**

20.

**Explore the contrasts that exist in nature.**

**Consider the transformations that occur to living things during life cycles and the seasons.**

Choose a subject to study and investigate. Record the journey from start to finish, such as; a seed becoming a plant that eventually flowers, or an egg changing to an exotic creature. The contrasts between Winter and Summer are astonishing. How can you represent the cycle of life within a visual art form that demonstrates the miracle of metamorphosis?

**You might like to look at:**

Ceri Richards, Escher, Peter Randall-Page, Andy Goldsworthy, David Nash and Tony Cragg.

**What do you think?**

21.

**Record and present a set of images that explores the idea of ‘Going for a walk’.**

**Making a journey in the country or through a town on foot can open up a whole new world to explore and record.**

You may find an area you know very well provides hidden treasures when walking through it with a critical eye. Allow yourself time to really look and explore what opportunities there are to make some kind of statement about the walk you have chosen.

**You might like to look at:**

David Hurn, David Hockney, Peter Marshall, Mick Williamson, Stephen Gill. You could also look at artists who have painted their surroundings and web sites such as The Photographers’ Gallery or [www.urbanlandscapes.org.uk](http://www.urbanlandscapes.org.uk).

**What do you think?**



**GCSE**

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**GCSE ART & DESIGN**

**EXTERNALLY SET TASK 2**

## **MY INTENTIONS**

This document is to be completed and signed by the candidate and should be presented with the final work for authentication/moderation purposes.

The teacher should also sign this document, and if appropriate clarify any authentication issues in the box below the candidate's 'My Intentions' statement and signature.

ASSESSMENT OBJECTIVES	TEACHERS	CANDIDATES - Provide evidence that shows you have:	✓ or ✗
<p><b>AO1</b> <b>Contextual Understanding</b></p> <p>Develop ideas through investigations informed by contextual and other sources, demonstrating analytical and cultural understanding.</p>	<p>Creatively <b>develop ideas</b> and <b>explore</b> via thorough investigation. Work through related activities that have been perceptively and rigorously <b>sustained</b>. Show effective <b>analysis</b> and <b>evaluation</b> of <b>images, artefacts</b> and <b>products</b>. Show clear <b>understanding</b> of <b>context</b>, through <b>diverse responses, interpretations</b> and <b>developments</b>.</p>	<p>Investigated the work of <b>other artists, designers</b> and <b>cultures</b>. Used your research to help you <b>explore</b> and <b>develop</b> a wide range of ideas. Been able to make your <b>own</b> judgements and express opinions about the work of artists and designers. <b>Understood how and why</b> the work of these artists was produced.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p><b>AO2</b> <b>Creative Making</b></p> <p>Refine their ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes.</p>	<p><b>Refine</b> ideas through creative and rigorous <b>experimentation</b>. Provide clear evidence of confident and appropriate use of a <b>wide range</b> of resources, media, materials, techniques and processes. Use <b>knowledge, skills</b> and understanding in resourceful, discriminating and purposeful ways to produce <b>quality</b> outcomes. Show clear understanding of the relationship between <b>process</b> and <b>product</b>. Work shows <b>ongoing</b> and meaningful <b>evaluation, planning</b> and <b>modification</b>.</p>	<p><b>Experimented</b> with and <b>improved</b> your ideas at various stages of your work. Been able to select and use a <b>variety of materials and processes</b> for the production of your work. Made the best effort to improve the <b>quality</b> of your work as it has progressed.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p><b>AO3</b> <b>Reflective Recording</b></p> <p>Record ideas, observations and insights relevant to their intentions, in visual and/or other forms.</p>	<p><b>Sensitive, skilful</b> and wherever possible, <b>first hand, recording of ideas</b> and interpretations of <b>observations and experiences</b>. Outcomes clearly demonstrate the <b>presentation of ideas</b> and the results of thorough <b>research and enquiry</b>. Use <b>appropriate forms</b> that clearly <b>relate</b> to and <b>facilitate</b> the realisation of <b>intentions</b>.</p>	<p>Used <b>first hand</b> (direct) observation, rather than copying from secondary sources, as part of your research and recording of ideas. Produced an outcome (final piece) that has shown clear <b>development</b> from thorough research and ideas. Been able to use <b>suitable and different methods</b> to explain and present your ideas.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p><b>AO4</b> <b>Personal Presentation</b></p> <p>Present 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.</p>	<p>Work shows evidence of <b>imaginative</b> and <b>personal</b> responses. Intentions are <b>realised</b> in a <b>coherent</b> and <b>thoughtful</b> manner. Show perceptive and informed <b>connections</b> between personal lines of enquiry and the <b>work of others</b>. Final <b>presentation</b> of work shows evidence of <b>careful, thoughtful</b> and <b>personal selection</b>.</p>	<p>Produced your <b>own, imaginative</b> ideas and outcomes. Carried out your intentions in an <b>easy to follow</b> and <b>carefully thought out</b> way. Made clear <b>connections</b> between your work and that of other artists and designers. Thought carefully about the final <b>selection</b> and method of <b>presentation</b> of your work.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



# 'MY INTENTIONS'

Centre Name		Centre Number					
Candidate Name		Candidate Number	0				

I have chosen Externally Set Task

**TO BE COMPLETED BY THE CANDIDATE**

Briefly explain your intentions (these may change as your work progresses):

**I declare that this is all my own work and I have acknowledged all my secondary sources:**

Signed ..... Date .....

**TO BE COMPLETED BY THE TEACHER**

Authentication exceptions: Clarify any circumstances that should be considered regarding this work having been selected and presented as the candidate's own:

Signed ..... Date .....