

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this course assessment component.

Candidate 1

The candidate was awarded a total of **46/60 marks**.

Question 1

The candidate was awarded **8 marks** for this question.

'Elegy' by Susan Abbott, 2010. Materials/Technology. Abbott has left large areas of the canvas, the blank white of the canvas. This is because she paints with watercolours and cannot achieve pure white with them as they aren't opaque. Abbott does this to create bright highlights by using the white of the canvas, creating visual impact.'

The candidate was awarded **1 mark** for materials and/or technology. The candidate has understood the properties of watercolour paint and the approach taken by the artist to create visual impact within their work.

'Abbott uses many thin layers of watercolour. We can see this by the very delicate and subtle changes of colour, such as on the fruit in the bowls. Abbott does this to create a seamless blend of colours, creating a flawless but realistic appearance.'

The candidate was awarded **1 mark** for materials and/or technology. By referencing the layering qualities of watercolour paint, the candidate explained the use of the material within the artwork.

'Abbott also uses 2 very large canvases to link to the inspiration from the 9/11 attacks. This is because the painting is a diptych and both canvases together are 40 by 60 inches. Abbott chose to use 2 canvases instead of one to link to the theme of

9/11 as they mimic the twin towers but also allows her more room to include lots of objects.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. Although the candidate has provided this comment under the heading of 'materials/technology', the mark has been awarded for social, cultural and/or other influences. In this case, an influence has been considered within the artwork by explaining the use of two canvases as a reference to 9/11.

'Style. Abbott uses a realistic style to convey the very real themes. This is because she uses realism to paint the woman in the portrait to represent the victims of 9/11, as she was created by Abbott to tell this narrative. Therefore, Abbott chose to use realism to convey the seriousness of the theme and its topic of death.'

The candidate was awarded **1 mark** for style. The candidate discusses the realistic portrayal of the woman, within the work, to convey the serious subject matter.

'Abbott uses lots of very intricate details in her painting. This can be seen as the teacup and saucer has very small but detailed patterns, and the postcards have very clear images on them. Abbott did this to suggest the importance of every object, and suggests every item is significant to the themes.'

The candidate was awarded **0 marks**. The response is descriptive and vague with no clear justification provided. Further consideration about the style and its effect on the artwork was necessary.

'Abbott uses a realistic style. This is because very realistic tones and every item on the table is a life-size replica. Abbott did this to create an immersive feeling and creates the sense that the viewer is within the painting.'

The candidate was awarded **1 mark** for style. The candidate justifies a realistic style through explaining the immersive experience of the items' portrayal. Although a realistic style had been discussed earlier, the candidate provided a different aspect within this response.

'Social/Cultural Influences. Abbott was influenced by the 9/11 attacks on the World Trade Centre in NYC. She began her painting shortly after the events and wanted to represent the feelings that the citizens of New York may have felt. This influence can be seen in Abbott choice of subject matter such as the lilies which symbolise death and the woman in the portrait who is the 'face' of the victims.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. An explanation has been provided about the use of the lilies and portrait to explain the connection with the influential factor of 9/11. Although considered earlier, the candidate, in this case, discusses the use of subject matter to justify the influence.

'Abbott was also influenced by her travels around Europe and the USA. She documented what she saw through sketching, journalling and collecting things, such as books and stamps. This influence can be seen in her choice of subject matter in 'Elegy'. Such as the yellow paris metro ticket which is placed on a book page of a picture of the Colosseum in Rome.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. A clear point has been made about the influence of the artist's travels within the artwork by discussing the choice of subject matter.

'Abbott was also influenced by her close family. This is because her father was a painter, her mother a textiles artist, and her grandmother had a beautiful garden. This influence can be seen in 'Elegy' as she paints lilies, similar to the flowers her grandmother may have grown, and she also paints a floral tablecloth, which could be similar to her mother's work.'

The candidate was awarded **0 marks**. Although a potential influence has been considered regarding family, but where this can be seen in the artist's work is speculative. Mandatory questions require demonstration of detailed knowledge and understanding of one artwork, and a clear explanation about the impact of external influences is required.

‘Finally, Abbott was also influenced by many historical artists, such as Giotto, Piero and Matisse. She taught watercolour classes and often referenced these artists for inspiration, specifically their colour palette choices. This influence can be seen in Abbott’s ‘Elegy’ as she uses a bright and lively colour palette, similar to those of the historical artists.’

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate has provided a valid response about the influence of other artists and the use of a colourful palette within the artwork.

Question 2

The candidate was awarded **8 marks** for this question

‘Colour. The artist has used only primary and secondary colours. This is because they have used red, yellow and blue, primary colours and orange, green and purple, secondary colours. The artist did this to create a simple but interesting colour palette.’

The candidate was awarded **0 marks**. The response is too descriptive. The candidate provides a list of colours, with no specific reference to the artwork and the effect is not justified.

‘The artist has chosen oil paint to achieve realistic colours. This is because oil paint stays wet on the panel, allowing for the artist to blend them gradually. The artist did this so that they could achieve a hyper-realistic appearance due to the very intricate colours.’

The candidate was awarded **0 marks**. This comment is about materials, which is not a prompt for this question. The candidate discusses the properties of the oil paint rather than analysing the use of colour within this artwork.

'The artist has used very bright, saturated colours, excluding the back. This is because every item is a bright vivid colour on the fruits and vegetables but left the background a dull grey. The artist did this to create contrast and draw attention to the fruits and vegetables as they are the main focus.'

The candidate was awarded **1 mark** for colour. A justified point is made about the use of colour within the background and the effect this has on the bright vivid colours of the items in the foreground.

'Composition. The artist has used leading lines to guide the viewers eyes. This is because of the ribbon which tied around most of the objects and leads from the blue jug down to the carrot. The artist did this to guide the viewers eyes across the piece and, both physically and visually, tie the objects together and bring attention to the fold on the tablecloth.'

The candidate was awarded **1 mark** for composition. A justified point is made about the use of the ribbon's leading lines within the artwork and how it guides the viewer's eye.

'The artist has used a large amount of negative space. This is because of the large grey background and only a small space is taken up by the objects. The artist did this to draw attention to the objects on the table and not allow the background to distract from them.'

The candidate was awarded **1 mark** for composition. The candidate has recognised the use of negative space to draw attention to the objects within the artwork.

'The artist has used a balanced composition. This is because the table and fruits balance out with the grey negative space, and the fruits are centred. The artist did this to make the fruits the focal point as they are the element that creates balance which catches the viewer's eye.'

The candidate was awarded **1 mark** for composition. A justified point is made about the artwork being a balanced composition through discussing the connection between the negative space and the table and fruits.

‘Finally, the artist has used a symmetrical layout of the fruits and vegetables. We can see this as the jug, the tallest item is in the middle, and the apple and beetroot are both a similar height creating a somewhat triangular silhouette. The artist did this to make the fruit and veg appealing and satisfying to the eye as they are symmetrical.’

The candidate was awarded **1 mark** for composition. The candidate has analysed the use of symmetry within the artwork, commenting on the layout of the subject matter in a triangular shape, and how this makes the fruit and vegetables more appealing.

‘Subject matter. The artist has used objects that would typically be seen in a kitchen. This is because the jug, the fruits and vegetables are all common objects to appear in an average kitchen. The artist did this to create a visually understandable focal point as it is clear why these objects are together.’

The candidate was awarded **1 mark** for subject matter. A valid response has been made about the use of subject matter within the artwork, recognising the grouping of common kitchen items.

‘The artist has used seemingly perfect subject matter. We can see this as the carrot is perfectly straight, and the apple, lemon and beetroot are all perfect and without flaws or bruises. The artist did this to create an appealing look.’

The candidate was awarded **1 mark** for subject matter. The candidate has commented on the appeal of the subject matter through the selection of perfect fruit and vegetables.

‘Finally, the artist has used a contrasting object to surprise the viewer. This is because the ribbon is an unusual item to be associated with kitchen objects. The artist did this to link to the paintings title, which then makes the viewer understand its purpose.’

The candidate was awarded **1 mark** for subject matter. Commenting on the inclusion of the ribbon, the candidate recognises its significance, linking this with the title of the artwork.

Question 7

The candidate was awarded **6 marks** for this question

'Amatller Chocolate Poster' Alphonse Mucha, 1900. Techniques Mucha used preliminary sketches to plan out his poster. This is because he used photo references and used preliminary sketches to plan out the sizes and layout of them before the final poster. Mucha did this to ensure the final poster layout was effective and worked together nicely.'

The candidate was awarded **0 marks**. The candidate discusses working method, which is not a prompt for this question. For techniques, further justification about the use of the sketches within the process was required.

'Mucha also used lithography printing to make the poster. In the 1900s, there were very few options for printing, but lithography allowed for duplicates to be made as it involved carving the design into stone. Mucha chose this technique as it would allow for duplicates and saved money and time as he didn't have to manually replicate the design.'

The candidate was awarded **1 mark** for techniques. An explanation about the use of lithography as a manufacturing process has been considered referencing duplicates, costs, and time. Although the candidate mentions 'carving', which is not part of the lithography process, sufficient knowledge and understanding has been conveyed to ensure a mark can be awarded.

'Mucha also slowly built-up layers of colour. This can be seen as there are lots of intricate and specific colours, such as the flowers and dress. Mucha did this to add more detail to the poster, which makes it more visually impactful to the customers.'

The candidate was awarded **0 marks**. The response is too general. The candidate has not explained the specific technique used for layering colours, what the colours are, or how they would be visually impactful. Further consideration about the process used to layer specific colours, and the benefit this has on the poster and ultimately for the customers is required.

‘Target Market. The target market of Mucha’s poster is wealthy people. This is because chocolate was considered a luxury in the 1900s and Mucha implied this through his choices of rich gold colours. Mucha did this to suggest the high quality and cost of the chocolates.’

The candidate was awarded **1 mark** for target market/audience. A clear point is made about how the use of rich colours to indicate luxury targets wealthy people. Although the candidate discusses ‘target market’, rather than ‘target audience’, this is fully accepted due to the similarities of targeting consumers.

‘The target market is also adults. This is because the woman in the poster is based off of a well-known actress among adults. This suggests the age bracket for the chocolates and their sophisticated branding.’

The candidate was awarded **1 mark** for target market/audience. The candidate has explained a connection between the target audience of adults and the image of a well-known actress and sophisticated branding.

‘The target market is also men. This is because the poster features a beautiful woman as the focal point in the centre of the poster. Mucha did this as it is eye-catching and may persuade men to purchase the chocolates as they look appealing.’

The candidate was awarded **1 mark** for target market/audience. A justified point is made about the target audience of men due to the appeal of the image used.

‘Social/Cultural Influences. Mucha was a major contributor to the Art Nouveau movement. His art features many elements that were then used in the Art Nouveau style, such as floral elements, whiplashes and women depicted in Nature. This influence can be seen in the ‘Amattler Chocolate Poster’ as Mucha has illustrated flowers and vines surrounding a woman and also feature whiplash lines.’

The candidate was awarded **1 mark** for social, cultural and/or influences. A valid response about an influence has been provided by discussing various Art Nouveau elements within the design.

'Mucha was also influenced by his time working for Sarah Bernhardt, a famous French actress. Mucha was commissioned by her for 6 years and very often painted her in many of her movie posters. This influence can be seen in the 'Amatller Chocolate Poster' as it features a woman figure, and Mucha continued to do this in many of his paintings after.'

The candidate was awarded **0 marks**. The candidate has not fully justified the link between the image of the woman within the poster and the actress, Sarah Bernhardt. A clearer explanation was required to make clear connections about the imagery within this specific design and the actress, to ensure a mark can be awarded.

'Mucha was also influenced by his time living in Paris and the USA, away from his home in Czechia, Moravia. While away, he painted the 20 piece 'Slow Epic' paintings. This was influenced by his home country as these paintings depicted Czech folktales and stories.'

The candidate was awarded **0 marks**. The response is biographical with no direct reference made to the design work chosen for this question.

'Finally, Mucha was influenced by Eugene Samuel Gasset and the Pre-Raphaelites. Both Mucha and Gasset used lots of flowing lines and fabrics in their art, along with using beautiful women as a focal point. This influence can be seen in the 'Amatller Chocolate Poster' as Mucha illustrated a beautiful woman in a long flowy dress.'

The candidate was awarded **1 mark** for social, cultural and/or influences. A justified response is provided considering the influence of Gasset on Mucha, in particular, through discussing the imagery used within the design.

Question 9

The candidate was awarded **9 marks** for this question

'Fitness for Purpose. The kayak is fit for purpose as it is made from durable materials. This is because it is made with double layers. This makes it fit for purpose as it prevents the kayak from being too heavy due to one thick layer of plastic.'

The candidate was awarded **0 marks**. The response is muddled with contradictory points made about layers, durability and weight.

‘The kayak is fit for purpose as it is convenient for storage and travel. This is because it is collapsible and can be worn as a backpack. This is useful as it doesn’t need to be put on the roof of a car or be in a van and is easily carried to the water.’

The candidate was awarded **1 mark** for fitness for purpose. The candidate recognised the convenient collapsible aspect of the kayak and how it can be easily transported as a backpack.

‘The kayak is less fit for purpose as it is somewhat heavy. This is because it weighs 11.3kg. This means it may be hard to carry as a backpack for long periods of time.’

The candidate was awarded **1 mark** for fitness for purpose. The candidate has conveyed knowledge and understanding by recognising that the weight of the kayak may potentially be problematic when carried for a long period of time.

‘Finally, the kayak is fit for purpose as the paddle also is collapsible for convenience. This is because it becomes small enough to carry on the backpack. The designer did this so both components can be stored together easily, preventing them being lost.’

The candidate was awarded **1 mark** for fitness for purpose. A justified point was provided about the collapsible paddle and its convenient attributes, including storage.

‘Materials. The designer has used comfortable materials. This is because the straps are made from canvas. This means the straps would be comfortable enough to support the wearer while carrying the heavy kayak.’

The candidate was awarded **1 mark** for materials. A clear point is made about the comfort of the canvas straps and how suitable the material is when carrying the kayak.

‘The designer has used corrugated plastic. This is because of the thin materials used. This is useful because this allows for the walls of the kayak to remain thin but also be durable as the corrugation strengthens it.’

The candidate was awarded **1 mark** for materials. The candidate has discussed the merits of the corrugated plastic recognising its strength and durability, even when thin.

‘The designer has used plastic which makes the kayak durable. This is because it is very strong and is resistant to sharp objects such as rocks in the water. The designer did this to prevent damage to the kayak which would cause it to sink.’

The candidate was awarded **1 mark** for materials. A further comment about the durability and strength of the plastic has been made, focusing on its resistance to damage.

‘Target Market. The target market of the kayak is those without cars that are able to mount kayaks on top. This is because this kayak is collapsible making it small enough to fit in the boot. The designer did this to make kayaking easier and more accessible.’

The candidate was awarded **1 mark** for target market. The candidate has provided a point regarding those who could still access cars to transport their kayak due to its collapsible state.

‘The target market is beginner kayakers. This is because the kayak is easy to assemble and includes all parts needed. This means it is simple and straightforward enough for beginners.’

The candidate was awarded **1 mark** for fitness for purpose. Although the candidate has initially made a comment about target market, the response focuses on a fitness for purpose point regarding the straightforward ease of assembly making it suitable for beginners.

‘Finally, the target market is also those with small vehicles. This is because the kayak folds down to be 84cm by 74cm by 31cm. This means it can easily fit in a car or even on the back of a bike/motorcycle.’

The candidate was awarded **1 mark** for target market. A valid response about those with certain sized vehicles being able to carry the kayak when in its folded state.

Question 11

The candidate was awarded **10 marks** for this question

‘Imagery. The designer uses imagery of ice. This is because of the snowflakes and icicles, which are all cold colours. The designer did this to imply the setting of the book.’

The candidate was awarded **1 mark** for imagery. A succinct point about the use of imagery and the effect this has on the design.

‘The designer also uses imagery of vampires and monsters. This is because of the main character featured on the front page and the monsters hidden on the back page next to the blurb. The designer does this to suggest the girl on the front is the main character as she gets to be the main focus, while the monsters are suggested to be side characters and also show the spooky, Halloween themes.’

The candidate was awarded **1 mark** for imagery. The candidate has justified the use of various images throughout the design to clarify the type of characters and themes within the book.

‘The designer also uses imagery of a small yeti in the distance. This can be seen behind the main character on the front far in the background. The designer does this to suggest the mystery plot of the story, which makes readers interested.’

The candidate was awarded **1 mark** for imagery. A valid point is made about the significance of smaller images in the background and how this creates interest.

‘Layout. The title is framed to bring attention to it. This is because of the large, curved frame which surrounds it. This was done to highlight the importance of the title.’

The candidate was awarded **1 mark** for layout. A justified point is made about layout, with the candidate recognising that the large frame brings attention to the title.

‘The main character on the front cover creates a balanced layout. This is because she is centred between two ice spikes on either side. This was done to guide the viewer’s eyes towards the focal point of the girl.’

The candidate was awarded **1 mark** for layout. The candidate has commented on the placement of the main character within the design and how the imagery creates a focal point.

‘The back page includes the other books in the series in a line. This can be seen as they are aligned from left to right and are presumably in chronological order. This was done to clearly show the previous and next books in the series, which ensures the reader knows the order.’

The candidate was awarded **1 mark** for layout. The candidate has made a justified point by commenting on the row of other books available to readers, as indicated on the back cover.

‘Typography. The designer has used monster inspired typography. This is because of the fang-like flourish on the title text. The designer did this to link to the vampire main character.’

The candidate was awarded **1 mark** for typography. A clear reference is made to the type of lettering used to connect with the main character of the book.

‘The designer has used contrasting colours of text. This is because the authors name being in white contrasts the black background. The designer did this to ensure the author’s name was easily visible.’

The candidate was awarded **1 mark** for typography. The candidate has commented on the effect of text colour and its contrasting nature with the background, to increase its visibility.

‘The designer put a shadow behind the subtitle. We can see this as the text ‘Lost Yeti Treasures’ has a black shadow behind it. The designer did this to make it stand out as it matches the blue background because of the blue text.’

The candidate was awarded **1 mark** for typography. A justified point has been made about the use of shadows behind the subheading to make the text stand out.

‘Finally, the designer used imagery to tie the text in with the themes. This is because the ‘l’ in ‘Amelia’ is dotted with a hanging spider. The designer did this to link to the theme of vampires and spooky elements and also to catch the viewer’s eye towards the title.’

The candidate was awarded **1 mark** for typography. A clear response about the inclusion of imagery within the text further establishes the main themes and draws the viewer in.

Question 6

The candidate was awarded **5 marks** for this question

‘Focal Point. The focal point of the painting is the man’s face This is because he makes direct eye contact with the viewer. This was done to catch the viewer’s attention as they would naturally make eye contact with the face.’

The candidate was awarded **1 mark** for focal point. The response discusses the focal point of the man’s face, justifying how the viewer is drawn to make eye contact with the portrait.

‘The focal point of the painting is also the large zipper. This is because it is very large and oversized. This makes it a focal point as it is unique, therefore catches the viewer’s attention.’

The candidate was awarded **1 mark** for focal point. A valid point is made about the oversized zipper that catches the viewer’s attention.

‘Pattern. The artist uses an irregular dashed pattern. This can be seen on the yellow patches on the jacket. This was done to create texture on the otherwise flat and blocky jacket.’

The candidate was awarded **1 mark** for pattern. The candidate has recognised the use of irregular pattern on the jacket and how it has been used to create the illusion of texture.

‘The artist has also included pattern on the jacket overall. This is because it repeats the shapes and colours of blue and red angular shapes and the yellow oval-like shapes. The artist did this to create a visually impactful jacket which interests the viewer.’

The candidate was awarded **1 mark** for pattern. The visual impact of the patterned jacket, as a whole, has been referenced by discussing the various coloured shapes within it.

‘Techniques. The artist has used acrylic paint to achieve flat colours. We can see this as there are very little marks made with acrylic, and it appears smooth and dries without shine. The artist did this to allow the blocks of colour to appear flat and seem flawless without texture.’

The candidate was awarded **1 mark** for techniques. The candidate discusses the smooth painting technique that makes the blocks of colours have a flat appearance.

‘The artist also painted on a panel. This is because a panel is a smooth surface, whereas canvas has texture. The artist did this to ensure that there is very little texture.’

The candidate was awarded **0 marks**. The candidate has referenced the surface painted on, rather than a specific technique, and no marks can be awarded for this response.