

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

# **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 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**



**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 Art and Design Agency**

### **An Exhibition on the Theme of “Contrasts”**

#### **Scenario**

Artists, designers and craftspeople throughout history have been fascinated with the idea of contrasts in their work and have produced a wide range of dynamic and creative outcomes. Contrasting themes have included the struggle between good and evil, enclosed and open spaces, the effects of pollution on our environment, static and moving forms, gender struggles and inequality, anger and tranquillity, young and old, surface and texture qualities, the effects of light and shade and the variety of interesting ways in which materials are used.

A National Art and Design Agency is celebrating the wide diversity of responses to the theme by holding an exhibition of 2D or 3D artwork in any medium.

#### **Starting Points**

- The effects of light, natural and man-made, half-light and shadows
- Young, old, ageing, single and group portraits
- Static and kinetic
- Social issues of gender, recreation, work opportunities and education
- Textured, layered and mixed-media surface qualities
- Differences in scale, size, shapes and patterns
- Theatrical, moody and dramatic compositions
- Colour, monochrome and tonal contrasts/variations
- Figurative and abstract
- Storytelling, narrative or subject matter
- Woven, knitted, raised, cut and flat surfaces
- Smooth, scratched, embossed, cut and pasted decorations

## Brief

Selecting one or more of the starting points develop and produce an art, craft or design outcome(s) for the “Contrasts Exhibition”.

The art, craft and design work should visually reflect and demonstrate some aspect of contrasts:

- poster/leaflet
- short film/animation/digital presentation
- educational activity pack
- kinetic/static mobile or sculpture
- painting/decorative wall hanging
- photographic portfolio/presentation
- website homepage/blog/app download
- 2D or 3D gift shop item.

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



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