



**To be opened on receipt
September 2013 – May 2014**

AS GCE APPLIED ART AND DESIGN

F143/01 The Creative Process

**To be issued to candidates at the start of the course
Test paper for use from September 2013 – May 2014**



TIME Although there is no set time limit for the preparatory research and work necessary to plan and produce the final outcome(s) 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 page 2.
- 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.

GUIDANCE FOR CANDIDATES

To achieve this unit, you will need to produce and present a portfolio of work as a creative response to the externally set brief.

Your preparatory studies and research should be presented through sketchbook work, study sheets or experimental investigations in any medium.

You should interpret your chosen brief appropriately to create your art, craft or design outcome(s).

In planning and developing your work you must show evidence of your:

- investigation and research
- development and review
- analysis and evaluation
- presentation.

Investigation and research

Gather information and ideas from appropriate sources and record your responses. Sources include:

- personal experience
- observation
- memory
- imagination
- the work of artists, craftspeople or designers.

All sources must be clearly shown or stated and copyright acknowledged.

Development and Review

Investigate different ways of working through the creative process. You should:

- create and develop your own ideas and use suitable materials and techniques
- explore the qualities of materials and techniques you intend to use
- develop and make changes to your work as it progresses
- acknowledge connections with other artists, craftspeople or designers in your own work
- make judgements and give opinions about your own work and the work of others.

Analysis and Evaluation

Throughout all of the stages of your work:

- analyse your sources, the requirements of the brief and your responses
- consider and evaluate the quality and 'fitness for purpose' you have demonstrated, including the strengths and weaknesses.

Presentation

Use suitable methods of presentation throughout all stages of the creative process.

CLIENT: A National Design Organisation**PROJECT: A Celebration of Man and Machine**

Since the birth of the Industrial Revolution, new inventions and developments in mechanisation have increasingly affected all aspects of our everyday lives. Many thousands of labour-saving devices have eased the burden of work and have given opportunity for greater recreational and leisure time. More recently, there have been electronic and digital revolutions.

A National Design Organisation is intending to celebrate the ingenuity and creativity of the human imagination by holding an exhibition and by producing leaflets, educational materials, websites and short films or animations.

The aim is to promote public awareness, across age groups and genders, through the creation of artefacts or publicity materials.

Starting Points

- Kinetic artwork
- Appliances
- Avionics
- Robotics
- Gravity defying
- Industrial
- Recreational and entertainment
- Wind, water and fossil fuelled
- Components and moving parts
- Machines that preserve life
- Electronic superhighway
- Scientific discoveries

Brief

Selecting one or more of the starting points, develop and produce an art, craft or design outcome(s) for the Celebration of Man and Machine Exhibition.

The art, craft or design work should visually reflect and demonstrate the effect of Man's creative ingenuity on our everyday lives, satisfying one of the following project briefs:

- a poster or leaflet illustrating the development or workings of a labour-saving device
- short film/animation showing the effect of technology on our everyday lives
- an educational activity pack or illustrative activity sheets
- a static or kinetic sculpture
- a painting or decorative wall hanging for display in a public area
- a photographic presentation illustrating Man and Machine
- a website homepage/blog/app download
- item to be sold in the gift shop.

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

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