

Candidate 1 evidence

ENTER NUMBER OF QUESTION	Section 1	DO NOT WRITE IN THIS MARGIN
	'Elegy' by Susan Abbott, 2010	
	D) <u>Materials/Technology</u>	
	• 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 with 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	
	• 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 in the bowls.	
	• Abbott does this to create a seamless blend of colours, creating a flawless blend but realistic apple appearance.	

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◦ Abbott also ~~uses~~ 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.

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.

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	<h2>Social / Cultural Influences</h2>
	<ul style="list-style-type: none">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's choice of subject matter such as the the lilies which symbolise death and the woman in the the portrait who is the 'face' of the victims.
	<ul style="list-style-type: none">Abbott was also influenced by her travels around Europe and the USA.She documented what she saw through sketching, journaling and collecting things, such as books and stamps.This influence can be seen in her choice of subject matter in

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'Elegy', such as the yellow Paris metro ticket which is placed on a book page of a picture of the Colosseum in Rome.

◦ Abbott was also influenced by her ~~family~~ close family.

◦ This is because her father was a painter, her mother a textile artist, and her grandmother had a beautiful garden.

◦ This influence can be seen in 'Elegy' as she painted lilies similar to the flowers her grandmother may have grown, and also painted a floral tablecloth, which could be similar to her mother's work.

◦ 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

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2)	

~~the~~ colour palette choices.

◦ This influence can be seen in ~~the~~ Abbott's 'Elegy' as she uses a bright and lively colour palette, similar to those of the Historical artists.

2) 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 artist has chosen oil paint to achieve realistic colours.

◦ This is because oil paint stays wet on the ~~the~~ panel, allowing for the artist to blend them gradually.

◦ The artist did this so that they

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	could achieve a hyper-realistic appearance due to the very intricate colours.	
	<ul style="list-style-type: none">◦ 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.	
	<u>Composition</u>	
	<ul style="list-style-type: none">◦ 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 the carrot.◦ The artist did this to guide the viewers eyes across the piece	

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	and both the physically and visually, tie the objects together and bring attention to the fold on the table cloth. bring attention to the fold on the table cloth.
	• The artist has used a large amount of negative space.
	• This is because of the large grey background, only filled by 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 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 make the fruits the focal

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	point as they are the element that creates balance which catches the viewers eye.
	◦ 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 both 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.
	<u>Subject matter.</u>
	◦ The artist has used objects that would typically be seen in a kitchen.
	◦ This is because the jug, the fruits and the vegetables are

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	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 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 perfect and without flaws or bruises.
	◦ The artist did this to create an appealing look.
	◦ 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

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	The paintings title, which then makes the viewer understand its purpose.
	6) (Came back to this at pg: 25)
	7) Section 2 Section 2
	"Amattler Chocolate Poster" "Amattler Chocolate Poster"
	Alphonse Mucha, 1900
	<u>Techniques</u>
	◦ Mucha used preliminary sketches to plan out his poster.
	◦ This is because he used photo references and used used preliminary sketches to plan out the sizes and layout of them all before the final poster.
	◦ Mucha did this to ensure the final posters layout was effective and worked together nicely.

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◦ 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 was and time as he didn't have to manually replicate the design.	
◦ 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	

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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 target market is also ~~also~~ adults.
- This is because the woman ~~in the poster~~ in the poster is based off of a well known actress among adults.
- This suggests ~~the~~ the age bracket for the chocolates and their sophisticated branding.
- The target market is also men.
- This is because the poster features a beautiful woman as the focal

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	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.
	<u>Social/Cultural Influences</u>
	◦ 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 'Amatller' chocolate poster as Mucha has illustrated flowers and vines surrounding a woman and also features whiplash lines
	◦ Mucha was also influenced by his time working for Sarah Bernhardt, a famous

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◦	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.
9)	<u>Fitness for Purpose</u>
◦	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.

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	<ul style="list-style-type: none"> ◦ The kayak is fit for purpose as it is not collapsible. convenient for storage 	
	<ul style="list-style-type: none"> ◦ This is because it is collapsible and can be worn as a backpack. 	
	<ul style="list-style-type: none"> ◦ 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. 	
	<p style="text-align: center;">less</p> <ul style="list-style-type: none"> ◦ The kayak is ^{less} fit for purpose as it is not collapsible somewhat heavy 	
	<ul style="list-style-type: none"> ◦ This is because it weighs 11.3kg 	
	<ul style="list-style-type: none"> ◦ This means it may be hard to carry as a backpack for long periods of time. 	
	<ul style="list-style-type: none"> ◦ Finally, the kayak is fit for purpose as the paddle also is collapsible for convenience. 	
	<ul style="list-style-type: none"> ◦ This is because it becomes small enough to carry on the backpack 	
	<ul style="list-style-type: none"> ◦ The designer did this so both components can be stored together easily, preventing them being lost. 	

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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 designer has used ~~the~~ 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 designer has used plastic which makes the kayak ~~strong~~ durable.

◦ This is because it is very ~~strong~~ strong and is ~~strong~~ resistant to sharp

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	objects such as rocks in the water.
	◦ The designer did this to prevent damage to the kayak which would cause it to sink.
	<u>Target Market.</u>
	◦ The target market of the kayak is those without cars that are able to mount kayaks on top.
	◦ This is because this kayak is collapsable, making it small enough to fit in the boot.
	◦ The designer did this to make kayaking easier and more all accessible.
	◦ The target market is beginner kayakers.
	◦ This is because the kayak is easy to assemble and includes all parts needed.
	◦ This was/were means it is simple

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	and straightforward enough for beginners.	
	<ul style="list-style-type: none">◦ Finally, the target market is also those with small vehicles.◦ This is because the kayak folds down to be 84cm by 74cm by 31cm 84cm by 74cm by 31cm.◦ This means it can easily fit in a car or even on the back of a bike/motorcycle.	
	ii) <u>Imagery</u>	
	<ul style="list-style-type: none">◦ The designer uses imagery of ice.◦ This is because of the snowflakes and icesicles, which are all cold colors.◦ The designer did this to imply the setting of the book.◦ The designer also uses imagery of vampires and and monsters.◦ This is because of the main character character featured on the front	

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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 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.

Layout

• The title is framed to bring attention to it.

• This is because of the large curved frame which surrounds it.

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◦ This was done to highlight the the importance of 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 viewers eyes towards the focal point of the girl.	
◦ The back page includes the other the books in the series in a line.	
◦ This can be seen as they are aligned from left to right, and are presumably in order chronological chronological order.	
◦ This was done to clearly show the books previous and next books in the series, which ensures the reader knows the order.	

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	blue background because of the blue text.
	◦ Finally the designer used imagery to tie the text in with the themes.
	◦ This is because the "i" 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 viewers eye towards the title.
	6) <u>Focal point</u>
	◦ The focal point of the painting is the mans face.
	◦ This is because he makes direct eye contact with the viewer.
	◦ This was done to catch the viewers attention as they would naturally make eyecontact with the face.

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◦ The artist did this to ~~create~~ ~~the~~ ~~viewer~~ create a visually impact ful jacket which interests the viewer.

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 artist also painted on a panel. ~~the~~

◦ 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.