

Commentary on candidate evidence

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

Candidate 6

The candidate was awarded a total of **25/60 marks**.

Question 1

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

‘The artist I have studied is Edgar Degas and his painting ‘In the Café’ 1875-6, oil on canvas. Materials: Edgar Degas uses oil paints for this piece. He uses paintbrushes to apply these paints in dashes of colour, using the wet-on-wet technique. The colours have not blended, and you can see the brushstrokes because of the materials used. This is particularly seen in the background on the wallpaper.’

The candidate was awarded **0 marks**. The comment refers to techniques rather than focusing on the visual impact of the material used.

‘Edgar Degas uses oil paints in an impressionistic way. He uses very thick brushes for areas that do not have a lot of detail such as the background of the wallpaper. He then uses smaller brushes for areas of the painting that require a lot more details such as the woman’s face. This highlights how important the woman’s facial expression is in this painting.’

The candidate was awarded **0 marks**. The candidate mentions the paint was used in an ‘impressionistic way’, but the response discusses techniques throughout the painting, rather than focusing on the use of the materials.

‘Degas uses oil paints for this painting. Oil paints are very wet and therefore it takes longer for them to dry. This means that Degas is then able to re-work some of the areas without overworking the paint. This as a result shows the materials used and

you are able to see the brushstrokes. This is particularly seen on the floor and the wallpaper.'

The candidate was awarded **1 mark** for materials. The candidate considers the properties of oil paint and exemplifies its use within the artwork.

'Style: Degas was an impressionist. He enjoyed the idea of having a painting look unfinished. Unfinished areas such as the model's hands and arms highlight that Degas wanted the style to be captivating and eye-catching. It is as if he wants the viewer to fill in the gaps.'

The candidate was awarded **0 marks**. The response does not explain the Impressionist style within the work, which was necessary to develop the response.

'For the style of the painting the woman is tired and has her feet spread but this is to highlight that she is done and lost in thought. Degas wanted to achieve the style of showing the urban truth through Parisian life in the 19th Century.'

The candidate was awarded **0 marks**. The response does not clearly explain the style of the artwork. Further consideration and description of the style and its impact is required.

'Impact of Influences. Impressionism: Edgar Degas was friends with fellow Impressionists, Manet and Monet. He took inspiration from the way they painted. It was very in the moment and quick. He enjoyed the idea of painting more with less detail as he was able to paint a picture. Degas took inspiration from Impressionists through the fast-paced painting and looking through the keyhole method. We can see this when looking particularly at the model's hands as it was obviously a fast-paced painting and he wanted to pay more attention on the model's face.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The influence of Impressionism has been considered with examples from the artwork.

'Photography: Degas was influenced by photography when doing his painting, 'In the Café'. We can see this as many photographers often took their photos candid and so it wasn't posed. Degas enjoyed the idea of the person within the photo not knowing we are watching, we can tell this because the woman is in her own world. Degas

was also influenced by the close cropping of the photo and how sometimes not everyone is in frame. We can see this as the man in the photo with his pipe as half out of the frame.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate has discussed the influence of photography on the artist and provided examples from the artwork to explain this..

'Japanese Prints: Degas was influenced by Japanese prints. These prints often featured women getting ready. The Ukiyo-e prints featured women sobering up and looking beautiful. Degas was influenced by these pieces and wanted to put a western spin on them. He did this because he wanted to depict urban truth and show Parisian life during the 19th Century. This is seen through the women in the photo.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The influence of Japanese prints on the artist has been discussed with examples provided from the artwork.

'In this painting the glowing green glass of Absinthe and its peculiar colour makes it the focal point of the painting. The glass is the only pop of colour in the painting. This is set because the glass of Absinthe is supposed to represent the idea of giving up and how it is highly addictive and dangerous. This therefore makes if the subject matter of the painting.'

The candidate was awarded **0 marks**. The response discusses subject matter, which is not a prompt for the question. The candidate scored this section out within the answer booklet, however as it can be read easily and the response is still assessed to confirm if a mark can be awarded.

'The woman featured in the painting has a tired expression on the face and her heels are spread out under the table this is because Degas wanted to emphasise the urban truth of the Parisian life in the 19th Century. The look on her face as if she is tired and lost in thought emphasises her being the subject matter of the piece.'

The candidate was awarded **0 marks**. The response discusses subject matter, which is not a prompt for the question. The candidate scored this section out within the

answer booklet, however as it can be read easily and the response is still assessed to confirm if a mark can be awarded

Question 2

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

‘Colour: In this painting the artist has used warm colours and cool colours. This is seen as the object sitting on the table such as the carrot, apple, and lemon are all warm colours this makes the blue cup and turnip stand out as they are cool colours.’

The candidate was awarded **1 mark** for colour. The candidate discusses the inclusion of warm and cool colours within the artwork and how this helps to emphasise subject matter.

‘In this painting the artist has used complementary colours for example yellow and purple or orange and blue. This makes the painting look complete and easy to look at. It also draws the eye to the painting due to the colours used and their vibrancy.’

The candidate was awarded **1 mark** for colour. The candidate has considered the use of complementary colours and how the viewer is drawn to the vibrant visual impact.

‘The artist has used very saturated colours. This is impactful because it draws your eye to the painting. Also because of the vibrancy of this painting it also suggests happiness and can captivate viewers if they are walking past.’

The candidate was awarded **1 mark** for colour. A valid response given about saturated colour use and the emotion evoked within the viewer.

‘Composition: In this painting the composition is balanced. The objects are evenly spaced and there is no object that is taking up the focal point. The balanced composition makes it easy to look at, the full painting.’

The candidate was awarded **0 marks**. The comment is too general. The candidate has not referenced the artwork to discuss the balanced composition.

‘In this painting the objects have been ordered by height. This makes it easy for the viewers’ eyes to comprehend the full piece and makes sure their eyes flow around the full page.’

The candidate was awarded **0 marks**. The comment has not specifically referenced the height of the objects and their arrangement within the artwork.

‘In this painting the composition is neat. This is impactful because the reduced amount of objects ensure that the viewer is able to see the full painting and not get distracted.’

The candidate was awarded **0 marks**. The response is vague and further consideration about the neat aspect of the composition was required.

‘Subject Matter: In this painting the subject matter could be the blue milk cup. This would be because the objects below the cup are of warm colours and the cup is a cool colour making it the most noticeable.’

The candidate was awarded **1 mark** for composition. The candidate discusses the subject matter of the cup and its cool blue colour. Although this is similar to a previous point, the candidate discusses where the warm colours are in relation to the blue cup.

Question 3

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

‘Mood and atmosphere: In this painting the woman featured looks happy and as if she is just looking over the water joyfully. This suggests that there is a happy mood and that it is very relaxing.’

The candidate was awarded **0 marks**. An explanation about why the woman looks happy has not been provided. The viewer is unable to see the face of the figure, and the candidate did not explain what other aspects within the artwork would convey a happy mood.

'In this painting the water is a big feature. This suggest that the atmosphere is calming as you can hear the waves crash and that the woman is able to look down into the water.'

The candidate was awarded **0 marks**. The point is vague and the candidate has not fully justified why the water in the painting creates a calming atmosphere.

'In this painting the waves look violent as these smash against the rock diagonal from where the woman is sitting. This suggest that it is quite a scary atmosphere as it can be scary.'

The candidate was awarded **1 mark** for mood and atmosphere. A valid point has been made by considering the moving waves against the rocks suggesting a particular atmosphere.

'Texture: In this painting the texture of the rocks looks as though it is quite bumpy. This suggests the realistic texture of rocks and how the artist was eager to convey this.'

The candidate was awarded **0 marks**. The candidate has not fully discussed the texture, providing a descriptive response. Further consideration about texture and its effect was required.

'In this painting we can see the waves and how they are crashing into the rock diagonal from the woman. The texture of the waves looks very foamy as if the waves are constantly crashing into the rock. This suggest that the waves are constant and are quite violent and they are violently crashing.'

The candidate was awarded **1 mark** for texture. A valid point about the texture of the waves and the visual effect was discussed.

'In this painting the texture of the woman's back suggests that she is muscly and possibly a pro-swimmer. This suggest that she is looking out to sea, inspired.'

The candidate was awarded **1 mark** for texture. The candidate has discussed the texture of the sitter's back and how it supports a narrative of the painting.

'Viewpoint: In this painting the woman is sitting at a high viewpoint. This suggests that she is looking over.'

The candidate was awarded **0 marks**. The candidate has discussed the position of the woman from her point of view, rather than the relation of the woman to the viewer.

'In this painting the high viewpoint makes it easier for us the viewer, to see the whole scene and imagine what is going on.'

The candidate was awarded **0 marks**. Although consideration of viewpoint has been mentioned, the candidate did not reference the artwork to support the point.

'The viewpoint looks as if we the viewer are looking down into this painting. It is as if we are looking through the keyhole into a moment of time.'

The candidate was awarded **0 marks**. The point made is too vague with no clear reference made to the artwork.

Question 7

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

'The designer I have looked at is Philip Starck and his design, 'The Juicy Salif' created for Alessi – 29cm tall and retail price £80, created in 1990.

Techniques: Starck used cast aluminium for the product of the 'Juicy Salif'. This was because the material is known for being durable, lightweight and good quality. Because citrus juice contains acid and can be corrosive, cast aluminium was perfect

and therefore the best material. The technique used to create this object with cast aluminium took great skill and therefore was a very good product for Alessi.'

The candidate was awarded **0 marks**. The candidate discusses materials, which is not a prompt for this question. The reference to techniques is not fully developed.

'When designing the 'Juicy Salif', Starck needed to think of ways in how to keep the juice inside of the glass without letting the juice drip on its way down to the glass/containers, he did this by creating ridges on the 29cm tall body so that the juice went all the way down to the end of the body straight into the glass. This technique made the product work.'

The candidate was awarded **0 marks**. The candidate discusses function, which is not a prompt for this question. The reference to techniques it's not fully developed.

'Starck used the technique of creating an illusion by using cast aluminium. The notches on the legs allow the object to not make direct contact with the ground and therefore this illusion creates the idea that it is a squid or an alien in movement. Therefore, making a great technique.'

The candidate was awarded **0 marks**. The candidate discusses creating an illusion, which is not a technique.

'Target Market: The 'Juicy Salif' sold at a retail price at £80, this emphasised the high-class design. Many people viewing this product knew the status of Alessi and therefore would want to own a product solely based on the fact that it is designer. This highlights that the target market is those who want status.'

The candidate was awarded **1 mark** for target market. The candidate discusses the appeal of the design highlighting those seeking status.

'The 'Juicy Salif' being £80 meant that Alessi's target market was mainly those who were extremely wealthy. These people who were rich were more likely to buy a product for its look rather than actual usage at the product. This is because those who are wealthy want to make it known that they are able to afford an £80 citrus juicer and are willing to spend this amount of money rather than buying one that cost

much less and at the supermarket. This therefore shows Alessi's eagerness to sell to those under the higher class.'

The candidate was awarded **0 marks**. The comment is similar to a previous point made about cost and status. Further consideration about target market was required.

'For the product of the 'Juicy Salif' children were not the target market for this product. This is because children won't know how to use it let alone afford it. Children were not a target market because they are careless and would most definitely destroy it.'

The candidate was awarded **0 marks**. The candidate has not specifically explained why children would not be the target market for the design, with general comments made.

'Influences: Art Deco: Art Deco had an influence on Philip Starck when designing the 'Juicy Salif'. This is because he was influenced in the Art Deco period in the time during the 1920s. He was inspired by the film 'Metropolis' 1927 and he was also inspired by the building in New York, the Chrysler Building. The ridges spiralling up to the top inspired Starck to create the ridges going down the body.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. The candidate discusses an influence by referencing the elements of the design similar to the Art Deco Chrysler building.

'Italian Futurism: Italian artist, Bala created a piece that featured a dog in motion. This shocked the world and had them in shock. This inspired Starck to create a product that had that same wow factor. He took inspiration from the bizarreness of the art he had seen and then made his juicer in a rocket ship form and used this inspiration to create a unique shape.'

The candidate was awarded **0 marks**. The candidate mentions a potential influence, however, the response discusses other aspects which do not directly connect with the influence.

'Italian Morphosis designers: Starck liked the idea of the kitsch designs and how all their furniture was colourful and full of joy. This inspired Starck to create an object

that was just as fun and unique. He then took inspiration and designed the unique 'Juicy Salif' and its shocking legs.'

The candidate was awarded **0 marks**. The candidate references kitsch design, however, makes no clear explanation as to how it influenced the Juicy Salif.

Question 9

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

'Fitness for Purpose: The product is made to be able to bring a portable kayak wherever you want. This makes it fit for purpose.'

The candidate was awarded **0 marks**. The candidate has not fully justified why the kayak, being portable, is fit for purpose.

'The kayak size when folded is a good enough size where the product is not too big and not too small. This makes it fit for purpose as it is therefore easy to transport and there won't be any hassle when doing so.'

The candidate was awarded **1 mark** for fitness for purpose. The candidate discusses the folded size is easy and not problematic to transport.

'The weight of the kayak is 11.3kg. This makes the product fit for purpose as it is a weight that can be carried by an average adult there is no reason not to be carried.'

The candidate was awarded **1 mark** for fitness for purpose. The candidate discusses the kayak's fitness for purpose by discussing that an adult can carry the weight without any issue.

'The purpose of the kayak is to be able to bring it wherever you want, whenever you want. The ability to fold it up and bring it wherever you want makes it fit for purpose and you are ready for action.'

The candidate was awarded **0 marks**. The candidate has not fully justified why bringing it wherever you want is fit for purpose.

‘Materials: For the kayak there are canvas straps. This is very useful because this means they are very sturdy and can offer a lot of support meaning the person carrying the kayak will not be struggling.’

The candidate was awarded **1 mark** for materials. A justified point about materials has been discussed by recognising the support of the canvas straps when the kayak is carried.

‘The canvas straps for the portable kayak are very good for the user, this is because they are very strong and therefore the weight will mostly be on your shoulders rather than your back, causing back pain.’

The candidate was awarded **0 marks**. The response is similar to points already discussed. Although a different aspect is being considered. Further consideration was required about how the product is transported.

‘The double layered thermoplastic for the kayak ensured that the user is warm and comfortable when using the product. This also ensured that the user can stay out in the water longer as they will have a warm layer inside.’

The candidate was awarded **0 marks**. The point provided was not fully developed. The candidate does not explain how the double layered thermoplastic polymer would keep the user warm.

‘Target Market: The target market for this product is those who enjoy the lakes and want to possibly pick up a hobby that doesn’t require much thought.’

The candidate was awarded **0 marks**. The candidate has suggested a target market, however there is no justification as to why the hobby would not need much thought.

‘The target market for this product would be those who are older for example eighteen plus. This is because it is too big for those at a younger age and probably not as appealing to these people.’

The candidate was awarded **1 mark** for target market. The candidate has discussed a valid target market by considering the age of the user and how younger users may not be interested due to the size of the kayak.

‘The target market for this product would be those who enjoy travel. This would be because you are able to bring the product wherever you go without any hassle.’

The candidate was awarded **1 mark** for target market. A basic point, the candidate has considered people who may enjoy travelling as the kayak can be taken without issues.

‘The target market for this product would be those who maybe like solo activities. This is a great product that you can bring anywhere, and it doesn’t require needing any help from anyone.’

The candidate was awarded **1 mark** for target market. A simple point, the candidate recognises that the kayak can be used by people on their own with no support from others required.

Question 11

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

‘Imagery: For this book the images are cartoons. This is good for a younger audience as they are able to understand this as they will be watching animated videos all the time.’

The candidate was awarded **1 mark** for imagery. A point is made about the type of images on the book that children would understand due to their typical activities.

‘The images on this book represent happy faces. This is good for a first look at a book because you can get a basic understanding that the book is happy and upbeat. We can see this through the facial expression of everyone who is featured in the cover and the blurb.’

The candidate was awarded **1 mark** for imagery. The candidate discusses the happy facial expressions of the characters throughout the book and the visual impact this has.

‘At the front cover we are given many images such as a map, mountains, a vampire, and a snow monster. This suggest what the story will be about and shows us that it is very adventurous. This would therefore be extremely appealing for those at a younger age.’

The candidate was awarded **1 mark** for imagery. A valid point is discussed about the adventurous imagery conveyed on the book cover and how appealing the story will be for young people.

‘Layout: The layout of everything is very busy. This suggest that there is a lot going on in the book and they wanted to comprehend this through the cover as they have used many objects to convey this.’

The candidate was awarded **0 marks**. The point made is too vague with no clear analysis of the layout.

‘For the layout the little girl is in the middle of the books with everything else behind her. This suggest that she is the main character and everything around her is her journey.’

The candidate was awarded **1 mark** for layout. The candidate discusses layout by considering the placement of the main character in relation to other imagery within the book cover.

‘The layout of the front was also important. The writer has placed the font in the centre of the page in bold black writing. This layout makes it the first thing you see or glance up at.’

The candidate was awarded **1 mark** for layout. A valid point about the layout of bold font on the front cover and the effect this has on the viewer.

'Typography: For the heading of the book placed at the very top, the writer clearly wanted to make it spooky but also legible for a young person to be able to read. The letters are in bold to make sure it is easily read and not difficult.'

The candidate was awarded **1 mark** for typography. The candidate considers the typography used at the top of the cover and why it is legible for youngsters.

'For the blurb, at the top of the page it says, 'meet Amelia Fang'. This is also in bold, the writing being in bold makes it easier for someone to read at first glance.'

The candidate was awarded **0 marks**. The candidate has discussed lettering in bold, but this has been considered in an earlier point and no new analysis has been provided.