

Edexcel GCE

# Applied Art and Design

**Unit 6: Develop Set Ideas (6906)**

**Unit 7: Produce Set Ideas (6907)**

Moderation Summer 2010

Paper Reference

**6906/01**  
**6907/01**

## Briefing document for the Summative Project

There are no restrictions or set hours in which the projects must be carried out, but a **minimum of 60 hours** should be allowed for the **Double Award Summative Project**. For the **Single Award**, where only Unit 6 is covered, a **minimum of 30 hours** should be allowed.

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## Teacher guidance

### The Summative Project serves two major purposes:

- It is the project for the delivery of the externally set units (Unit 6, Unit 7).
- It enables candidates to bring together the knowledge, skills and understanding they have acquired into one piece of vocationally focused work that shows their best achievement at AS level.

### Delivering the Summative Project

- The brief for the AS externally set unit/s is available for centres to download from the Edexcel website in September. The Summative Project is intended to act as a normal assignment, **set in a clear and appropriate vocational context**, that should be delivered in the centre in the usual way. Candidates should be taught and advised as with any other unit/s.
- The briefing document should be discussed with candidates. It should be emphasised that this is an important and sizeable project (covering two complete units in the Double Award).
- Candidates should carry out relevant research and development studies using visual language, appropriate combinations of formal elements and skills in working with materials, techniques and processes to develop and communicate their ideas.
- Candidates should work from primary visual research materials and make use of relevant secondary source material to inform and direct their projects. When considering the work of other artists, craftspersons or designers, candidates should concentrate on the use of visual language; the way in which media, materials and processes have been used and the meaning of work rather than historical or chronological background. The collection and presentation of unconsidered material from the internet, books, CDROMs, etc. that does not contribute to the project work should be avoided.
- The evaluation of ideas should include critical analysis; a record of stages where work has been improved or refined and where a range of alternatives has been considered.
- There should be evidence of effective planning and project management. A Project Brief Outline **must** be completed and presented for each candidate.
- **Full information and guidance on the delivery of Units 6 and 7 is given in the Specification for the qualification. (Excell Advanced Subsidiary GCE in Applied Art and Design. Single Award: 8711/Double Award 8712. Edexcel Advanced GCE in Applied Art and Design. Single Award: 9711/Double Award: 9712. Edexcel Advanced GCE with Advanced Subsidiary (Additional) in Applied Art and Design: 9713.)**

## Instructions for the conduct of the Summative Project

*Note: These instructions are for the AS GCE in Applied Art and Design.*

- The Summative Project for AS GCE in Applied Art and Design is the **only** vehicle for the assessment of Unit 6 (Develop set ideas) and Unit 7 (Produce set ideas).
- For AS Single Award the Summative Project will be assessed against Unit 6 only. For AS Double Award it is assessed against Units 6 and 7.
- Apart from this document there will be **no examination paper** for the Summative Project.
- Assessment will be carried out by teacher-assessors whose decisions will be subject to moderation by an Edexcel external moderator. All moderation will be carried out at centre visits and will take place at the same time as the moderation of the portfolio units in the summer moderation series.

N.B. Accredited centres will not normally receive moderation unless they are part of a quality sample.

- 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 that is appropriate to the brief.
- There are no special conditions in which the work has to be carried out, as long as the final outcome for Unit 7 is completed in the centre, under staff supervision.
- Work for the Summative 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 Double Award Summative Project and where only Unit 6 is covered, a **minimum** of 30 hours should be allowed. There are no time restrictions or set hours in which the projects must be carried out. They must be completed and assessed by the **deadline for submission of marks for moderation**. They may be started at any time and take as long as deemed appropriate by teachers and candidates.
- Following summative assessment by the centre the marks must be entered on the appropriate OPTEMS forms or online using EDI (Electronic Data Input) and returned to Edexcel by the published deadline.
- Preparatory work 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 these units.
- Evidence assessed against these units must be produced to meet the requirements of the specific brief for the current year. However, the same evidence may be cross-referenced to address other (portfolio) units.
- **Centres should note that these units are moderated in summer only, and that there is no January moderation series.**

## Assessment guidance

- Assessment must be recorded on the assessment grids supplied with this document – one set of grids per candidate.
- Visual work takes precedence over written work and should be given full weight in assessment. Merely ticking the boxes is not sufficient to gain a grade if the visual work is inadequate.
- Following summative assessment by the centre the marks must be entered on the appropriate OPTEMS form or online using EDI and returned to Edexcel by the published deadline.
- The centre must present a completed **Project Brief Outline**, completed **Assessment Grids**, and an **Authentication Form** for each candidate at the moderation visit.
- Centres should photocopy the following documents for each candidate:
  - Project Brief Outline page 12
  - Candidate checklists page 13
  - Assessment grid for Unit 6 page 14
  - Assessment grid for Unit 7 page 16
  - Authentication Form page 18

**Teacher-assessors are directed to the specification for full information and interpretation, including what candidates should learn and present as evidence and for guidance on the assessment of each unit.**

**Teacher-assessors are directed to the Mark Band Descriptors for each unit.**

These can be found in the Specification, (Exexcel Advanced Subsidiary GCE in Applied Art and Design. Single Award: 8711/Double Award 8712.

Edexcel Advanced GCE in Applied Art and Design. Single Award: 9711/Double Award: 9712.

Edexcel Advanced GCE with Advanced Subsidiary (Additional) in Applied Art and Design: 9713.)

Unit 6 Assessment guidance page 84

Unit 7 Assessment guidance page 85

These documents can also be found on the Edexcel website at [www.edexcel.com](http://www.edexcel.com)

## **Administration**

### **AS Double Award**

The Summative Project combines Unit 6 and Unit 7. Both units are assessed on the basis of this externally set and internally assessed Summative Project.  
Centres must assess the units using the Edexcel assessment grids supplied.

### **AS Single Award**

Single Award candidates must take the AS Summative Project Unit 6 only.  
Centres must assess the unit using the Unit 6 assessment grid supplied.

### **Entering candidates for the AS Summative Project**

Centres must enter their candidates for the units being taken in the externally set Summative Project.

**Candidates must be entered separately for Unit 6 and Unit 7 even though they may produce work that provides integrated evidence across the two units.**

### **Internal standardisation**

Internal standardisation of marks must be carried out where there is more than one teacher-assessor or more than one teaching group.

### **External moderation**

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

N.B. Accredited centres will not normally receive moderation unless they are part of a quality sample.

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

**Coursework units can be improved upon and resubmitted for assessment and moderation.**

**The theme for the externally set Summative Project changes each year.**

**Candidates wishing to resit Units 6 or Units 6 and 7 must work to the theme and briefing document for the Summative Project for the year in which they will submit work for assessment and moderation.**

**Further details regarding procedures are available in the Edexcel Information Manual.**

**Edexcel GCE**

# **Applied Art and Design**

**Unit 6: Develop Set Ideas**

**Unit 7: Produce Set Ideas**

Moderation Summer 2010

Paper Reference

**6906/01**  
**6907/01**

**Centres should make a copy of this document available to each candidate**

## **Candidate information for the Summative Project**

<b>Candidate name:</b>	<b>Candidate number:</b>

## The Theme for 2010 is Change

You should explore alternative ideas and interpretations related to the theme of Change.

### Change:

- to make or become different; to alter
- to transform or convert; to replace or exchange
- to alter one's attitude, outlook, decision or opinion
- to give and receive something in return, interchange
- a variation, modification, variety or novelty
- the act of passing from one state or phase to another

### Ideas and background to the theme: Change

**Change** is inevitable. Nothing stays the same.

To **change** and transform is a fundamental activity in art, craft, design and media. This may mean investigating source material or working from a design brief to develop alternative ideas.

**Change** may be shown by exploiting materials and exploring processes to arrive at something new and unexpected.

Designers renew and renovate by taking new ideas and technologies to improve or **change** existing objects or situations.

Sometimes the impulse to **change** leads creative people to come up with new ideas and invent new forms.

### In responding to this theme you could ask:

- **What can change?** Appearance, mood, personality or character, meaning, point of view, lifestyles, fashion, the weather, technology, place or position, function or purpose.
- **In what kind of time span does change occur?** From moment to moment, the passing of the seasons, instant to gradual, in the time the tide turns, from dawn to dusk, from daylight to darkness, in a lifetime, in the operation of a camera shutter, over thousands of years or over a weekend, the pace of change.
- **How can change be recorded?** A series of images, sequence of forms, work that conveys in itself the passing of time. Mechanical constructions, photography, film, video, technology in combination with traditional materials and processes. Visual language to explore change, dark to light, red to green, before and after, growth and decay, low relief to work in the round.

### Other examples of Change:

- The metamorphosis of a caterpillar to a pupa and then to a butterfly or moth. This can also be a figurative expression of miraculous change that is found in stories and myths.
- The modernisation of design, taking existing situations or designs and reconsidering them in order to improve them or make them more relevant to contemporary use.



- The social and political changes that take place in cultures and communities, historical styles and periods, changes in technology, situations before and after.

**You must link your response to the theme of Change, a chosen client (page 10) and an appropriate approach (page 11).**

**You should present work that clearly shows your thinking, the development of your ideas and your decision-making processes. Consider the presentation of your project as part of the evaluation process.**

**All work must be made available for moderation and should include health and safety, evaluations, critical references, correspondence, notes, sketchbooks, workbooks, maquettes, models, trials and tests.**

## The Vocational Brief

**The Summative Project must conform to the vocational character of the qualification.**

You must work to a brief that has realistic constraints and gives you the opportunity to provide evidence for the assessment criteria.

Select one of the 'clients' listed below to simulate a vocational brief. Each 'client' is commissioning work from artists, craftspersons and designers on the theme of Change.

### Clients – Select one client from this list

#### Regional Arts

An organisation that promotes competitive commissions for artists, craftspersons and designers who wish to place their work in public or commercial settings. It specialises in site-specific projects in urban and rural landscapes and interesting or demanding interior spaces.

#### 190 Degrees

A progressive studio that undertakes a wide range of visual communication and advertising design for print, film/video and electronic media. Among its clients are publishers, television companies, industrial and commercial enterprises and public sector organisations.

#### Innovate Regenerate

A partnership that specialises in architectural, interior and industrial design projects. Its expertise ranges from providing 'bespoke designs' and design solutions for individual clients to regeneration and development schemes for corporations and local authorities.

#### Changes for the Better

A group that produces innovative and stylish products exploiting traditional and experimental uses of materials and new technologies. They work for industrial and commercial customers and make 'tailor made' objects and design solutions for individual clients.

#### Changing Fashions

A group of practitioners whose work targets functional and/or decorative products for individuals and interiors that convey a sense of style and panache (fashion and accessories, body adornment, objects and spaces for commercial, industrial/business and domestic interiors).

#### Crafts in Context

An organisation that promotes excellence and originality in traditional and contemporary crafts sourced from the UK and around the world. It has a network of galleries and retail outlets that reflect local, regional and international developments in art, design and craft.

#### Live brief

An opportunity may arise for you to work with an actual client. If this is the case, you must provide a detailed and specific project brief in response to the theme.

## Approaches

Your work **may** be concerned with one of the following:

- **Response to subject matter** – media, materials and processes, 2D and/or 3D visual language or the expression of personal feelings and opinions.  
*Possible outcomes; painting, printmaking, sculpture, installation, photography, film, multimedia or mixed media work.*
- **Visual communication** – ideas, opinions, information, feelings or mood and atmosphere.  
*Possible outcomes; 2D or 3D design, use of typography and/or images, layout, corporate identity, symbols, logos, stationery, vehicle livery, advertising, illustration, posters, leaflets, packaging, promotional animation or interactive/multimedia products.*
- **Narrative imagery** – visual storytelling, allegory, myths and fables.  
*Possible outcomes; illustration, printmaking, storyboard sequence, film, 3D modelling, animation, photographic essay, figurative painting.*
- **Characteristics and properties** – media and materials including ceramics, wood, metal, plastics, glass, fabrics, textiles, etc. either separately or in combination.  
*Possible outcomes; sculpture, 3D structures, painting, collage, mixed media work.*
- **Decorative potential** – surface, texture and pattern exploration through visual language, materials and techniques.  
*Possible outcomes; jewellery, ceramics, textiles, surface pattern design, weave, constructed textiles, fashion, fashion accessories.*
- **Product design and craftwork** – problem solving in 2D and 3D, functional objects, the design and use of spaces and environments.  
*Possible outcomes: product design, ceramics, furniture, display, set or interior design, fashion/garment design.*

These lists of outcomes provide you with suggestions but do not exclude other approaches and combinations.

Formulate a proposal that considers the vocational context and the relevant constraints and requirements of your client. Use the Project Brief Outline to record this information.

You must consider the use of appropriate media, materials and processes and the scale or size that you wish to make your work.

## Project Brief Outline

This form must be completed and submitted with the rest of the evidence for the Summative Project for Unit 6: Develop Set Ideas (Single Award) or for Unit 6: Develop Set Ideas and Unit 7: Produce Set Ideas (Double Award)

Centre name and number

Candidate name and number

Client

Approach

Outline Project Proposal

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

Continue on additional sheet if necessary

Candidate's signature

Date

### Checklist for Unit 6

- Analyse the brief and identify your intended response.
- Record, analyse and respond to primary source material.
- Record, analyse and respond to secondary source material.
- Record, research and comment on others' use of visual language.
- Research and develop annotated visual ideas using combinations of formal elements.
- Develop ideas to prototype showing safe use of materials, techniques and processes.
- Show ongoing annotation that records and evaluates the development of your ideas.
- Make an effective presentation of your project by carefully selecting work that demonstrates your thinking, the development of your ideas and your decision-making.

### Checklist for Unit 7

- Make a project plan and monitor how you manage your project as it progresses.
- Use specialist materials, techniques and processes to produce a final outcome.
- Evaluate your response to the brief considering its fitness for purpose.
- Analyse the technical and aesthetic aspects of your final outcome, either in writing, at a recorded oral presentation or some other appropriate form.
- Present your work in an appropriate form as if to a client.

**Assessment Evidence**

A portfolio of evidence which demonstrates planning, research and the development of ideas to a prototype stage. Assessment evidence may include:

- research and generation of ideas
- investigation of appropriate media, materials and processes
- use of visual language.

**Your work must include evidence of:**

- a the ability to research and analyse primary and secondary sources      b the ability to generate a range of visual ideas, using visual language, materials, techniques and processes
- c the ability to develop visual ideas to prototype, using skills in materials,      d evaluation.

**Assessment Criteria**

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand a (relates to AO1)	Evidence of the <b>basic</b> ability to select, record, research and comment on the work of others use of formal elements.  Evidence of an ability to record and respond to a <b>limited range</b> of primary and secondary visual research, appropriate to intentions with guidance.	Evidence of the <b>competent</b> ability to select, record, research and comment on the work of others use of formal elements.  Evidence of an ability to effectively record and respond to a <b>range</b> of primary and secondary visual research, appropriate to intentions.	Evidence of the <b>confident</b> ability to select, record, research and comment on the work of others use of formal elements.  Evidence of a <b>confident</b> ability to record and respond to a <b>wide range</b> of primary and secondary visual research, appropriate to intentions.	Evidence of an <b>excellent</b> ability to select, record, research and comment on the work of others use of formal elements.  Evidence of an <b>excellent</b> ability to record and respond to an <b>extensive range</b> of primary and secondary visual research, appropriate to intentions.		
Marks available	(0-3)	(4-6)	(7-9)	(10-12)		12

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand b (relates to AO2)	Evidence of a <b>basic</b> ability to develop a range of annotated visual ideas using combinations of formal elements.	Evidence of a <b>competent</b> ability to develop a range of annotated visual ideas using combinations of formal elements.	Evidence of a <b>confident</b> ability to develop a <b>wide range of creative</b> annotated visual ideas using combinations of formal elements.	Evidence of an <b>excellent</b> ability to develop an <b>extensive range of highly imaginative</b> annotated visual ideas using combinations of formal elements.		
Marks available	<b>(0-6)</b>	<b>(7-12)</b>	<b>(13-18)</b>	<b>(19-24)</b>		<b>24</b>
Assessment strand c (relates to AO3)	Evidence of a <b>limited</b> ability to develop <b>basic</b> visual ideas to prototype, using <b>simple skills</b> in materials, techniques and processes safely.	Evidence of a <b>competent</b> ability to develop <b>effective</b> visual ideas to prototype, using <b>some skill</b> in materials, techniques and processes safely.	Evidence of a <b>confident</b> ability to develop <b>creative and imaginative</b> visual ideas to prototype, using <b>skills</b> in materials, techniques and processes safely.	Evidence of an <b>excellent</b> ability to develop <b>highly imaginative and innovative</b> visual ideas to prototype, using a <b>high level of skill</b> in materials, techniques and processes safely.		
Marks available	<b>(0-3)</b>	<b>(4-6)</b>	<b>(7-9)</b>	<b>(10-12)</b>		<b>12</b>
Assessment strand d (relates to AO3)	Evidence of a <b>basic</b> ability to record ongoing annotations and evaluate the development of ideas with some guidance.	Evidence of a <b>competent</b> ability to record ongoing annotations and evaluate the development of ideas with some <b>skill</b> .	Evidence of a <b>confident</b> ability to record ongoing annotations and evaluate the development of ideas with clear explanations.	Evidence of an <b>excellent</b> ability to <b>systematically</b> record ongoing annotations and evaluate the development of ideas in <b>depth</b> .		
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>	

**Assessment Evidence**

A portfolio of evidence and a final outcome, which demonstrates your understanding of skills in using media, materials, techniques and processes. The portfolio may consist of:

- plans, samples, trials and appropriate annotations

- presentation and evaluation of final outcome.

**Your work must include evidence of:**

- planning to produce a final outcome
  - presenting and evaluating the final outcome.
- use of specialist materials, techniques and processes to produce a final outcome

**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 AO1)	Evidence of <b>basic</b> planning and project management <b>(0-6)</b>	Evidence of <b>competent</b> planning and project management. <b>(7-12)</b>	Evidence of <b>confident effective</b> planning and project management. <b>(13-18)</b>	Evidence of <b>excellent, highly effective</b> planning and project management. <b>(19-24)</b>		<b>24</b>
Assessment strand <b>b</b> (relates to AO2)	Evidence of the <b>basic</b> use of a <b>limited range</b> of specialist materials, techniques and processes to produce a final outcome. <b>(0-6)</b>	Evidence of the <b>competent</b> use of a <b>range</b> of specialist materials, techniques and processes to produce a final outcome showing <b>some skill</b> . <b>(7-12)</b>	Evidence of the <b>confident</b> use of a <b>wide range</b> of specialist materials, techniques and processes to produce a final outcome with <b>skill</b> . <b>(13-18)</b>	Evidence of the <b>excellent</b> use of an <b>extensive range</b> of specialist materials, techniques and processes to produce a final outcome with a <b>high level of skill</b> . <b>(19-24)</b>		<b>24</b>
Marks available	<b>(0-6)</b>	<b>(7-12)</b>	<b>(13-18)</b>	<b>(19-24)</b>		<b>24</b>



	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand c (relates to A03)	Evidence of a <b>basic</b> presentation and evaluation of the final outcome, with a <b>limited</b> ability to analyse the effectiveness of the technical and aesthetic factors. <b>(0-3)</b>	Evidence of a <b>competent</b> presentation and evaluation of the final outcome, with an ability to analyse the effectiveness of the technical and aesthetic factors. <b>(4-6)</b>	Evidence of a <b>confident</b> presentation and evaluation of the final outcome, with a <b>good</b> ability to analyse the effectiveness of the technical and aesthetic factors. <b>(7-9)</b>	Evidence of an <b>excellent</b> presentation and evaluation of the final outcome, with a <b>coherent</b> ability to analyse the effectiveness of the technical and aesthetic factors. <b>(10-12)</b>		<b>12</b>
Marks available	<b>Total mark (out of 60)</b>					

## Authentication Form

Examinations to be held during 2010

Specification Number      **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 Edexcel to use my Art and Design coursework and work from the externally set assignment (Summative AS and Synoptic A2) – 2010.

Candidate signature:		Print name:	
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Please attach this form to the candidate's submission

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