

**Advanced Subsidiary GCE  
APPLIED ART & DESIGN**

**F143/TEST**

**Unit F143: The Creative Process**

**Specimen Paper**

**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 deadline 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 available for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- Guidance on carrying out the brief is given on page **2**.

**When you present written work, the quality of written communication will be assessed, including clarity of expression, presentation of ideas, grammar, punctuation and spelling.**

**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 the creative process 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 work
- make judgements and give opinions about your 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 strengths and weaknesses.

### **Presentation**

Use suitable methods of presentation through all stages of the creative process.

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

## **CLIENT – *Citylinks***

### **CORE BUSINESS – Public transportation and travel provider**

#### **Scenario**

*Citylinks* is a company specialising in public transportation and travel. The company is moving to new, state-of-the-art premises, with a spacious reception area for visitors. The company wants the new reception to function as a visually stimulating, welcoming environment that positively reflects the company's commitment to its core business activity. The *Citylinks* directors are inviting individual, innovative and imaginative proposals from artists, craftspeople and designers.

*Citylinks* is offering a full range of commissions related to its new premises. The company has offered a number of possible starting points, reflecting its core business, to act as a focus for artworks.

You should select and respond to one or more of the starting points and produce an art, craft or design outcome(s) for the company, taking into account the client requirements and stated constraints.

#### **Starting Points**

- Inside, outside
- Changed viewpoint
- Arrive refreshed and relaxed
- Different locations
- Moving quickly
- Contrasting light and space
- Illusionary 'devices'
- Departures and arrivals
- Service with a smile.

#### **Brief**

Develop and produce an art, craft or design outcome(s) taking into account the requirements and constraints set by *Citylinks* given below.

2D works and 3D low-relief and relief works will be wall-mounted. Work may be executed in any medium or mixed-media and must be no smaller than 0.5m x 0.5m and not larger than 2m x 2m. Scaled versions of large-scale proposals are acceptable for client appraisal.

3D sculptural works may be floor mounted or suspended and must not exceed 3m in height x 2m in width x 2m in depth. Scaled models or maquettes are acceptable for client appraisal.

3D craft items will be used for display purposes to enhance the reception area. 3D craft items may not be larger than 0.4m in any dimension.

Seating for visitors is needed in the reception area. Seating must be ergonomically compliant.

Partition screens are needed to divide up the reception area on a temporary basis at times. Screens must measure 2m x 1m, be light and either stand-alone or be easily linked together.

Staff uniforms that inspire public confidence and reinforce the company identity are needed for reception staff, drivers and customer-service advisers.

A new livery design for the exterior of the company's buses is needed to reflect its new modern image.

SPECIMEN