

# Commentary on candidate evidence

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

## Candidate 5

The candidate was awarded a total of **29/60 marks**.

### Question 2

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

‘Section 1 – Expressive – (the Gift (2010)). Colour. Colour has been used in the ribbon and carrot. They are both a similar colour of orange, which creates unity and captures our attention.’

The candidate was awarded **1 mark** for colour. A valid point discussing the use of orange within the artwork to create visual impact.

‘The artist has used a very bright green against a dull background; this causes the green tablecloth to look bolder which catches the viewer’s eye.’

The candidate was awarded **1 mark** for colour. The candidate considers the use of bright colours on the tablecloth and the impact this has within the artwork.

‘Contrasting colours have been used with the blue jug against the orange ribbon and carrot. By doing this, it makes it look more visually pleasing to the viewer.’

The candidate was awarded **1 mark** for colour. The candidate has conveyed colour theory knowledge through discussing the use of contrasting colours within the artwork and the effect this has.

‘Solid colours have been used. By doing this, it makes the image appear 2D-like almost, which would catch the viewer’s eye.’

The candidate was awarded **0 marks**. The response is not fully developed, as there is no indication of what the colours are or where they have been used.

‘Composition. In the foreground of the image, there isn’t a lot going on except the orange ribbon. By having this clear space, it gives the viewer areas of calm amongst the other busier areas to give their brains a rest.’

The candidate was awarded **1 mark** for composition. The candidate discusses the use of space within the foreground and the effect this has on the viewer.

‘In the midground we see fruits and veg alongside a mug and a ribbon. This is the only ‘busy’ area in this image, so it captures the viewer’s eye.’

The candidate was awarded **1 mark** for composition. A succinct point about the busy area within the artwork that draws the viewer in.

‘the focal point in the image is all of the objects on the table. But specifically, the jug as it is a solid blue colour and everything else has intricate details, causing it to stand out.’

The candidate was awarded **0 marks**. The candidate discusses the jug and the other objects on the table. However, the response is not fully developed and further consideration about the jug and why it is a focal point is required.

‘the background of the image is very dull compared to the rest. This makes the other items look bolder and stand out more.’

The candidate was awarded **0 marks**. The comment is similar to an earlier point made about the background and no further development has been provided.

‘Subject Matter. As oil paint has been used that makes it easily blend-able and good to work with. That is why we see so many small details in the image as oil paints are good for that.’

The candidate was awarded **0 marks**. The candidate has discussed the use of materials, which is not a prompt for this question.

## Question 6

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

'Focal Point. One focal point is the zipper. With all the other colours being darker or less vibrant, this makes the pink on the zipper stand out very well, capturing our attention.'

The candidate was awarded **1 mark** for focal point. The candidate discusses the focal point of the zipper and how the use of colour helps to make it stand out.

'another focal point is the man's face. Because the zip is leading upwards. This makes our eyes follow the zipper to the man's face.'

The candidate was awarded **1 mark** for focal point. A valid response has been provided about the use of leading line towards a focal point.

'another focal point is the blue parts on his shirt as these parts are far more vibrant and colourful than the surrounding colours, then this makes them bolder and stand out to us.'

The candidate was awarded **1 mark** for focal point. The candidate has considered the use of colour to create focal point, such as on the man's shirt and the effect this has on the viewer.

'another focal point is definitely the background. It is an unusual colour compared to the rest of them. This captures the viewer's attention as it is an interesting choice of colour.'

The candidate was awarded **0 marks**. The candidate does not specify the colour or explain what makes it unusual and stand out.

'Pattern. Pattern can be seen in the vertical lines at the zip these lines are repeated going up, which also acts as leading lines to lead our eyes to other areas.'

The candidate was awarded **0 marks**. The candidate did not specify where the lines lead the viewer's eye. With other horizontal/vertical lines within the artwork, a more specific statement was necessary.

‘the ‘fruits’ on his jacket are repeated throughout to create unison which helps break up the image and makes it seem less overwhelming.’

The candidate was awarded **1 mark** for pattern. A justified point about pattern has been considered through discussing elements on the jacket and the visual impact this has.

‘There is a pattern on the wall in the background. It uses complementary colours as they go well together, completing the image.’

The candidate was awarded **0 marks**. The candidate has not described the pattern on the wall or fully justified its effect.

‘techniques. On the background, the artist firstly used a solid green background then scraped orange paint over the top to create this very uneven and rugged look, the impact of this is it looks unfinished and rushed compared to the rest.’

The candidate was awarded **1 mark** for techniques. A justified point about the painting technique used on the background and the visual impact created.

‘On the man’s face, he has placed down lots of different shades but hasn’t blended them together. This gives a more cartoonish feel to the image instead of a realistic one.’

The candidate was awarded **1 mark** for techniques. The candidate justifies the application of paint on the man’s face and the appearance created.

## Question 10

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

‘Section 2 – design. Colour. There has been lots of blue gems used throughout. This creates unity and helps them look like they flow together and stand out.’

The candidate was awarded **1 mark** for colour. A justified point about the use of colour throughout the design and the effect this has.

'the colours look extremely bold. As this is supposed to resemble a Victorian earring, it is rather unrealistic that the colours would be as vibrant as they are in the image.'

The candidate was awarded **0 marks**. The candidate does not discuss specific colours within this response, or justifies why the colours would not be vibrant.

'there is a mixture of dull and bright colours in the earrings. By doing this, it makes the earrings look less overwhelming to look at due to the variety of shades used.'

The candidate was awarded **0 marks**. The general point provided does not fully justify the comment or reference the specific colours used.

'materials. The earrings aren't gold. They are gold plated silver. This gives the earring a more expensive look but in reality, this means they will be cheaper than gold and more people will buy them.'

The candidate was awarded **1 mark** for materials. The candidate recognises the appeal of the design through considering the value of the type of material used.

'the stones used in the earrings are Victorian. By having sacred stones in the earrings, it gives them an authentic feel. As if you are wearing real earrings from the Victorian times.'

The candidate was awarded **0 marks**. The point made is not fully justified. The candidate has not fully justified their analysis of sacred stones being linked to a Victorian era, or how this would be associated with authenticity.

'Glass has been used. This can be seen covering some gems in the earrings. This makes the earrings very fragile, meaning you'd need to be delicate with them in order not to break or damage them.'

The candidate was awarded **1 mark** for materials. The candidate discusses the use of a fragile material and how they need to be used with care.

'Scale. The earrings are very large. They are 4cm in width meaning they are very eye-catching. If the earrings have all the attention, the woman's face and make up will not be the focal point overall.'

The candidate was awarded **0 marks**. The candidate discussed the large scale of the earring. However, the impact this scale has when compared to the wearers face is not clear. The focal point mentioned is not a prompt for this question. The candidate needed to focus on justifying the scale of the earrings and the effect this has.

‘The earrings are extremely long (10cm). As the earrings are so long, they could potentially catch on the wearer’s clothing and break, due to how delicate they are.’

The candidate was awarded **1 mark** for scale. A valid response is provided about the scale of the earrings considering the length and the effect this may have on the wearer.

‘Colour. Because the earrings are gold plated, the designer has used yellowish gems in order to help the viewers eye flow around the earrings and notice all of the details.’

The candidate was awarded **1 mark** for colour. The candidate discusses the use of colour within the earrings and the effect this has on the wearer.

## Question 9

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

‘Fitness for purpose. The kayak is made from specific materials which help it to keep afloat when people are sitting on it. This appeals to people as they wouldn’t want a kayak that sinks when you use it.’

The candidate was awarded **0 marks**. The response about materials was too vague and as a kayak is generally designed to float, more analysis was required about the product’s fitness for purpose or materials.

‘The kayak comes with an oar. This will help the person row the kayak in order to move. It also folds down into 2 parts which makes it very easy to carry around.’

The candidate was awarded **1 mark** for fitness for purpose. A valid point is made about the oar dividing into two, which ensures a more portable element of the product.

'The kayak also folds down. By doing this it means that it can be folded away pretty simply and doesn't require being hauled around everywhere as it folds into a backpack too. Making it easy to carry.'

The candidate was awarded **1 mark** for fitness for purpose. A valid point where the candidate has recognised that the design can be folded and carried easily in a backpack.

'As the kayak folds up, it makes it very simple to assemble and doesn't require a lot of time like traditional ones do. This means people can make the most out of their time instead of blowing up a kayak for hours.'

The candidate was awarded **1 mark** for fitness for purpose. The candidate has recognised the time-saving aspect of the product in comparison to available alternatives.

'Materials. as the kayak is made from thermoplastic polymer. This means it can dry very quickly. This is helpful because you don't want to be carrying something wet on your back for potentially hours at a time.'

The candidate was awarded **1 mark** for materials. The candidate has recognised that the plastic material can dry quickly, which will be advantageous for the user.

'The canvas straps help to make the kayak easily unfold-able. By having these, it cuts down on the time it takes to assemble the kayak. This means people have more time to spend on it.'

The candidate was awarded **0 marks**. The point is not fully developed. The candidate does not explain how the straps assist with the unfolding process nor how they would save time.

‘The seat looks like it’s made of foam. This will help the riders feel comfortable when using it as a non-foam seat would cause your back to hurt and make it an unenjoyable experience for you.’

The candidate was awarded **1 mark** for materials. A justified response has been discussed regarding the seat and how this will be beneficial to the user.

‘target market. The kayak is aimed towards sporty people. The fact that it folds down will catch sporty people’s attention as it is lightweight and reliable.’

The candidate was awarded **0 marks**. A general point, the comment does not consider why the design would attract sporty people.

‘The kayak is aimed at people who go rock climbing down beaches. This kayak would be great for them as you wear it as a backpack. This means the person doesn’t have a kayak in their hands in case they trip over and hurt themselves. Meaning they can reduce the risk of an incident happening.’

The candidate was awarded **1 mark** for target market. A justified point is given by considering a valid target market and providing reasons for the product’s appeal in a given situation.

‘The kayak could potentially be aimed at fishermen. If they need a simple and effective way to get out to sea, the kayak would be very helpful as you simply unfold it, attach the oars, and row away. Making the fisherman waste no time.’

The candidate was awarded **1 mark** for target market. A justified response discussing a target market and how time-saving the product can be.

## Question 7

The candidate was awarded **2 marks** for this question.

'I will be discussing the Riverside Museum by Zaha Hadid. target market/audience. A potential audience for the Riverside Museum would be people interested in architecture, due to its amazing architectural design.'

The candidate was awarded **0 marks**. A general comment is provided with no explanation as to why the design would be amazing. Further consideration about what makes the particular design appealing, is necessary.

'Another potential audience would be the people in Glasgow. Museums are very popular in Glasgow so by opening up another one, it will cause people to go there and spread the word, making it gain popularity.'

The candidate was awarded **0 marks**. The candidate has not explained why people in Glasgow would wish to go to this particular museum.

'Another potential audience is people interested in transport. The museum is full from floor to ceiling in different types of transport which would definitely catch the attention of these specific types of people.'

The candidate was awarded **1 mark** for target market. The candidate considered a target market by explaining appealing aspects of the museum.

'Social, cultural and/or other influences. The roof of the museum is designed to look like mountains. This represents Zaha's hometown and how she wants to include it in her designs somewhere.'

The candidate was awarded **0 marks**. The candidate has not provided enough information to demonstrate factual knowledge regarding the influence of mountains on the design.

'the roof of the museum is shaped like a river, in representation of the River Clyde. This helps the people of Glasgow feel closer connected to the museum.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate discusses the influence of the design's location and how elements have been incorporated into the design and the impact this has.

## Question 1

The candidate was awarded **4 marks** for this question.

'I will be discussing 'Guernica' by Pablo Picasso. Materials. Picasso used an extremely large canvas to create this art piece. By doing this, it let him make details more visible and easier for people to notice.'

The candidate was awarded **0 marks**. The candidate has not discussed the specific details that would be noticeable due to the large-scale canvas used.

'Style. The artwork is in black and white, almost representing a newspaper which is spreading the word of the tragedies which happened.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate discussed the influence of the newspaper and how the work represented the style to convey the tragic events. Although the candidate placed the point under 'style', the comment more closely aligns with social and cultural influences, and a mark was awarded for this.

'the artstyle is very simple with geometric shapes used. This makes the artwork seem very 2D like which captures our attention.'

The candidate was awarded **0 marks**. The comment is vague with no direct reference made to the selected artwork.

'Social, cultural and/or other influences. The woman in the back holding a torch is supposed to represent lady liberty, how she brings hope and light to the ongoing tragic events which are happening.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate explains the artist's use of particular subject matter to convey influences that led to the creation of the artwork, such as Lady Liberty.

'the picture is split up into 3 sections, also known as the Christian Tryptic, with one large middle section and 2 smaller sections on the sides. This splits the page up into the 'good' parts and the 'evil' parts, in order to show the terrors evenly.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The influential factor of good versus evil has been discussed and exemplified within the artwork.

‘the bull represents franco and how he was the villain in the story, killing innocent women and children while the men were at war.’

The candidate was awarded **1 mark** for social, cultural and/or other influences. A basic point, the candidate discusses how the artist represents an influential factor.

‘there is a mother holding her dead baby. This shows the tragic devastations which occurred.’

The candidate was awarded **0 marks**. The inclusion of the figures has not been fully developed. The candidates has already achieved the 4 marks available for social and cultural influences.