Glossary of terms used for externally-assessed units

The following table shows the key terms that will be used consistently by Pearson in our assessments to ensure learners are rewarded for demonstrating the necessary skills. Please note: the list below will not necessarily be used in every paper/session and is provided for guidance only.

Command word	
Accomplished	Demonstrating expert skill in the ability to carry out particular activities or tasks
Client brief	A person or company who commissions work, setting out details on the work required.
Competent	Demonstrating the necessary ability, knowledge or skill to do something successfully
Comprehensive	Covering all or nearly all elements or aspects of something each as a brief or task.
Confident	Demonstrating certainty and focus in the work they produce.
Contextual factors	The impact of other influences on a creative practitioner's work, such as the time or era that work was produced or any political, social, cultural influences.
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Critical Analysis	A subjective piece of writing which expresses the writer's opinion or evaluation of a piece of work.
Effective	Being successful in producing a desired or intended result.
Exceptional	Demonstrating outstanding ability.
Fluently	The ability to express oneself easily and articulately.
Formal elements	The individual elements that make up a piece of art and design work such as form, line, colour, content, composition.
Freelancer	A person who is self-employed and doesn't work for just one employer or client.
Insightful	Demonstrating an accurate and deep understanding of ideas, concepts and techniques.
Professional practice	Demonstrates an understanding of the

Command word	
	working practices in a work and professional environment.
Realisation	The final outcome of learners' creative work.
Sophisticated	Showing a deep understanding of complex issues or factors.
Stimulus	A starting point or a theme which learners use as a focus for the development of their creative work.
Trends	Fashions or styles that are currently popular.
Visual language	Communication through the use of visual elements.