

OCR

Oxford Cambridge and RSA

**To be opened on receipt
September 2015 – May 2016**

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 2015 – May 2016**



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: A National Water Authority**A Public Exhibition: 'Celebrating the Wide Diversity of the Nature of Water'****Scenario**

Water is fundamental for all life. In fact, water comprises over 60% of our bodies. It can exist in various forms from individual drops to a raging torrent or from ice to steam, water vapour and clouds. Always changeable, it can be benign and picturesque in nature and yet within moments, when driven by the weather, can become a powerful force of destruction. Water can be harnessed as a source of power as well as being a medium for transporting goods around the world. In most of the Western world we take it for granted that we can turn on a tap and expect an endless supply of clean water, a fact not enjoyed by the majority of the world's population. Water in its many forms has been a universal source of inspiration for artists, craftspeople and designers throughout the ages.

A National Water Authority is celebrating the wide diversity of the nature of water by holding an exhibition of 2D or 3D artwork produced in any medium.

Starting Points

- Drops, puddles, streams, rivers, lakes, lochs, seas, oceans
- Mist, fog, clouds, vapour, rain
- Reflection, distortion
- Ripples, waves
- Calm, storm
- Power, kinetic energy
- Industry, recreation
- Stagnant, flowing, vortex
- Evolution, sustaining life
- Snow, ice, springs, geysers

Brief

Selecting one or more of the starting points develop and produce an art, craft or design outcome(s) for the 'Celebrating the Wide Diversity of the Nature of Water' Exhibition.

The art, craft and design work should visually reflect and demonstrate some aspect of the diversity of water:

- poster/leaflet
- short film/animation
- educational activity pack
- kinetic sculpture/mobile
- painting/decorative wall hanging
- photographic portfolio/presentation
- website homepage/blog/app download
- gift shop item.

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

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