

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

F142

Test Paper for use from
September 2010 – May 2011

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

A new regional television company wants to create an exciting visual corporate identify for its studios and programmes. The use of immediately recognisable regional imagery is required in satisfying the company's brief. The images might incorporate a selection of well-known regional landscape features, or may be derived from a mix of any of the following starting points:

- natural features
- architectural locations
- historical events
- sporting venues
- regional transport
- trade and industry
- society and health
- education.

Using **one** of the above starting points, research is required into the visual images that are linked with the region. The selected images will be developed in preparation for use in **one** of the briefs.

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 launch of the television company's new corporate identity.

The artwork must display connections between your own and other's work and be created for **one** of the briefs listed below.

All work presented must have a distinctly regional connection. The television company is commissioning you to design and produce **one** of the following:

- a 2D artwork featuring an iconic image of the region
- a piece of sculpture that will be a feature of the studio's reception area
- a company logo, the design must show a variety of applications
- a website home page(s)
- a regional news or sports news programme title sequence
- a video loop featuring some of the region's attractions
- a series of 'fliers' introducing the new company to the region
- a large promotional banner to be displayed externally on the new studio
- a textile based regional map as a promotional gift to towns and villages
- a piece of ceramic tableware inspired by the region
- a 3D display to promote the company at outside broadcasts.



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