



**To be opened on receipt  
September 2014 – May 2015**

**AS GCE APPLIED ART AND DESIGN**

**F143/01** The Creative Process

**To be issued to candidates at the start of the course  
Test paper for use from September 2014 – May 2015**



**TIME** Although there is no set time limit for the preparatory research and work necessary to plan and produce the final outcome(s) to the project brief, you must meet the deadline for presentation(s) to your client which will be a date set by your teacher.

**Failure to submit your work by the set date will result in its exclusion from marking and moderation for the proposed examination session.**

**INSTRUCTIONS TO CANDIDATES**

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your outcome(s) by the deadline date set by your teacher.
- You must submit all your preparatory work with your outcome(s).
- All preparatory work and the outcome(s) must be your own work.
- All sources **must** be clearly shown or stated and copyright acknowledged.

**INFORMATION FOR CANDIDATES**

- Your work will be assessed against the three assessment objectives
- **AO1: Applying knowledge and understanding of others' practice** **25 marks**
- **AO2: Applying skills, techniques and understanding** **50 marks**
- **AO3: Analysis, synthesis and evaluation** **25 marks**
- The total number of marks for this paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- Guidance for candidates is given on page 2.
- The quality of written communication will be assessed, including clarity and expression of ideas, presentation, spelling, punctuation and grammar.
- This document consists of **4** pages. Any blank pages are indicated.

**It is important that you discuss with your teacher anything you do not understand and that you meet the set deadline date.**

## **GUIDANCE FOR CANDIDATES**

To achieve this unit, you will need to produce and present a portfolio of work as a creative response to the externally set brief.

Your preparatory studies and research should be presented through sketchbook work, study sheets or experimental investigations in any medium.

**You should interpret your chosen brief appropriately to create your art, craft or design outcome(s).**

In planning and developing your work you must show evidence of your:

- investigation and research
- development and review
- analysis and evaluation
- presentation.

### **Investigation and research**

Gather information and ideas from appropriate sources and record your responses. Sources include:

- personal experience
- observation
- memory
- imagination
- the work of artists, craftspeople or designers.

All sources must be clearly shown or stated and copyright acknowledged.

### **Development and Review**

Investigate different ways of working through the creative process. You should:

- create and develop your own ideas and use suitable materials and techniques
- explore the qualities of materials and techniques you intend to use
- develop and make changes to your work as it progresses
- acknowledge connections with other artists, craftspeople or designers in your own work
- make judgements and give opinions about your own work and the work of others.

### **Analysis and Evaluation**

Throughout all of the stages of your work:

- analyse your sources, the requirements of the brief and your responses
- consider and evaluate the quality and 'fitness for purpose' you have demonstrated, including the strengths and weaknesses.

### **Presentation**

Use suitable methods of presentation throughout all stages of the creative process.

**CLIENT: National Art and Design Organisation****National Exhibition: Celebrating Movement and Motion**

Throughout history, artists have depicted movement and motion in a variety of ways. Examples include: Mannerist art; gesturing figures; flowing Baroque forms; Japanese prints; paintings of light and atmosphere; the pioneering photographs of Muybridge; Futurist paintings and sculptures; the mobiles of Alexander Calder and Andy Goldsworthy's installations.

The National Art and Design Organisation is intending to celebrate movement and motion by holding an exhibition and producing posters, leaflets, educational materials, websites and short films or animations.

Artists, craftspeople and designers are being commissioned to create artwork and artefacts or publicity material.

**Starting Points**

- Dynamism
- Rhythm
- Kinetic
- Momentum
- Balance
- Fulcrum
- Velocity
- Trajectory
- Sequence
- Equilibrium
- Gesture
- Flow

**Brief**

Selecting one or more of the starting points, develop and produce an art, craft or design outcome(s) for the Celebrating Movement and Motion Exhibition.

The art, craft and design work should visually reflect and demonstrate a representation of movement and motion:

- a poster or leaflet illustrating an aspect of movement and motion
- short film/animation inspired by the exhibition title
- an educational activity pack or illustrative activity sheets
- a kinetic sculpture or mobile
- a garment, painting or decorative wall hanging for display in a public space
- a photographic presentation
- a website homepage/blog/app download
- an item to be sold in a gift shop.

**All work must be clearly labelled with your name, candidate number, centre number, unit title and unit number.**

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