



General Certificate of Secondary Education
June 2011

Art and Design (Applied)

42072

Unit 2 Externally Set Task

All teacher-assessed marks to be returned to AQA by 31 May

For this paper you must have:

- appropriate art and design materials.

Time allowed

- 10 hours

Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Respond to **one** brief and produce a personal response.
- You have a preparatory period to research, investigate and develop your ideas. Your work during this period could be in sketchbooks, journals, design sheets, studies or any other appropriate form of preparation.
- You are allowed ten hours to produce your personal response outcome(s).
- The work submitted for this examination must be your own unaided work.
- You must hand in your personal response outcome(s) and the preparatory work at the end of the examination.

Information

- Your work will be marked out of 80.
- All your work, including the work done during the preparatory period, will be marked.

Advice

- You should discuss your ideas with your teacher before deciding on your starting point.
- You should make sure that any materials or equipment which you might need are available before you start the examination sessions.
- You may take all your preparatory work into the examination sessions.
- You should, when developing your personal response, make appropriate connections with other sources such as the work of artists, craftspeople, designers and/or photographers.
- You may work on further supporting studies until you have completed your personal response outcome(s).
- You may use any appropriate medium, method(s) and materials, unless the brief states otherwise.

Your work will be marked according to how well you have shown evidence of:

- developing ideas through investigations informed by contextual and other sources, demonstrating analytical and cultural understanding
- refining ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes
- recording ideas, observations and insights relevant to your intentions in visual and/or other forms
- presenting a personal, informed and meaningful response demonstrating analytical and critical understanding, realising intentions and, where appropriate, making connections between visual, written, oral or other elements.

Read the scenario and choose **one** of the following briefs.

Study suitable sources such as the work of appropriate artists, craftspeople, designers and/or photographers and refer to their work when developing your personal response. The work that you present must take note of the relevant constraints identified in the brief and take into account the methods that would be used to produce the final piece of work. It must be of a standard and scale suitable for presentation to the client and at the stage where it could be progressed to production. A final piece to actual size is not required.

Project Scenario

Funds have been made available to a development agency to regenerate a derelict urban, rural or coastal site for the benefit of the local community and visitors to the area. Amenities will include a visitor centre, a café and a performance area. You are invited to submit design proposals in response to **one** of the following briefs which will form part of the overall regeneration programme. Your ideas should take into account the location and surroundings of the site. Your work will need to be presented in a format that enables the client to clearly see and understand your proposals.

Choose **one** of the following briefs:

- 1 Protective hoardings consisting of connecting boards will be erected around the site whilst work is taking place. Proposals are required for a repeat design to be used on the boards which are 3 metres high. The designs could be decorative, reflect the surrounding area or indicate what is being developed on the site. Any suitable material or combination of materials may be used.

Your preparatory work should include ideas for at least **two** possible designs and should indicate clearly how the repeat design will link up across the boards. Any annotation should be relevant and explain why you consider these proposals to be suitable for the commission. In the examination sessions you should produce a final proposal for presentation to the client. A full-sized piece is not required, but you should produce a scaled down version indicating the materials to be used.

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- 2** Designs are required for a three-dimensional piece to be positioned at the entrance to the regenerated site. The piece should celebrate its urban, rural or coastal location. It can be of any size and made from any material or combination of materials.

Your preparatory work should include ideas for at least **two** possible design proposals. Any annotation should be relevant and explain why you consider these proposals to be suitable for the commission. In the examination sessions you should produce a final proposal which includes a maquette for presentation to the client. Your proposal must also include methods of production and materials to be used. Dimensions must be clearly indicated.

- 3** Logo designs are required for the visitor centre, café or performance area. The logo is intended to reflect the purpose of the facility and location of the site. It could be applied to a variety of items such as a website, packaging, uniforms, furniture, advertising and promotional materials.

Your preparatory work should include ideas for at least **two** possible design proposals. Any annotation should be relevant and explain why you consider these proposals to be suitable for the commission. In the examination sessions you should produce a final proposal for presentation to the client. You should show how your logo would look on at least **two** different items.

- 4** You have been commissioned as a local artist or craftsperson to submit an item or series of related items for sale in the visitor centre shop. Your proposal could be functional or non-functional, should be inspired by the theme of regeneration and should be relevant to the location of the site.

Your preparatory work should include ideas for at least **two** possible proposals, including samples or maquettes. Any annotation should be relevant and explain why you consider these proposals to be suitable for the commission. In the examination sessions you should produce a final proposal for presentation to the client which must include methods of production and materials to be used.

- 5** Proposals are required for a sequence of moving images to be shown on a screen in either the café or the performance area. These are intended to enhance the visitor's experience and may be relaxing, entertaining or informative. The work should be in any suitable format such as film, video, animation or a combination of images.

Your preparatory work should include ideas for at least **two** possible proposals, including storyboards. Any annotation should be relevant and explain why you consider these proposals to be suitable for the commission. In the examination sessions you should produce a final proposal for presentation to the client which includes a sample sequence in your chosen format.

END OF QUESTIONS

There are no questions printed on this page