



Sample Pearson Set Assignment Brief

Single Part Assessment

Unit A2 – Responding to a brief

For use with:

Pearson BTEC International Level 3 Qualifications in:

Art and Design

Pearson BTEC International Level 3 Subsidiary Diploma in Art and Design
Pearson BTEC International Level 3 Foundation Diploma in Art and Design
Pearson BTEC International Level 3 Diploma in Art and Design
Pearson BTEC International Level 3 Extended Diploma in Art and Design

Creative Media

Pearson BTEC International Level 3 Subsidiary Diploma in Creative Media
Pearson BTEC International Level 3 Foundation Diploma in Creative Media
Pearson BTEC International Level 3 Diploma in Creative Media
Pearson BTEC International Level 3 Extended Diploma in Creative Media

Total hours	90
Advised supervised hours	15

For completion by the centre

Qualification (select as appropriate)	Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma
Assessment date	



Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 90 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

We advise that learners have 90 hours to complete the Pearson Set Assignment:

- 60 hours for investigation and development (which can include time in class and self-directed study)
- 15 hours for the personal response(s)
- 15 hours for the completion of the portfolio

Conditions of assessment

The Set Assignment should be shared with learners as soon as it is released by Pearson. Teachers/tutors should note that they are responsible for maintaining security and for reporting issues to Pearson. In particular:

- learners will undertake work outside of the final production period, which may include:
 - research, investigation and observational studies
 - sourcing of assets and materials
 - ideas generation, development and refining ideas
 - selecting and presenting work in a portfolio format
- learners must produce the personal response(s) in a recommended period of 15 hours (over a maximum of 4 weeks).

Outcomes for Submission

Learners must submit their own, independent work as detailed in the Pearson Set Assignment. Each learner must complete an authentication sheet.

The submission is a portfolio created in Activity 3. It should include a carefully presented selection of work from throughout the Pearson Set Assignment in the most suitable format. Learners are not expected to submit all of the work from Activities 1 and 2. The portfolio of work should demonstrate learners' ability against each of the five common assessment criteria, indicated at the end of the Pearson Set Assignment, including:

- Selected aspects of the creative process from Activity 1: Research and development
- The final outcome from Activity 2: Final outcome(s), including the production.



Instructions to Learners

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

Read the Pearson Set Assignment carefully. This contains all the information you need to complete each activity within the set task.

Your teacher/tutor may clarify the wording that appears in this assignment but cannot provide any guidance on completion of the activities.

Learners will have 90 hours to complete the Pearson Set Assignment:

- 60 hours for investigation and development
- 15 hours of recommended time for the personal response(s)
- 15 hours for the portfolio

Plan your time carefully to allow for preparation, development and the portfolio for submission, including:

- research, investigation and observational studies
- sourcing of assets and materials
- ideas generation, development and refining ideas
- selecting and presenting work in a portfolio format

You will produce the portfolio in an advised period of 15 hours (over a maximum of 4 weeks).

Outcomes for Submission

You must submit your own, independent work as detailed in the Pearson Set Assignment. Each learner must complete an authentication sheet.

The submission should include a carefully presented selection of work from throughout the Pearson Set Assignment in the most suitable format. You are not expected to submit all of the work from Activity 1 and 2. The portfolio of work should demonstrate your ability against each of the five common assessment criteria, indicated at the end of the Pearson Set Assignment, including:

- Selected aspects of the creative process from Activity 1: Research and development
- The final outcome from Activity 2: Final outcome(s), including the production.



Set Assignment Information

HELP! is a new international charity run by dedicated young volunteers from around the world. It focuses on alleviating poverty around the world for young people by raising awareness of the issues they experience due to poverty such as disease, malnutrition, access to education, and child labour. The organisation is on a drive to promote awareness and raise funds from target audience of younger people from ages 10-18. They have asked you to help them by creating art, design or media work they could use, sell or distribute as part of the campaign:

- Logo and visual merchandising
- Promotional material using any type of art, design or media
- Documentary and journalist work
- Illustrations, images or photo stories
- Merchandise such as clothing, household items, decorative work
- Uniforms for employees or clothes for sale
- Creative work for office and shop interiors
- Games, apps, films, website or social media promotional material
- Interiors or audience touchpoints such as points of sale, mobile stands, office interiors or buildings
- Programming (live or pre-recorded)

Note:

- This is not an exhaustive list and you can present other types of work using art, design or media as long as they meet the purpose of the brief.
- Your investigation intentions must be agreed with the tutor before undertaking it, in order to ensure it will meet the requirements of the Pearson Set Assignment.



Set Assignment

You must complete ALL activities

ACTIVITY 1 – Research and development

Suggested time - 60 hours

Research and develop ideas in response to the client brief, including:

- Interpreting the brief
- Investigating existing work
- Generating and informing ideas
- Sourcing and interpreting relevant information
- Developing ideas through experimentation, testing and review
- Exploration of relevant media, materials, techniques and processes in relation to intentions.

Note: you should document key aspects of the activity to use in Activity 3: Presentation of work.

ACTIVITY 2 – Final outcome(s)

Suggested time - 15 hours

Produce the final outcome for the client brief based on your research and development.

Art, design or media work does not have to be presented in its final form. However, it should demonstrate a clear representation of what the final work would look like. In this case, it is likely that the work is presented in a draft format related to the specialism, such as a finished visual, prototype, model, rough-cut, alpha, sample or mock-up.

Note: you should document key aspects of the activity to use in Activity 3: Presentation of work.

ACTIVITY 3 – Presentation of work

Suggested time - 15 hours

Create a portfolio of work that is organised and presented in the most appropriate physical or digital format to reflect the qualities of the project.

The portfolio of work should demonstrate your ability against each of the five common assessment criteria, indicated at the end of the Pearson Set Assignment, including:

- Selected aspects of the creative process from Activity 1: Research and development
- The final outcome from Activity 2: Final outcome(s), including the production.

Note: you do not need to document the production of the portfolio in the portfolio itself.

You will be assessed on your ability to demonstrate the following equally:

- **Inform ideas** - research, investigation and critical analysis skills used to interpret briefs and develop ideas for work, sourcing, interpreting and recording relevant information.
- **Solve problems** - application of ideas generation, experimentation, testing and review used to make considered choices.
- **Apply technical skill** - selection and application of media, materials, techniques and processes relevant to creative intentions.



- **Demonstrate professional practice** - the use of professional skills and approaches used to manage and inform creative work.
- **Communicate** - communication of meaning, purpose or function of work and final outcome in relation to intentions and audience, through the use of presentation methods, formats and conventions.