

Commentary on candidate evidence

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

Candidate 4

The candidate was awarded a total of **34/60 marks**.

Question 1

The candidate was awarded **3 marks** for this question.

'Street Kids by Joan Eardley. MATERIALS/TECHNOLOGY. Eardley used oil on canvas which allowed her to work on the piece for a longer period of time and made it easier for her to use the impasto technique.'

The candidate was awarded **0 marks**. Although a material was mentioned, the candidate did not reference the properties of the material to justify its longer use and impasto technique.

'In the impasto technique, paint is laid on thickly with a palette knife or thick brush. This allowed her to create rough texture in the piece showing the rough environment and poverty in the area.'

The candidate was awarded **0 marks**. Technique has been discussed within this response, which is not a prompt for this question.

'She may have used lots of dry brush to create rough texture showing the dirtiness of Glasgow's streets.'

The candidate was awarded **0 marks**. Technique has been discussed within this response, which is not a prompt for this question.

'She painted from life, which gives the painting a more natural and lively feel.'

The candidate was awarded **0 marks**. The candidate has not discussed or justified the point made, with no reference to the question prompt. Providing connection with a style or an influential factor within a more developed response is necessary.

‘She would give the children things to keep them occupied, and in ‘Street Kids’ it is clear she gave them an apple and a comic. From here she would then sketch and photograph the children to have references to paint from later.’

The candidate was awarded **0 marks**. The candidate discusses working method, which is not a prompt for this question.

‘STYLE. The black outlines around her subjects give the painting a childlike style, which emphasises her subject matter of children and their perspective of the streets. The blocky unblended brushstrokes also add to the childlike style, again emphasising the children and showing their rough environment.’

The candidate was awarded **1 mark** for style. The candidate explains the style of the artwork providing examples of how this approach is conveyed and justifying its use. The mark was awarded by bringing together two points, with the second sentence justifying the point being made.

‘INFLUENCES. Eardley was influenced by the Expressionist movement which featured loose and expressive brushstrokes, which can be found on the background wall in ‘Street Kids’. This gives the piece energy and reinforces Eardley’s ideas of energy within the working class.’

The candidate was awarded **1 mark** for social, cultural and/or other influences. A valid response discussing the qualities of the influential art movement that can be found within the artwork.

‘Another place this influence can be seen is in the more abstract, distorted children’s faces in ‘Street Kids’, aligning with the Expressionists’ focus. A feeling not lifelike representation creating a mask-like look adding to the feeling of despair.’

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate discusses further influences of the Expressionist movement on Eardley's work by justifying the abstract, mask-like faces and the conveyed despair.

'Eardley was influenced by the Scottish Colourists when studying at the Glasgow School of Art. They used strong brushstrokes and bold colours both of which can be seen in 'Street Kids' giving the piece high energy.'

The candidate was awarded **0 marks**. Although a valid influence, the comment is too general as no reference is made about where in the artwork the strong brushwork and bold colours can be seen nor how these aspects give the piece energy.

Question 7

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

'The Diva is Dismissed' – 1994 by Paula Scher. Techniques. The lithographic printing process was used which involved taking a photo and text and putting them through a lithographic printing press which gives the piece a flattened bold effect.'

The candidate was awarded **0 marks**. Although a relevant technique has been considered, the candidate only describes lithography in general terms, rather than specifically explaining the relevance to the selected design.

'The lithographic printing process allows for bright colours and sharp details which makes the poster eye-catching.'

The candidate was awarded **0 marks**. The candidate describes the printing method used, however, the point is too general and does not reference the design.

'Lithography gets cheaper per poster in the long run so as Scher was on a budget she used this to keep printing costs down.'

The candidate was awarded **0 marks**. Although the merits of the printing process are mentioned, the candidate has not justified its use with regard to the specific poster.

'TARGET MARKET. The poster is aimed at fans of the comedian Jennifer Lewis as it is her head that is the largest element in the poster.'

The candidate was awarded **1 mark** for target market/audience. A succinct justified point has been made about the target audience for the poster.

'The poster is aimed at fans of solo shows as there is only one person's head on the poster.'

The candidate was awarded **0 marks**. The candidate has not justified why the design would specifically appeal to this target audience.

'The poster is aimed at fans of eccentric comedies because of the bright colours and shouting woman showing the show is exciting and unserious.'

The candidate was awarded **1 mark** for target market. A valid point about the target audience is made through connecting the eccentric nature of the act and the elements of the design.

'INFLUENCES. Scher was influenced by the Russian Constructivism movement which can be seen in the angled text, growing text size and layered typography. Russian constructivists used this to convey urgency and action, which gives the poster a similar action inspiring feel.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. An influence has been identified, and the candidate has discussed where this influence can be seen within the poster.

'Another place this influence can be found is in the bold sharp letters used in the fonts, giving the poster a modern and assertive look.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate continues to consider the same influential factor of Russian Constructivism bringing in further justification by discussing the style of font used and the effect this has.

'Scher was also influenced by her time designing punk album covers for Atlantic Records. This can be seen in the fragmented typography and collage style layout which conveys the raw chaotic energy of punk music and the show.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate has explained the relevance of the designer's previous experience with this type of approach to design.

'Another place this influence can be found is in the limited but bold colours used in the poster (bright yellow, blue, black). These colours demand attention and embody punks' rejection of subtlety and refinement.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate develops the previous point further to discuss elements of colour that have influenced the poster design.

Question 11

The candidate was awarded **7 marks** for this question.

'IMAGERY. The character on the front is holding a map suggesting they might have to navigate and go on a journey.'

The candidate was awarded **1 mark** for imagery. A justified point is provided about the main character holding a map.

'The style of glasses being popular with the elderly and the cup of tea suggest that the yeti is older and wiser.'

The candidate was awarded **1 mark** for imagery. A valid point is given about the image of the yeti providing a justified suggestion for its appearance.

'The happy expression and confident pose suggest that Amelia is excited to go on this adventure.'

The candidate was awarded **1 mark** for imagery. A simple point justifying why the main character is in a happy mood.

‘The frequent appearance of pumpkins, spiders, and bat wings suggest that this book is for people who like spooky things and Hallowe’en.’

The candidate was awarded **1 mark** for imagery. The candidate justifies the use of various imagery within the design connecting them with Halloween.

‘The simple and cartoony design of the characters suggest that this book is for children.’

The candidate was awarded **0 marks**. The candidate provides a valid and justified imagery point, however the maximum four marks for this prompt has been reached, and no further marks can be awarded.

‘LAYOUT. The spine is in the centre while the front and back covers are beside it meaning it can easily be wrapped around the book.’

The candidate was awarded **0 marks**. This comment is merely a description of a book cover; and no marks can be awarded as the specific design is not referenced.

‘The publisher’s name appears on both the spine and back, which means people are more likely to see it, but it isn’t distracting.’

The candidate was awarded **0 marks**. The publisher’s name and the fact its placement is not distracting has been mentioned; however, the candidate does not consider why this may be the case.

‘Other books in this series are featured on the back encourages the viewer to read/buy the other volumes as well.’

The candidate was awarded **0 marks**. The candidate mentions other books in the series; however, they have not justified why these being featured would encourage them to be read.

‘The girls face being on the front covers centre indicates that this is the main character of Amelia Fang.’

The candidate was awarded **1 mark** for layout. A justified point about the position of the main character on the front cover has been provided.

‘TYPOGRAPHY. The variety of fonts on the cover may help keep children interested.’

The candidate was awarded **0 marks**. The candidate has not explained why the fonts would be of interest to children.

‘The largest fonts have sharp curly edges which gives them a gothic feel.’

The candidate was awarded **1 mark** for typography. A succinct point is given about the appearance of the fonts and the effect it has on the design.

‘The text is curved on the front cover which leads your eyes across it for longer.’

The candidate was awarded **1 mark** for typography. A valid point about the curved text and how the viewer’s eye is led across it. The candidate included, ‘for longer’, however, this is not necessary to achieve the mark.

Question 9

The candidate was awarded **7 marks** for this question.

‘FITNESS FOR PURPOSE. This product is fit for purpose as it can be folded up to carrying size for travel.’

The candidate was awarded **1 mark** for fitness for purpose. A justified point provided focusing on the foldable qualities of the kayak.

‘This product is fit for purpose as it is lightweight making it easier to carry.’

The candidate was awarded **1 mark** for fitness for purpose. A simple point, the candidate considers the weight of the product and justifies why this is fit for purpose.

‘This product is fit for purpose as the straps mean you don’t need a bag to carry it in.’

The candidate was awarded **1 mark** for fitness for purpose. The candidate justifies the inclusion of straps to allow the product to be carried.

‘The kayak also has to be lightweight in order to float with a person inside, so it is fit for purpose.’

The candidate was awarded **0 marks**. The candidate discusses the floating qualities of the design, however, no consideration has been given about why the kayak must be lightweight to float with a person inside.

‘MATERIALS. The thermoplastic polymer creates a heat barrier and protects the user from cold water shock.’

The candidate was awarded **0 marks**. The point provided was not fully developed. The candidate does not explain how thermoplastic polymer would function as a heat barrier, and further discussion about how this would protect the user within the kayak was required

‘The double layering of material means that it will wear down less and provide more protection in case of a leak.’

The candidate was awarded **1 mark** for fitness for purpose. The candidate justifies that the double-layered material is fit for purpose through considering its protective qualities.

‘The canvas gives the kayak structure and allows for more grip when unfolding and folding it so you don’t drop it.’

The candidate was awarded **1 mark** for materials. A valid point has been considered through discussing how canvas can provide structure and grip to the product.

‘TARGET MARKET. The target market is hikers who need to be able to carry the kayak and supplies over long distances, so it is lightweight.’

The candidate was awarded **1 mark** for target market. A clear point about the target market of hikers is justified by discussing the lightweight qualities of the kayak.

'The target market is people who don't have trailers for their car and are unable to transport normal kayaks, so it is foldable.'

The candidate was awarded **1 mark** for target market. A valid point is made about a target market and the appeal of transporting a foldable Kayak.

'The target market is weaker people who may not be able to transport or operate a heavier or unwieldy kayak.'

The candidate was awarded **0 marks**. The response has not been fully developed, and doesn't clearly explain why the kayak would be easier to carry

Question 2

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

'COLOUR. The use of bright colours against a grey background convey a feeling of joy in an otherwise bleak world.'

The candidate was awarded **1 mark** for colour. A justified point has been made about the use of colour within the artwork and the effect created.

'The use of mainly primary and secondary colours indicates a childlike joy or nostalgia for childhood.'

The candidate was awarded **0 marks**. Although colour has been discussed, the candidate has not referenced where, or which, colours can be seen within the artwork.

'The whole rainbow of colours being used also highlights the differences between the objects and makes them feel distinct.'

The candidate was awarded **0 marks**. A general point has been made, however, the candidate has not specifically analysed the colours or the effect they have within the artwork.

‘The colours are very saturated which means despite its small size it is very eye-catching.’

The candidate was awarded **0 marks**. Although colour saturation has been considered, the response is vague, with no specific reference to the artwork and explanation as to why it is eye-catching.

‘COMPOSITION. The items are packed together in the centre making them look smaller than if they were spread out, suggesting that the items may mean more to someone than they seem to.’

The candidate was awarded **0 marks**. The candidate provides a vague comment about composition with no specific reference made to the artwork.

‘The ribbon loops around the items leading your eye across them, acting as a leading line in the piece.’

The candidate was awarded **1 mark** for composition. A justified response is provided discussing the compositional device of leading lines within the artwork.

‘The items are all in the centre making that a focal point and giving them importance.’

The candidate was awarded **1 mark** for composition. A succinct response, the candidate justifies the effect of the focal point created by the central composition.

‘SUBJECT MATTER. The painting features everyday items but makes them the focus indicating that the everyday should be more important to us.’

The candidate was awarded **1 mark** for subject matter. A valid point given, the candidate discusses the everyday subject matter and the effect its inclusion has.

‘The painting features mostly fruit and veg, and these are presented as a gift, suggesting that health is a gift and we should treasure it and that fruit and veg are the ‘gifts of nature’ to be held in high regard.’

The candidate was awarded **1 mark** for subject matter. The candidate justifies the use of subject matter by considering the healthy qualities of the fruit and vegetables, connecting them to the title of the artwork, ‘The Gift’.

‘The items sit on a tablecloth, which indicates this is an important occasion, and that the items should be celebrated.’

The candidate was awarded **1 mark** for subject matter. Recognition of the inclusion of the tablecloth associated with importance has been justified by connecting it with celebration.

Question 4

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

‘SHAPE. The shapes in the buildings have been simplified, which allows the viewer to look at the big picture rather than the details.’

The candidate was awarded **1 mark** for shape. The candidate discusses the artist’s simplification of shape to convey the buildings and the effect this has on the viewer.

‘The shapes in the buildings have been rounded, presenting Edinburgh in a softer, fonder light.’

The candidate was awarded **0 marks**. The response is too general with little specific reference given to the shapes within the artwork.

‘Although they are representing inorganic buildings, the shapes are almost organic, treating Edinburgh like an organism showing its vibrant culture and community.’

The candidate was awarded **0 marks**. The candidate comments about organic shapes without clarifying what is meant by this in the context of the painting. Further consideration about how the shape of the buildings connects to a vibrant culture and community was required.

‘Even where buildings are right next to each other and on the same block, the shapes are slightly different in each building indicating that Edinburgh is a diverse and expressive place.’

The candidate was awarded **1 mark** for shape. The candidate justifies the diversity of the setting by considering the variety of shapes used to indicate buildings.

‘TONE. The light tones in the hills behind Edinburgh blend in with the sky, keeping focus on the city itself.’

The candidate was awarded **1 mark** for tone. A valid point is provided by discussing the tonal aspect of the hills in the distance allowing the city to stand out.

‘The street in the bottom left is much lighter compared to its surroundings which draws your eye to it and the people walking by.’

The candidate was awarded **1 mark** for tone. The candidate has recognised tonal variation within the artwork and the effect this has on the viewer.

‘The dark hill and buildings in the background contrast with the light sky and draw your eye out into the distant parts of Edinburgh.’

The candidate was awarded **1 mark** for tone. A justified point is made about tone within the artwork by referencing the darker areas in the background contrasting with light which draws the viewer’s eye.

‘SETTING. The smoke and lack of greenery within the city paints Edinburgh as a very industrial city.’

The candidate was awarded **0 marks**. The candidate discusses smoke and a lack of greenery within this response, however, further consideration of how these or other aspects are connected to a very industrial city was necessary.

‘The sharp spires and domed roofs within the city indicate that there are lots of public buildings in Edinburgh.’

The candidate was awarded **0 marks**. The candidate provides a descriptive comment about shape yet does not explain how these shapes connect with a particular type of building or justifies these aspects for setting.