

Candidate 5 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	Section 1- Expressive (the Gift (2010))	
	<u>colour</u>	
	2) 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 artist has used a very bright green against a dull background, this causes the green table cloth to look bolder which catches the viewers eye.	
	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.	
	solid colours have been used. By doing this, it makes the image appear 2D-like almost, which would catch the viewers eye.	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<u>Composition</u>	
	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	
	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 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 background of the image is very dull compared to the rest. This	
	makes the other items look bolder and stand-out more.	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<p><u>Subject matter</u></p> <ul style="list-style-type: none">• as oil paint has been used that makes it easily blendable and good to work with, That is why we see so many small details in the image as oil paints are good for that.	
4	<p><u>focal point</u></p> <p>b) 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</p> <ul style="list-style-type: none">• 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.	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

• 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.

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

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 ~~there~~ other areas.

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

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	• There is a pattern on the wall in	
	the background. It uses is complementary	
	colours as they go well together,	
	completing the image.	
	<u>techniques</u>	
	• 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.	
	• on the mans face, he has placed down	
	lots of different shades but hasn't	
	blended them together. this gives a	
	more cartoonish feel to the image insted of a	
	realistic one.	

ENTER NUMBER OF QUESTION	Section 2 - design.	DO NOT WRITE IN THIS MARGIN
	colour	
10)	<p>There has been lots of blue gems used throughout. This creates unity and helps the them look like they flow together and stand out.</p>	
	<p>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.</p>	
	<p>There is a mixture of the 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.</p> <p><u>materials.</u></p>	
	<p>The earrings aren't gold. They are gold plated silver. This gives the earrings a more expensive look but in reality, this means they will be cheaper than gold and more people will buy them.</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
2?	

→ 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

• 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.

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 makeup will not be the focal point overall.

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

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<u>Colour</u>	
	<p>- Because the earrings are gold plated, the designer has used yellow-ish gems in order to help the viewers eye flow around the earrings and notice all of the details.</p>	
9)	<u>Fitness for purpose</u>	
	<p>- The kayak is made from specific materials which help it to keep a-float when people are sitting on it. This appeals to people as they wouldn't want a kayak that sinks when you use it.</p>	
	<p>- 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.</p>	
	<p>- 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.</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

- 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.

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 canvas straps help to make the Kayak easily unfoldable. 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 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

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	unpleasant experience for you.	
	<u>target market</u>	
	- 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 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 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 fishermen waste no time.	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
1	
I will be discussing 'guernica' by pablo piccasso.	
<u>materials</u>	
- piccasso 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.	
<u>style.</u>	
- the artwork is in black and white, almost representing a newspaper which is spreading the word of the tragedies which happened.	
- the artstyle is very simple with the geometric shapes used. This makes the artwork seem very 2D like which captures our attention.	

