

**Edexcel Advanced GCE in
Applied Art and Design
Advanced (A2 Single Award) 9711
Advanced (A2 Double Award) 9712**

**Instructions and guidance for the
Synoptic Project 2007**
6911 Unit 11: Develop and Produce Own Ideas
(A2 compulsory unit)

**The project must be completed and assessed by the OPTEMS
deadline – 15 May 2007**

Please pass this booklet to the teacher-assessor immediately
ALL GUIDANCE AND ASSESSMENT DOCUMENTS NEEDED FOR THE
SYNOPTIC PROJECT ARE INCLUDED IN THIS BOOKLET AND SHOULD BE
PHOTOCOPIED AS REQUIRED.

Teachers-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 forms a component of the external assessment for this qualification (A2 compulsory Unit 11).

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Teacher Guidance

The *synoptic* project is **compulsory** for both **Advanced (Single Award) 9711 and Advanced (Double Award) 9712**. The project is internally devised and assessed, but externally moderated and is the external assessment for the A2 award. **The project must be completed and assessed by the OPTEMS deadline date.**

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 acts as a vehicle for the delivery of 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.

When should the Synoptic Project be taken?

- The *synoptic* project should be taken so that it may be completed and assessed to meet the OPTEMS deadline.

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 the learners at their best. This should be taken into account when delivering the project in the centre. Candidates should be taught and advised as with other units.
- Candidates will demonstrate skills and understanding involved in planning, creating, developing and producing ideas, common to all 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.
- Edexcel will not supply briefs for the *synoptic* project. Centres 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.
- Information should be discussed and negotiated with candidates as the work produced will be heavily influenced by the chosen A2 specialist units – *Unit 12: Fine Art, Unit 13: Design, Unit 14: Multimedia*.
- The unit builds on the work produced for Unit 6 and 7 (Summative Project) and links with the A2 compulsory units, in particular *Unit 9: Contextual References* and *Unit 8: Personal, Portfolio Development and Progression*. It also builds on the investigation into professional practice in *Unit 10: Professional Practice and Progression*.

- 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 a specialist pathway of their choice. 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, 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.**

Instructions for the conduct of the *synoptic* project

Note:

These instructions are for A2 GCE in Applied Art and Design

- The *synoptic* project for the A2 GCE in Applied Art and Design will be assessed and moderated for the first time in summer 2007.
- The *synoptic* project (*Unit 11: Develop and Produce Own Ideas*) is compulsory for both Single and Double Award Qualifications.
- Apart from this document there will be **no examination paper** for the *synoptic* project.
- Assessment will be carried out by the teacher-assessors, whose decisions will be subject to moderation by an 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 moderation series.
- There are no restrictions on the size of work, the type of work or the quantity of work that is produced for this project. Learners 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 for *Unit 11: Develop and Produce Own Ideas* is completed in the centre, under staff supervision.
- Work for the *synoptic* project should be carried out in any 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. It must be completed and assessed by the **deadline for submission of marks for moderation**. The *synoptic* project may be started at any time and take as long as deemed appropriate by teachers and candidates.
- Following the Summative assessment by the centre, the marks must be entered on the appropriate **OPTEMS** forms or **EDI** and returned to Edexcel by the published deadline.
- 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 evidence for this unit.
- Evidence to be assessed against the unit must be produced specifically to meet the requirements of the *synoptic* project brief. However, the same evidence may also 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 Project Brief Outline. This document can be found on page 9. This must be presented at moderation.

The brief must enable learners to meet the unit content and the grading criteria.

- Briefs need to be vocational, specific and clearly related to the candidates' specialist pathway.
- Unit 11: *Develop and Produce Own Ideas* is intended to act as a normal assignment and should be delivered in the usual way. However, it should be recognised that it is an important piece of work and the brief should be carefully devised.
- The quality of the brief is likely to be a major factor in the success of this unit.
- Briefs should provide scope for individual elaboration and analysis.
- Working to briefs can simulate professional practice and can offer opportunities to apply understanding of current practice in the art, design or craft sectors.
- The brief should allow candidates to investigate specialist media, materials, techniques, processes and associated technologies.

The brief should offer opportunities for:

- working with media, materials, technologies and processes
- the understanding of professional practice
- the application of effective project management techniques
- carrying out sufficient and appropriate research and development to produce ideas before working on the final outcome
- analysing the work of others and completing ongoing annotations, which demonstrate the appropriate use of terminology
- showing planning strategies for the progress of ideas and working processes
- showing development of particular specialist media, materials, techniques and processes
- ongoing evaluation of planning, project management and outcome

Assessment guidance

- Assessment must be recorded on the grid supplied with this document – one grid per candidate.
- The comment sections in the grid should be fully annotated. This is a statutory requirement of assessment. Teacher-assessors should indicate the location of evidence and explain assessment decisions.
- Visual work takes precedence over written work and should be given full weight in assessment.
- Following summative assessment by the centre, the marks must be entered on the appropriate OPTEMS forms or EDI and returned to Edexcel by **15 May 2007**.
- The centre must present a completed **Project Brief Outline**, an **Assessment Grid** and an **Authentication Form** for each candidate at the moderation visit.

Teacher-assessors are directed to the Mark Band descriptors for the unit.

These can be found in the Specification – GCE in Applied Art and Design (9711/9712)

Unit 11 Mark Band descriptors page 111

This document can also be found on the Edexcel website, www.edexcel.org.uk

Administration

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

A2 Compulsory unit
Unit 11: *Develop and Produce Own Ideas*

The *synoptic* project is compulsory for both Single Award (9711) and Double Award (9712) Advanced A2 GCE in Applied Art and Design.

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 marking for this specification was 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 described in the assessment grid.

Internal standardisation ensures that the work of all candidates at the centre is marked to the same standard. The statement confirming this, on the OPTEMS or the EDI printout, **MUST** be signed.

External moderation

The centre assessment will be subject to external moderation by Edexcel. Moderation is carried out during centre visits and takes place at the same time as the portfolio units, in the summer term.

There is no moderation series in January.

Project Brief Outline

This form must be completed and submitted with the rest of the evidence for the *Synoptic* project.

Centre name and number

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|--|--|
| | |
|--|--|

Candidate name and number

| | |
|--|--|
| | |
|--|--|

Client

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Approach

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Intended outcome

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Constraints (detailed information about the requirements of the brief, including what precisely is to be made; size; actual artefact or prototype; media, materials, processes, tools, technology, etc.)

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Date for interim review

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|--|

Date of final presentation and assessment

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| |
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I have read and understood the requirements of the brief, and I agree to the deadlines.

Candidate's signature and date

| | |
|--|--|
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|--|--|

Teacher's signature and date

| | |
|--|--|
| | |
|--|--|

Candidate Checklist

This checklist must form part of all assignment briefs for the *synoptic* project

- Analyse the brief. Research and plan the project.
- Identify your intended response and complete the Project Brief Outline.
- Modify your plan as the project progresses, recording the changes and developments made.
- Use appropriate visual information from primary and secondary sources to develop alternative possibilities.
- Communicate ideas and their development through the use of visual language and imagery, supported by annotation.
- Use specialist working methods, techniques and processes. Show consideration of current health and safety regulations.
- Produce a range of samples, trials and mock-ups.
- Select a 'final idea' that best matches the brief and your intentions.
- Plan and produce a final outcome.
- Evaluate the planning, ideas, development and the finished work in response to the brief.

Assessment Evidence

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

- research, experimenting and creating ideas from research
- working methods and techniques according to the choice of specialism
- final outcome

- communicating how ideas can be realised
- samples, trials, mock-ups

Your work must include the following evidence:

- analyse the brief and plan the project
- plan and produce a final outcome using specialist working methods and processes
- create and develop ideas in response to the brief
- evaluate ideas, planning and finished work

Assessment Criteria

| | Mark Band 1 | Mark Band 2 | Mark Band 3 | Comment/evidence locations | Mark |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------|
| Assessment strand a (relates to AO3) | Effective analysis of the brief, clearly planning the project. | Independent and consistently clear analysis of the brief, methodically planning the project. | Thorough and in-depth analysis of the brief, fluently planning the project. | | |
| Marks available | 0 - 6 | 7 - 9 | 10 - 12 | | 12 |
| Assessment strand b (relates to AO1) | Production of a range of effective developmental work in response to the brief. | Production of a wide range of creative and effective developmental work in response to the brief. | Production of an extensive range of creative and innovative developmental work in response to the brief with a high level of sophistication. | | |
| Marks available | 0 - 4 | 5 - 6 | 7 - 8 | | 8 |
| Assessment strand c (relates to AO2) | Effective realisation of final outcome to meet the brief, demonstrating a clear understanding when using specialist working methods and processes. | Creative and effective realisation of final outcome to meet the brief, demonstrating a high level of understanding when using specialist working methods and processes. | Expressive and innovative realisation of final outcome to meet the brief, demonstrating a high level of creativity when using specialist working methods and processes. | | |
| Marks available | 0 - 14 | 15 - 21 | 22 - 28 | | 28 |
| Assessment strand d (relates to AO3) | Effective evaluation of both the process and outcome with clear discussion of areas of development. | In-depth evaluation of both the process and outcome with coherent discussion of areas of development. | Fluent evaluation of both the process and outcome with a high level of discussion detailing areas of development. | | |
| Marks available | 0 - 6 | 7 - 9 | 10 - 12 | | 12 |
| Total mark (out of 60) | | | | | |

Authentication Form

Specification Title

Specification and unit number

Centre Name (Block Capitals)

Centre Number

Candidate Name (Block Capitals)

Candidate Number

Examination series for which candidate entered

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

**Please attach this authentication form to the candidate's submission.
A mark of 'zero' or 'Absent' must be recorded if a candidate cannot provide
confirmation of the authenticity of the coursework produced.**