

**To be opened on receipt  
September 2011 – May 2012**

**AS GCE APPLIED ART AND DESIGN**

**F142** Preparing and Working to a Brief

**Test paper for use from September 2011 – May 2012  
To be issued to candidates at the start of the course**



**TIME** Although there is no set time limit for the preparatory research and work necessary to plan and produce the final outcome(s)/solution to the project brief, you must meet the deadline for presentation(s) to your client which will be a date set by your teacher.

**Failure to submit your work by the set date will result in its exclusion from marking and moderation for the proposed examination session.**

**INSTRUCTIONS TO CANDIDATES**

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your outcome(s) by the deadline date set by your teacher.
- You must submit all your preparatory work with your outcome(s).
- All preparatory work and the outcome(s) must be your own work.
- All sources **must** be clearly shown or stated and copyright acknowledged.

**INFORMATION FOR CANDIDATES**

- Your work will be assessed against the three assessment objectives.  
**AO1: Applying knowledge and understanding of others' practice** **25 marks**  
**AO2: Applying skills, techniques and understanding** **50 marks**  
**AO3: Analysis, synthesis and evaluation** **25 marks**
- The total number of marks for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- Guidance for candidates is given on pages 2 and 3.
- When you present your written work, the quality of written communication will be assessed, including clarity of expression, presentation of ideas, grammar, punctuation, and spelling.
- This document consists of **4** pages. Any blank pages are indicated.

**It is important that you discuss with your teacher anything you do not understand and that you meet the set deadline date.**

## INTRODUCTION

For assessment of this unit you must produce and present:

- a brief
- a project management plan
- preparatory and development work
- fully worked proposal(s)/outcome(s).

## GUIDANCE FOR CANDIDATES

Read the 'scenario' and 'opportunities for the development of a brief'. Select **one** opportunity to research and develop into your brief. In this case the 'client' is your teacher.

To prepare your **brief** you will need to:

- research the scenario
- have a clear understanding of the outcome(s) required
- consider the needs of the audience
- include the constraints
- consider the timescale and deadlines.

**The project management plan** will help you organise your time efficiently, by ensuring you:

- produce a plan that identifies key dates and times (deadlines), before you start your project
- break down the work into smaller sections, which can be reviewed and modified at regular intervals
- present your developing artwork at key stages to the 'client' for approval, before producing finished work. In this case the 'client' is your teacher
- organise in advance the information and resources you need to help you develop and produce successful work that fulfils the needs of the client and intended audience
- record any alternative ideas and suggestions for improvements
- discuss your ideas with your teacher to ensure your proposals are realistic and within the resources available to you.

Remember, a good project management plan is vital if you are to manage your project well. It will also help you to reflect on and evaluate your work more effectively. Your plan may need modifying as your work progresses but your plan should not be produced retrospectively **or** simply list what you did.

**Preparatory and development work** should consist of:

- investigation and research
- media and material experiments
- initial ideas, developing ideas and alternative proposals for your chosen brief
- your ideas influenced by research into the work of relevant artists, designers and/or craftspeople
- your work annotated to show decisions, explanations of your ideas and progress
- your work planned and clearly presented.

You **must** submit your preparatory work at the end of the unit.

Throughout your work consider:

- the requirements of this unit
- the assessment objectives being tested
- the nature of the criteria for assessment
- safe working practices.

Details of all of the above can be found in the unit specification.

**You must discuss your ideas with your teacher to ensure your proposals are realistic and within the resources available to you.**

At the end of the unit you must hand in your **fully worked proposal(s)/outcome(s)** and your preparatory work as it will form the evidence for assessment for this unit. This evidence **must** include:

- the brief
- preparatory research and investigation including:
  - primary source information from your own direct observation
  - secondary source information from others' work
- development and review of ideas using a variety of 2D and 3D methods and appropriate materials, techniques and technology
- your project management plan and any modifications to your plan, ideas and outcomes
- explanation of your working methods
- continual evaluation of your response to the brief annotated on your work, or recorded in any suitable format
- a personal response to the project brief in the form of a finished proposal(s)/outcome(s) that uses appropriate forms of presentation, exhibition, digital presentation, folio or work/design sheets
- a final evaluation on your work measured against the criteria of the brief in which you comment on:
  - how well the work is made
  - how well it answers the brief and meets the needs of the client and/or target audience
  - on reflection, what would you change or do differently and why?
- all sources must be clearly shown or stated and copyright acknowledged.

**All work must be clearly labelled with your name, candidate number, centre number, unit title and unit number.**

## Scenario

A city in your region is bidding for the title of 'City of Culture'. An important art, design and craft festival is being planned to support the bid.

The festival will be a celebration of visual creativity both past and present in the city.

Your research and investigation into the city's artists, designers and craftspeople will provide starting points for the development of your brief.

These may include:

- public 2D or 3D artwork
- the architectural design of a major public building
- an artist's work inspired by the region
- craftspeople who were, or are, designing and making within the region
- a product that has been designed and manufactured within the region
- the working environments of artists, designers and craftspeople.

## Opportunities for the development of a brief

You should use your research and your personal interpretations to prepare, develop and present **one** brief and outcome(s) selected from the list below.

You are being invited to submit 2D or 3D artwork in any medium for the art and design festival.

The artwork must display connections between your own and the work of others.

All work presented must recognise and illustrate the city's status as a potential winner of the 'City of Culture' title. You are commissioned to design and produce **one** of the following:

- a logo design that includes a recognisable image of the city
- a 2D artwork to be displayed at the city's airport or mainline station
- a website home page(s) featuring festival events
- a landscape design for the sculpture park
- the surface design for a city art bus
- a series of textile based banners to be situated in the main square
- a 3D artwork inspired by a major public building
- a wallet to contain exhibition and events leaflets
- a poster or flyer, created using collage techniques, which reflects the cultural heritage of the city
- a gift product inspired by the work of a local designer or craftsperson
- an interactive 3D installation suitable for young children.



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