


Candidate 4 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1	'Street Kids' by Joan Eardley	
	<u>MATERIALS/TECHNOLOGY</u>	
	<ul style="list-style-type: none">• 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	
	<ul style="list-style-type: none">• 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	
	<ul style="list-style-type: none">• She may have used lots of dry brush to create rough texture showing the dirtiness of Glasgow streets.	
	<ul style="list-style-type: none">• She painted from life, which gives the painting a more natural and lively feel	
	<ul style="list-style-type: none">• 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.	
		

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1	<u>STYLE</u>	
	<ul style="list-style-type: none">• 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	
	<ul style="list-style-type: none">• The blocky unblended brushstrokes also add to the childlike style, again emphasising the children and showing their rough environment.	
	<u>INFLUENCES</u>	
	<ul style="list-style-type: none">• 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.	
	<ul style="list-style-type: none">• Another place this influence can be seen is in the more abstract, distorted children's faces in 'Street Kids', aligning with the expressionist's focus of a feeling not lifelike representation, creating a mask-like look adding to the feeling of despair.	
	<ul style="list-style-type: none">• Eardley was influenced by the Scottish Colourists when studying at the Glasgow	

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1	<p>school of Arts. They used strong brushstrokes and bold colours both of which can be seen in 'Street Kids' giving the piece high energy</p>
7	<p><u>'The Diva is Dismissed' - 1994 by Paula Scher</u></p>
	<p><u>TECHNIQUES</u></p>
	<ul style="list-style-type: none">• 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.
	<ul style="list-style-type: none">• The lithographic printing process allows for bright colours and sharp details which makes the poster eye-catching
	<ul style="list-style-type: none">• the Lithography gets cheaper per poster in the long run so as Scher was on a budget she used this to keep printing costs down
	<p><u>TARGET MARKET</u></p>
	<ul style="list-style-type: none">• The poster is aimed at fans of the comedian Jenifer Lewis as it is her head that is the largest element in the poster.
	<ul style="list-style-type: none">• The poster is aimed at fans of solo shows as there is only one persons head on

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7	the poster.
	<ul style="list-style-type: none">• The poster is aimed at fans of eccentric comedies because of the bright colours and shouting woman showing the show is exciting and hilarious.
	<h3><u>INFLUENCES</u></h3>
	<ul style="list-style-type: none">• 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.
	<ul style="list-style-type: none">• 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.
	<ul style="list-style-type: none">• 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.
	<ul style="list-style-type: none">• Another place this influence can be found is in the limited but bold colours used in

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7	
<p>the poster (bright yellow, blue, black). These colours demand attention and embody a rejection of subtlety and refinement.</p>	
11	
<p><u>IMAGERY</u></p>	
<ul style="list-style-type: none">• The character on the front is holding a map suggesting they might have to navigate and go on a journey	
<ul style="list-style-type: none">• The style of glasses being popular with the elderly and the cup of tea suggest that the yeti is older and wiser	
<ul style="list-style-type: none">• The happy expression and confident pose suggests that Amelia is excited to go on this adventure.	
<ul style="list-style-type: none">• The frequent appearance of pumpkins, spiders, and bat wings suggest that this book is for people who like spooky things and halloween	
<ul style="list-style-type: none">• The simple and cartoony design of the characters suggest that this book is for children.	
<p><u>LAYOUT</u></p>	
<ul style="list-style-type: none">• The spine is in the center while the front and back covers are beside it meaning it can easily be wrapped around the book	

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11	<ul style="list-style-type: none"> • The publishers name appears on both the spine and back, which means people are more likely to see it but it isn't distracting. • Other books in this series are featured on the back which encourages the viewer to read/buy the other volumes as well. • The girls face being on the front covers centre indicates that this is the main character of Amelia Fang.
	<h3><u>TYPOGRAPHY</u></h3>
	<ul style="list-style-type: none"> • The variety of fonts on the cover may help keep children interested • The largest largest fonts have sharp curly edges which gives them a gothic feel • The text is curved on the front cover which leads your eyes across it for longer
9	<h3><u>FITNESS FOR PURPOSE</u></h3> <ul style="list-style-type: none"> • This product is fit for purpose as it can be folded up to carrying size for travel over • This product is fit for purpose as it is light weight making it easier to carry. • This product is fit for purpose as the straps

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9	mean you dont need a bag to carry it in.	
	◦ The kayak also has to be lightweight in order to float with a person inside so it is fit for purpose	
	<u>MATERIALS</u>	
	◦ The thermoplastic polymer creates a heat barrier and protects the user from cold water shock	
	◦ The double layering of material means that it will wear down less and provide more protection in case of a leak	
	◦ The canvas gives the kayak structure, and allows for more grip when unfolding and folding it. so you dont drop it	
	MM	
	<u>TARGET MARKET</u>	
	◦ The target market is hikers who need to be able to carry the kayak and supplies over long distances, so it is lightweight	
	◦ The target market is people who dont have trailers for their car and are unable to transport normal kayaks, so it is foldable	
	◦ The target market is weaker people who may not be able to transport or operate a heavier or unwieldy kayak.	

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2	<u>COLOUR</u>	
	• The use of bright colours against against a grey background convey a feeling of joy in an otherwise bleak world	
	• The use of mainly primary and secondary colours indicates a childlike joy or nostalgia for childhood	
	• The whole rainbow of colours being used also highlights the differences between the objects and makes them feel distinct.	
	• The colours are very saturated which means despite its small size it is very eye-catching	
	<u>COMPOSITION</u>	
	• The items are packed together in the center making them look smaller than if they were spread out, suggesting that the items may mean more to someone than they seem to.	
	• The ribbon loops around the items leading your eye across them, acting as a leading line in the piece	
	• The items are all in the center making that a focal point and giving them importance.	

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2	<u>SUBJECT MATTER</u>	
	• The painting features everyday items but makes them the focus indicating that the everyday should be more important to us	
	• 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 items sit on a tablecloth, which indicates this is an important occasion, and that the items should be celebrated.	
4	<u>SHAPE</u>	
	• The shapes in the buildings have been simplified, which allows the viewer to look at the big picture rather than the details	
	• The shapes in the buildings have been rounded, presenting Edinburgh in a softer, friendlier light.	
	• Although they are representing inorganic buildings the shapes are almost organic, treating Edinburgh like an organism showing its vibrant culture and community.	

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4	
<p>• 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 place and expressive place</p>	
<h3><u>tone</u></h3>	
<p>• The light tones in the hills behind Edinburgh blend in with the sky, keeping focus on the city itself</p>	
<p>• The street in the bottom left is much lighter compared to its surroundings which draws your eye to it and the people walking by</p>	
<p>• The dark hill and buildings in the background contrast with the light sky and draw your eye out into the distant parts of Edinburgh</p>	
<h3><u>SETTING</u></h3>	
<p>• The smoke and lack of greenery within the city paints Edinburgh as a very industrial city</p>	
<p>• The sharp spires and domed roofs within the city indicate that there are lots of public buildings in Edinburgh</p>	