

**ADVANCED SUBSIDIARY GCE**  
**APPLIED ART AND DESIGN**  
Preparing and Working to a Brief

**F142**

**Test Paper for use from**  
**September 2009 – May 2010**

**To be issued to candidates at the start of the course**  
**To be opened on receipt**



**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**

- **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 and it is the key to success in the test. 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, IT/video display, 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

Art is created and enjoyed by many people for many reasons. Art extends and expands our shared common visual language. When new visual ideas are first introduced by artists, they are often seen as shocking. However, with time, many of these ideas are accepted and encourage discussions to take place and opinions to be formulated.

Plans have been approved for an impressive new gallery, 'Art21Y' (Twenty First Century Yesterday) to be built in a major city. State-funded, the gallery will be dedicated to developing as one of the foremost museums of contemporary art in the world. Its central aim is to provide opportunities for contemporary artists to exhibit their work alongside permanent collections of historical significance.

Art21Y's mission is to show how historical works have influenced modern and contemporary artists, through a range of themed collection galleries. The themed collections will include the titles of:

- religious ritual
- propaganda and social commentary
- truth and reality
- creating beauty
- storytelling
- intense emotion.

## Opportunities for the development of a brief

You should research the scenario and the subject. Using personal interpretations, prepare, develop and present **one** brief and outcome(s) selected from the list below.

Artists are being invited to submit 2D and 3D artworks in any medium for the opening exhibition. The artworks must display connections between their own and others' work, and be created for one of the themed collections.

Art21Y is also commissioning artists to produce art, craft and design items for the galleries corporate identity and promotion. These may include:

- informative and detailed gallery plan
- an advertisement to be displayed in stations
- a children's educational leaflet
- t-shirts to be sold in the gallery book and gift shop
- a corporate image to be used on Art21Y merchandise
- fashion jewellery pieces inspired by contemporary and/or historical artists
- book ends to be sold in the gift shop
- book jacket cover for an in house publication
- a landscape design for the gallery garden and outside seating area
- artworks to be displayed in the restaurant area
- a menu design for the restaurant 'Eat21Y'.



### Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.