

Candidate 4

Q	Candidate Response	Mark	Explanation
Expressive Section			
1	Vincent Van Gogh, Starry Night 1889 Working methods - Van Gogh applied paint thickly to his painting which was an application called impasto. This added texture to the composition and made it look more realistic.	1	An explanation of working methods is conveyed through discussing the application of paint and relating this to texture and the effect created.
	- Broken brushstrokes left emphasises van goghs messy state of mind and his confusion.	0	This point about broken brushstrokes has not been explained fully and lacks substance thus no mark can be awarded.
	Colour - Yellow and white colours create spiral effect in the night sky which creates movement in the painting and guides the viewers eye around the painting.	1	Commenting upon the effects of specific colour use and relating this to movement shows understanding by the candidate of the visual device created by the artist.
	- Blue tones reflect van goghs state of mind and emphasise the fact that he was ill and confused.	0	This point has not been developed fully and lacks specific reference to the artwork thus no mark can be awarded.
	- Contrast of yellow colours of stars and moon with blue colour of sky create balance within the painting. The different tones of blue within the white and yellow stars give the idea of a clear night sky.	1	Discussing contrasting colours conveys understanding of how the artist has created balance and a clear night sky within this artwork.

	Impact of Social/Cultural - Van Gogh was suffering immensely with depression and you can see his suffering and hopelessness very clearly in this painting.	0	The candidate has not provided a specific example from the artwork of how the artist is suffering thus no mark can be awarded.
	- Van Gogh was living in an asylum during the time of this painting and this influences his painting as the asylum made him feel isolated and made him focus on mental illness greatly.	0	A further influential factor has not been justified fully as there is no specific reference to the artwork thus no mark can be awarded.
	- Van Goghs religious beliefs influence his painting as his hope in divine through his time of depression is shown through the stars and church in the painting.	1	The candidate has connected the influence of religion upon Van Gogh's state of mind through commenting upon specific elements within the painting.
	- Van Gogh gained exposure through other artists such as Claude Monet and as a result, van gogh started using brighter colour palettes and experimenting with new techniques.	0	Although relevant, the candidate has been unable to develop the point about Monet's stated influence directly with the artwork thus no mark can be awarded.
	- "This morning I saw the countryside, long before sunrise, with nothing but a morning star which looked very big". Van Gogh wrote this to his brother, Theo, in a letter.	0	The comment is too limited, needs further development and connection to the artwork.
	Total	4/10	
2	Lighting - The black and white effect relates to the date of the painting (1979) and highlights the fact that this photo is not recent and taken a while ago.	0	The comment about the age of the photograph is not relevant to the prompts in the question thus no mark can be awarded.

<ul style="list-style-type: none"> - The highlights in the photo adds to the realism and makes it appear more 3D and natural from sunlight. 	1	A justified point is made about realism by linking the light areas within the photograph with natural sunlight.
<ul style="list-style-type: none"> - The highlights also indicate it was a sunny day outside and the children are outside sitting in the sun. 	0	This comment requires further justification as the candidate is not conveying the reality of the image fully and why the children are outside.
<ul style="list-style-type: none"> - The dark tones in the photo also add to the realism and hint at the fact that the children could be sitting in the shade avoiding the sun. 	1	The candidate has considered aspects of lighting within the photograph by linking realism with the actions of the children.
<p>Mood & Atmosphere</p> <ul style="list-style-type: none"> - The impression of the childrens face creates a miserable mood to the painting as they don't seem as if they are having fun. 	1	A point about mood and atmosphere has been conveyed by observing the look upon the children's faces and drawing conclusions about mood.
<ul style="list-style-type: none"> - The black and white effect of the photo also dampens the mood and creates a dark, gloomy mood to the photo. 	1	The candidate has connected the effect the black and white photograph has upon the mood of the image as it emphasises a darker mood.
<ul style="list-style-type: none"> - The highlights of the photo lift the mood and creates a warm sunny atmosphere to the photo. This also creates a contrast in the photo as the children don't seem to be happy which leaves confusion as you don't really know whats going on behind the photo. 	1	A justified point about the contrast of a sunny atmosphere with unhappy children has been related to the potential for confusion within the viewer.
<ul style="list-style-type: none"> - The viewpoint is at eye level as if someone is sitting across from them and watching what they are doing. 	1	By discussing that the child, looking directly at the viewer is unhappy with this intrusion, the candidate has justified a point about mood and atmosphere.

	- The child seems to be looking directly at the person behind the camera and is unhappy with what the person is doing.		
	Total	6/10	
3	Colour - Both warm and cold colours create a contrast in painting and add balance to painting.	0	This point has not been justified fully as there is no direct reference to the artwork thus no mark can be awarded.
	- Warm colours are closely together in painting which creates balance.	0	This comment is not justified fully as the painting is not referenced specifically to support the response.
	- Use of orange and yellow colours helps fruit stand out and be very attractive to viewer.	1	A simple point made commenting upon the use of specific colours on the fruit and the effect this creates.
	- Blue tones create an eerie look to painting and gives the impression it is night time.	1	Recognition by the candidate that colour can affect mood and atmosphere has been justified through discussing the colour used and the impression created.
	Composition - Foreground is light and creates a contrast to dark gloomy background which is attractive to viewer. - Background is a mixture of dark blue tones which puts more focus on foreground as it stands out better.	1	A justified point about composition has been made through discussing the mixture of darker blues in the background contrasting with the lighter foreground allowing it to stand out.

	- Focal point is the brightly coloured fruit with orange and yellow colours as it's the most bright area of painting and appealing to the eye.	1	A clear point is made about how the brightly coloured fruit are the focal point with the effect of visual appeal.
	- Viewpoint is at eyelevel as it looks as if someone is looking out on to the seafront.	0	This compositional point has not been explored fully and lacks justification thus no mark can be awarded.
	- Middleground is busy as theres lots of components involved with different pattern components involved with different patterns and makes it appealing to viewer.	0	This point is too general and needed to focus upon more specifics to gain marks.
	- Setting is landscape as if someone is outside on a beach at night as theres a glimpse of sand and water in the background.	0	A limited point with no justification as to why it is set at night.
	Shape - Contrast of circular curved shapes of fruit with straight controlled shapes of seawater creates balance in the painting and makes it different.	1	A basic point about the contrasting shapes of the fruit with the sea provides balance.
	- The circular shape of fruits makes it more realistic in the painting and takes away from the abstract look.	0	This comment about the fruit needed to be developed to provide justification for the realism and/or abstract look thus no mark can be awarded.
	Total	5/10	

Design Section			
7	Alexander McQueen, The Bird Dress 2008	0	This does not explain why McQueen would only draw designs of significance.
	Techniques - McQueen is known for only drawing/sketching designs that have meaning or significance to him.		
	- McQueen would take swatches of fabrics and materials and put them next to his sketches to get a real idea of how the design would look.	0	This comment about examining swatches has not been explained fully nor connected to the design piece.
	- McQueen uses light materials to ensure the wearer is comfortable on stage and wouldn't be irritated.	0	The design is not referenced specifically.
	- McQueen would ensure his designs would be unique as possible and stand out in the audience effectively.	0	This comment does not connect to technique.
	Aesthetics - Dress is very elegant and is made to compliment the female form and be flattering to all female body types.	0	This point about aesthetics it too general and could be about any dress design.
	- Mixture of cold and warm colours create a different look and ensures nobody would have the same outfit.	0	This point is limited and does not reference the design directly.
- McQueen uses bright vibrant colours to ensure the wearer is seen and is visually pleasing to the audience.	0	The design needed to be referenced specifically to fully explain this comment about colour.	

	<ul style="list-style-type: none"> - This outfit would be worn best with plain accessories as it will allow the dress to stand out and be powerful. 	0	This point does not specify why the plain accessories would be necessary.
	<p>Impact of social, cultural, influences</p> <ul style="list-style-type: none"> - McQueen was openly gay and realised his sexuality at the age of 6. This is reflected in his work as he expresses himself freely. 	0	The impact of McQueen's sexuality has not been linked to the specific design.
	<ul style="list-style-type: none"> - McQueens bold, unique styles, designs, fashion shows inspired the world of fashion and art. 	0	The influence of McQueen upon the world of fashion is not relevant.
	<ul style="list-style-type: none"> - McQueen was known for the dramatic intensity of his fashion shows which was inspired by performance and theatre. 	0	Inspiration from performance art and theatre has not been connected to the specific design.
	<ul style="list-style-type: none"> - McQueen was inspired by global influences such as Africa, China and Japan. These places help spark his imagination and develop a unique appealing masterpiece. 	0	The specific influences of other countries upon the design piece has not been considered.
	<ul style="list-style-type: none"> - McQueen was known for the intensity of his colours used and always succeeded people expectations of his work as they were always bigger and bolder each time. 	0	This comment about colour use has not been connected directly with the design.
	<ul style="list-style-type: none"> - McQueen was admired for his profession in tailoring work and always brought it into use with his designs. 	0	McQueen's tailoring skills have not been developed or linked to the specific design.

	Total	0/10	
9	Decoration	1	A clear point has been made about the use of flowers relating to appeal and femininity.
	- The use of flowers makes it very feminine and pretty which would be eye catching to women.		
	- The use of warm and cold colours creates balance and makes it unique as nobody would have the same.	0	This point requires more explanation about the specific colour use and further justification as to its uniqueness.
	- The gold floral pattern around the wrist is consistent and makes the bracelet watch appear very elegant.	1	A justified point about the floral pattern around the wrist and the visual effect this has.
	Materials	1	Recognition about the qualities of the specific materials used explaining that they will be heavy, durable and long lasting.
	- The use of gold and enamel makes it heavy which ensures it is durable and well made, and long lasting.		
	- The heavy materials might be irritating to the wearer and have the potential to cause harm.	0	This point about heavy materials has not been fully developed as there is no explanation about how they would irritate the wearer.
	- The gold makes it look expensive and could pull in potential buyers easily.	1	Commenting that the use of gold makes the watch look expensive is justified through referencing the pull of potential buyers.
	- The gold is eye catching and appealing making it very feminine.	0	This point is too limited as the candidate does not explain fully why the gold is appealing thus no mark can be awarded.

	- The use of gold and enamel creates a smooth inner lining which is useful as the bracelet can be slipped on and off easily when wearing	1	A justified point about materials is made through commenting upon the smooth qualities of the gold and enamel within the piece and its ease of use for the wearer.
	- It is only made to fit a certain wrist size meaning it isn't available to everyone.	0	This comment is limited as there is no explanation provided about why the piece would only fit certain wrist sizes thus no mark can be awarded.
	Target Market - The use of gold and enamel makes this design expensive and high end.	0	This comment is not fully justified as no target market has been mentioned thus no mark can be awarded.
	- The time and effort spent making this and producing it also makes it expensive.	0	No target market has been connected to this comment thus no mark can be awarded.
	- The flowers makes it very elegant and suitable for a female client who enjoys practice wear but also something that's attractive.	1	A justified point about the flowers and attractiveness linking to a female target market has been conveyed.
	Total	6/10	
12	Form - The use of an overlay makes it appear 3D which makes it unique and different from rest.	0	The comment does not specify where on the design this overlay is, how it looks 3D and why it this makes it unique thus no mark can be awarded.
	- The shape and cut of the dress is very feminine and flattering on the female form.	0	The candidate does not explain why the shape and cut is feminine and flattering.

<p>Sources of Inspiration</p> <ul style="list-style-type: none"> - Inspired by cheap materials and the knowledge of being able to turn something around and making it wearable and appealing. 	0	No indication is made about what the cheap materials are and how this connects to the design piece.
<ul style="list-style-type: none"> - Inspired by stars and patterns in hope it can make the dress detailed and powerful. 	0	The inspiration of stars and patterns although valid has no justification thus no mark can be awarded.
<ul style="list-style-type: none"> - Inspired by contrasting colours e.g. white and black as it can make a powerful and attractive statement. 	0	A limited reference to contrasting colours does not explain or justify this inspiration.
<ul style="list-style-type: none"> - Inspired by recycling as it is like materials have been reused in a good way to create and attractive piece. 	0	There is no justification made about why recycling is an inspiration upon this design piece.
<p>Wearability</p> <ul style="list-style-type: none"> - The dress is not stretchy therefore would be difficult to take on and off during performances. 	0	This point does not justify the comment made about why the dress is difficult to take on and off.
<ul style="list-style-type: none"> - The dress is made to fit one body type therefore it wouldn't fit other people and be shared. 	0	The candidate did not justify why the dress would only be made to fit one body type.
<ul style="list-style-type: none"> - The dress is practicle for everyday wear as there is no objects sticking out massively that could irritate wearer. 	1	A justified point is made about the practicality of everyday use mentioning the surface and effect upon the wearer.

	- The dress wouldn't be comfortable to wear for a long period of time as it is not made with soft materials.	0	The point requires further development about why it would be uncomfortable.
	- The dress would be durable as its made of lasercut transparent elements and flexible tubing which are both long lasting and strong materials.	0	The delicate nature of the materials has not been considered properly by the candidate.
	- The dress would be worn better with plain accessories as it would compliment the dress effectively and not overpower it with bright and bold colours.	0	The comment about accessories is not relevant to this question.
	- The dress is very feminine and elegant and would be worn the most effectively on a female model.	0	The candidate has not justified why the dress is feminine and elegant within this comment thus no mark can be awarded.
	Total	1/10	
	Overall total	22/60	