

**Pearson Edexcel GCE**

# **Applied Art and Design**

**Unit 11: Develop and Produce Own Ideas**

Summer 2014

Paper Reference

**6911**

## **Instructions and guidance for the Synoptic Project**

ALL GUIDANCE AND ASSESSMENT DOCUMENTS NEEDED FOR THE SYNOPTIC PROJECT ARE INCLUDED IN THIS BOOKLET AND SHOULD BE PHOTOCOPIED AS REQUIRED.

Teacher-assessors are advised to study the instructions and advice given for this internally assessed unit. An external moderator will visit the centre and moderate the Synoptic Project. This project is the external assessment component for this qualification (A2 compulsory Unit 11).

*Turn over* ►

**W44092A**

©2014 Pearson Education Ltd.

6/8/8/4



**PEARSON**

# Contents

<b>Teacher guidance</b>	<b>Page</b>
Synoptic Project	3/4
Instructions for the conduct of the Synoptic Project	5
Guidance for writing the brief	6
Assessment guidance	6
Administration	7
<b>Candidate information</b>	
Checklist for Unit 11: <i>Develop and Produce Own Ideas</i>	8
Synoptic Project Proposal	9
<b>Documentation</b>	
Unit 11 Assessment Grid	10/11
Authentication Form	12

## Synoptic Project

The Synoptic Project is **compulsory** for both **Advanced (Single Award) 9711, Advanced (Double Award) 9712 and Advanced (Additional) 9713**. The project is internally devised and assessed, but externally moderated and is the external assessment component for the A2 award.

Centres are free to devise their own themes, scenarios, briefs and constraints for the Synoptic Project. These briefs should be written up and monitored at key times: the only restriction in briefing is that any work that is set should enable candidates to satisfy the criteria for Unit 11. Briefs should therefore be checked against the guidance provided below.

### The Synoptic Project serves two main purposes:

- It is the project used to deliver Unit 11: *Develop and Produce Own Ideas*.
- It enables candidates to bring together the knowledge, skills and understanding they have acquired into one piece of vocationally-focused work which shows their best achievement at A2 level.

### Delivering the Synoptic Project

- The work produced for Unit 11: *Develop and Produce Own Ideas* is intended to be a major project, taken towards the end of the programme, to show candidate work at its best. This should be taken into account when delivering the project in the centre. Candidates should be taught and advised as with other units.
- Pearson Edexcel will not supply briefs for the Synoptic Project. Centres and/or candidates should generate their own briefs to allow candidates to develop and produce their own ideas and to build on the knowledge developed during the exploration of their chosen specialist pathways.
- The work needs to be managed so that an outcome is produced to meet the requirements and constraints of the brief in the time available.
- Information should be discussed and negotiated with candidates as the work produced will be heavily influenced by their chosen A2 specialist units – Unit 12: *Fine Art*, Unit 13: *Design*, Unit 14: *Multimedia*.
- This unit builds on the work produced for Units 6 and 7 (Summative Project) and links with the A2 units, in particular Unit 9: *Contextual References* and Unit 8: *Personal and Portfolio Development and Progression*. It also builds on the investigation into professional practice in Unit 10: *Professional Practice*.
- Visual sources help to start the development of ideas. The greater the breadth and depth of investigation from primary and secondary sources, the greater the potential for creating visually exciting and imaginative ideas.

- It must be remembered that the vocational aspects of this unit need to be addressed. Health and safety practice must be followed when using specialist materials, processes and equipment.
- Candidates need to provide evidence of developmental and finished work, produced through their chosen specialist pathway. They will need to provide evidence of planning, use of resources, working methods and evaluation.
- Evaluation is about reviewing ideas and analysing strengths, weaknesses, originality and effectiveness in response to the brief. A well-constructed Synoptic Project brief will enable both formative and summative evaluation skills to be used in making judgements and justifying and explaining work.
- The Synoptic Project should be submitted as a complete, full, substantial project, from inception to completion. **It must be presented as a separate and distinct portfolio of work.**
- **The centre must ensure that each candidate presents a completed Synoptic Project Proposal.**

## Instructions for the conduct of the Synoptic Project

**Note: These instructions are for Advanced GCE in Applied Art and Design (A2)**

- The Synoptic Project (Unit 11: *Develop and Produce Own Ideas*) is compulsory for both Single, Double and Additional Award qualifications.
- Apart from this document there will be **no examination paper** for the Synoptic Project.
- Assessment will be carried out by the teacher-assessor, whose decisions will be subject to moderation by a Pearson Edexcel external moderator. All moderation will be carried out by centre visit and will take place at the same time as the moderation of the portfolio units in the summer series.
- There are no restrictions on the size, type or the quantity of work that can be produced for this project. Candidates may work using any medium, material or technique which is appropriate to the brief.
- There are no special conditions under which the work has to be carried out, as long as the final outcome is **completed in the centre, under staff supervision**.
- Work for the Synoptic Project should be carried out in a suitable environment, such as a workshop, art room, darkroom, etc.
- A **minimum** of 60 hours should be allowed for the Synoptic Project. There are no other restrictions or set hours in which the project must be carried out. The Synoptic Project may be started at any time and take as long as deemed appropriate by teachers and candidates, but must be completed and assessed by the **deadline for submission of marks for moderation**.
- Following assessment by the centre, the marks must be entered on the appropriate OPTEMS forms or online through EDI (Electronic Data Input) or Edexcel Online and submitted to Pearson Edexcel by **15 May 2014**.
- Preparatory and finished work, together with research, development, notes, sketchbooks, workbooks and work journals, maquettes, models, trials and tests, may all contribute to the project and should form the evidence for this unit.
- Evidence to be assessed against the unit must be produced to meet the specific requirements of the Synoptic Project brief. However, the same evidence may be cross referenced to address other portfolio units.

**Centres should note that this unit is moderated in summer only. There is no January moderation series.**

## Guidance for writing the brief

Each candidate is required to complete a Synoptic Project Proposal. This document can be found on page 9. **It must be presented at moderation.** The quality of the brief is likely to be a major factor in the success of this unit.

### The brief must:

- enable candidates to cover the unit content and meet the grading criteria
- be vocational, specific and clearly related to the candidate's specialist pathway
- be set as a normal assignment and delivered in the usual way. However, it should be recognised that it is an important piece of work and should be carefully devised to address the criteria for Unit 11: *Develop and Produce Own Ideas*
- provide scope for individual response and elaboration
- simulate professional practice and give candidates opportunities to apply their understanding of current practice in the art, design or craft sector
- allow candidates to investigate specialist media, materials, techniques, processes and associated technologies.

## Assessment guidance

- For each candidate, the centre **must** present a completed **Synoptic Project Proposal**, a completed **Assessment Grid** and an **Authentication Form** at the moderation visit.
- Assessment **must** be recorded on the Assessment Grid supplied with this document – one grid per candidate.
- Teacher-assessors should indicate the location of evidence and justify their assessment decisions in the comments section of the Assessment Grid.
- Following assessment by the centre, the marks must be entered on the appropriate OPTEMS forms or online through EDI (Electronic Data Input) or Edexcel Online and returned to Pearson Edexcel by the **15 May 2014**.

**Teacher-assessors are directed to the specification for full information on the delivery, assessment and Mark Band Descriptors of Unit 11, which can be found on pages 135 and 136.**

**These documents can also be found on the Pearson Edexcel website at:**  
**[www.edexcel.com/quals/gce/app-gce/art/Pages/default.aspx](http://www.edexcel.com/quals/gce/app-gce/art/Pages/default.aspx)**

## Administration

Advanced (Single Award) 9711  
Advanced (Double Award) 9712  
Advanced (Additional) 9713

### A2 Compulsory unit

Unit 11: *Develop and Produce Own Ideas*

**The Synoptic Project** is compulsory for both Single Award (9711), Double Award (9712) and Additional (9713).

### Entering candidates for the A2 Synoptic Project

Centres must enter their candidates for Unit 11: *Develop and Produce Own Ideas*, which is internally assessed and externally moderated, as for all other units. There are no special requirements for entry.

### Internal standardisation

If assessment is carried out by more than one teacher-assessor in a centre, there must be a process of internal standardisation to ensure that there is a consistent application of the criteria as detailed in the Assessment Grid.

### External moderation

Centre assessment will be subject to external moderation by Pearson Edexcel. Moderation will be carried out during centre visits.

**NB OSCA accredited units will not normally receive moderation unless they are part of a quality sample.**

**There is no moderation series in January.**

Further details regarding administration can be found in the Edexcel Information Manual. This document is available from your Examinations Officer and the Pearson Edexcel website.

## Checklist for Unit 11: *Develop and Produce Own Ideas*

- Complete the Synoptic Project Proposal based on a specialist brief which clearly identifies the client.
- Analyse the purpose, constraints and potential of your proposal.
- Manage your project by planning, reviewing progress and meeting deadlines.
- Identify and explore primary and secondary visual sources.
- Use visual sources to create and develop ideas in response to the specialist brief.
- Explore and use specialist media, materials, methods and processes.
- Annotate the development of your ideas, reflecting on and evaluating how you will meet the needs of the specialist brief, showing alternatives and improvements.
- Plan and produce a final outcome using specialist working methods and processes.
- Evaluate and justify the ideas, planning and final outcome against the original specialist brief and client feedback.
- Check your use of spelling, punctuation and the rules of grammar.

### Notes:

# Synoptic Project Proposal



This form **must** be completed and submitted with the rest of the evidence for the Synoptic Project for Unit 11: *Develop and Produce Own Ideas*.

Centre name and number

Candidate name and number

Client

## Project Proposal

- title or theme
- aims of the project
- primary sources
- secondary sources
- ideas and responses
- critical and contextual references and influences
- techniques, media, processes and timescales
- final outcome
- proposed methods of review and evaluation
- proposed method of presentation and final outcome

Large empty box for writing the project proposal.

Continue on an additional sheet if necessary

Candidate signature

Date

**Assessment Evidence**

You will need to produce a portfolio of work in response to a brief, which demonstrates planning, research, the development of ideas and a final outcome. Assessment evidence will typically consist of a portfolio of evidence which includes:

- research, experimentation and creation of ideas from research
- working methods and techniques according to the choice of specialism
- final outcome
- communication showing how ideas can be realised
- samples, trials, mock-ups
- the evaluation of both process and outcome.

**Your work must include evidence of:**

- a** an analyse of the brief and the running of the project  
**c** the planning and production of a final outcome, showing understanding of specialist working methods and processes
- b** a range of effective developmental work in response to the brief  
**d\*** evaluation of ideas, planning and finished work with discussion of areas of development

\*Opportunity for learners to be assessed on Quality of Written Communication (QWC) - (i-iii).

**Assessment Criteria**

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand <b>a</b> (relates to A03)	Limited analysis of the brief and basic planning of the project.	Competent analysis of the brief and clear planning of the project.	Independent and confident analysis of the brief and methodical planning of the project.	Thorough and in-depth analysis of the brief and excellent planning of the project.		
Marks available	(0 – 3)	(4 – 6)	(7 – 9)	(10 – 12)		12
Assessment strand <b>b</b> (relates to A01)	Produce a <b>basic</b> range of work in response to the brief showing <b>some</b> development.	Produce a <b>range of competent</b> developmental work in response to the brief.	Produce a <b>wide range of confident</b> developmental work in response to the brief.	Produce an <b>extensive range of creative and innovative</b> developmental work in response to the brief with a <b>high level of</b> sophistication.		
Marks available	(0 – 2)	(3 – 4)	(5 – 6)	(7 – 8)		8

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand <b>c</b> (relates to A02)	<b>Limited</b> realisation of the final outcome to meet the brief, demonstrating <b>basic</b> understanding when using <b>limited</b> specialist working methods and processes.	<b>Competent</b> realisation of the final outcome to meet the brief, demonstrating <b>good</b> understanding when using specialist working methods and processes.	<b>Confident</b> realisation of the final outcome to meet the brief, demonstrating a <b>high level of</b> understanding when using specialist working methods and processes.	<b>Fluent and innovative</b> realisation of the final outcome to meet the brief, demonstrating a <b>high level of</b> understanding when using specialist working methods and processes.		
Marks available	<b>(0 – 7)</b>	<b>(8 – 14)</b>	<b>(15 – 21)</b>	<b>(22 – 28)</b>		<b>28</b>
Assessment strand <b>d*</b> (relates to A03) QWC (i–iii)	<b>Basic</b> evaluation of the process and outcome with <b>limited</b> discussion of areas of development.  Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with <b>limited</b> accuracy.	<b>Competent</b> evaluation of both the process and outcome with <b>focused</b> discussion of areas of development.  Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.	<b>Consistently clear</b> evaluation of both the process and outcome with <b>coherent</b> discussion of areas of development.  Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	<b>Fluent</b> evaluation of both the process and outcome with a <b>high level of analysis</b> detailing areas of development.  Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.		
Marks available	<b>(0 – 3)</b>	<b>(4 – 6)</b>	<b>(7 – 9)</b>	<b>(10 – 12)</b>		<b>12</b>
					<b>Total mark (out of 60)</b>	

# Authentication Form

Summer 2014

Specification Numbers: **8711, 8712, 9711, 9712, 9713**

Specification Title: **GCE in Applied Art and Design**

Centre Number		Centre Name	
Candidate Number		Candidate Name	

## Declaration of Authentication:

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate)	
Name (Block capitals)	
Date	

Signed (teacher-assessor)	
Name (Block capitals)	
Date	

## Permission to use work:

I give permission for Pearson Edexcel to use my GCE in Applied Art and Design coursework.

Candidate signature:		Print name:	
----------------------	--	-------------	--

Please attach this form to the candidate's submission