

ADVANCED SUBSIDIARY GCE
APPLIED ART AND DESIGN
The Creative Process

F143

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 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 an 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 creative progress in order to resolve appropriate solution(s):

- 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 effect changes to your work as it progresses
- acknowledge connections with other artists, craftspeople and 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 through all stages of the creative process.

CLIENT: AQWAZU**CORE BUSINESS: Public Zoo and Aquarium**

The zoo of tomorrow begins today. Biodiversity, preservation and animal welfare are issues faced by zoos and aquariums worldwide.

'**Aqwazu**' is a new, state of the art zoo and aquarium. It is dedicated to providing a sanctuary for animals and marine life. The zoo and aquarium's aim is to prompt visitors to experience a stronger connection to nature. Staff and volunteers will educate the public about sustainability issues. Conservation education and animal care are central to 'Aqwazu's mission. There are several areas within the site, including a private beach, education centre, gift shops, cafes and picnic area. The vast wildlife park provides a home for endangered species and the aquarium is home to the largest underwater tunnel in the world.

Visitors are encouraged to consider their role in environmental problems and conservation issues. Narrated tours, workshops and educational activities are on offer for all ages. Conservation projects and teambuilding events are dedicated to promoting an awareness of animal and marine life.

'**Aqwazu**' is now commissioning artists, craftspeople and designers to contribute to the launch of its centre through a range of appropriate interior design and promotion.

Starting points:

- Luminous jellies
- Marine discovery
- Coral reef
- Arctic avenue
- Vanishing species
- Forest sanctuary
- Wetland wonder
- Predator zone.

Brief

Selecting one or more of the starting points, develop and produce an art, craft or design outcome(s) for 'Aqwazu'. The art, craft or design work should include the environmental and welfare concerns of the centre, satisfying **one** of the following:

- painting(s) or textile work(s) to be displayed within the main receptions
- photograph(s) or painting(s) for a launch exhibition in the aquarium
- an illustrated and informative site map
- signage for the wildlife park
- stained glass window for the aquarium entrance
- a sculptural piece for the main reception area
- t-shirts to be sold in the gift shop
- chimes or a mobile
- jewellery based on the theme of 'Sea' or 'Forest'
- colouring book for children
- landscape design for the picnic area
- interior design for the reception area
- website page for the aquariums underwater tunnel
- a TV advertisement to promote 'Aqwazu'.

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



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