

# OCR

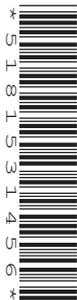
Oxford Cambridge and RSA

**To be opened on receipt  
September 2016 – May 2017**

**AS GCE APPLIED ART AND DESIGN**

**F142/01 Preparing and Working to a Brief**

**To be issued to candidates at the start of the course  
Test paper for use from September 2016 – May 2017**



**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.

<b>AO1: Applying knowledge and understanding of others' practice</b>	<b>25 marks</b>
<b>AO2: Applying skills, techniques and understanding</b>	<b>50 marks</b>
<b>AO3: Analysis, synthesis and evaluation</b>	<b>25 marks</b>
- 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.
- The quality of written communication will be assessed, including clarity and expression of ideas, presentation, spelling, punctuation and grammar.
- 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) and outcome(s).

**Throughout your work, consider:**

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

## 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 client and intended audience
- record any alternative ideas and suggestions for improvements
- discuss your plans with your teacher to ensure your proposals are realistic and achievable with 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 be organised, clearly presented and 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 annotated work to show decisions, explanations of your ideas and progress.

At the end of the unit you must hand in your **fully worked proposal(s) and 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 and choices made, annotated throughout your work
- a personal response in the form of a finished proposal(s) and outcomes(s)
- appropriate forms of presentation, exhibition, IT video display, portfolio or work/design sheets or sketchbook pages
- a final evaluation of your work 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
- what you would change or do differently and why
- all sources 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.**

## CLIENT: A National Wildlife Trust

### An Exhibition on the Theme of 'Wildlife'

#### Scenario

You are invited to submit artwork for a National Wildlife Trust Exhibition to inform visitors about wildlife and their habitat. The artwork or artefact(s) can be displayed within a gallery space or outdoors.

Ever since humans have farmed, managed landscapes and created urban and city environments a wide range of wildlife has successfully adapted and often thrived in these spaces. Derelict areas, parks, gardens, houses, rivers and canals and tall buildings have provided homes for a host of wildlife including urban foxes, squirrels, badgers, hedgehogs and weasels, voles, shrews and rodents, bees and butterflies, toads, frogs and newts, seagulls, garden birds and birds of prey.

An important part of fulfilling the brief is to consider urban or rural wildlife. The artwork should derive from **one** of the starting points below:

- Rural landscape/urban environment/wetlands
- Science/nature
- Conservation
- Exploration/documentation
- Wildlife photography
- Migration/hibernation
- Camouflage/mimicry
- Ecosystem
- Locomotion

#### Opportunities for the development of a brief

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

You are invited to submit 2D or 3D artwork in any medium.

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

A local Art Gallery is inviting you to design and produce **one** of the following:

- 2D or 3D mixed media piece(s)
- Ceramic/textile sculpture, artefact or hanging
- Photographic/graphic artwork or Exhibition Poster/web page/app download
- Craft piece(s)/fashion garment/accessory for the gallery shop
- Outdoor artwork/kinetic/interactive art
- Video/multimedia installation
- A 2D painting
- Furniture/sculpture for the indoor public space or outdoors within the Art Gallery grounds.

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

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Oxford Cambridge and RSA

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