

Candidate 6 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.	<p>The artist I have studied is Edgar Degas and his painting 'In the cafe' 1875-6, oil on on canvas.</p>	
	<p>Materials: and for technology.</p> <p>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 brushstrokes because of the materials used. This is particularly true in the background on the wallpaper.</p>	
	<p>Edgar Degas uses oil paints in an impressionistic way. He uses very thick brushes for areas that do not 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 detail such as the women's face. This is highlights how important the women's facial expression</p>	

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is in this painting.

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.

Style:

~~Degas uses very toned down colours and Degas was an impressionist.~~ Degas was an impressionist. He enjoyed the idea of having a painting that was unfinished. Unfinished areas such as the models hands and arms highlight that Degas wanted the style to be captivating and eye catching. It is as if he

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quick. He ~~enjoyed~~ enjoyed the idea of painting more with less detail as it was able to paint a picture. ~~The~~ Degas took inspiration from impressionists ~~and~~ ^{through} the fast pace painting and looking through the key hole method. We can see this when looking particularly at the models hands as it was obviously a fast pace painting and he wanted to pay more attention on the models face.

Photography:

Degas was influenced by photography when doing his painting 'In the bath'. 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

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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 ~~the~~ frame.

Japanese Prints:

Begas was influenced by Japanese prints. These prints often featured women getting ready. The Ukiyo-e prints featured women ~~a~~ ~~decorating~~ up and looking ~~very~~ beautiful. Begas was influenced by these pieces and wanted to ~~to~~ put a western spin on them. He did this because he wanted to depict urban truth and show-parivain life during the 19th century. This is seen through the women in the photo.

In this painting the glowing green glow of abstrak and its peculiar colours makes it the focal point of the painting. The glow is the only pop of colour in the painting.

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2.	Colour:	
	In this painting the artist has	
	used a limited ^{warm} restricted colours	
	and used ^{cool} cool colours.	
	This is seen as they have	
	only used five colours throughout	
	the full painting as the object	
	sitting on the table such as the carrot, apple	
	and lemon are all warm colours this makes	
	the the blue cup and turnip stand out as	
	they are cool colours.	
	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 artist has used very	
	saturated colours. This is	
	impactful because it draws	
	your eye to the painting. Also	
	because of the vibrancy of the	

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	<p>In this painting the composition is neat. This subject is impactful because the few reduced amount of objects ensure that the viewer is able to see the full painting and not get distracted.</p>
	<p>Subject matter:</p>
	<p>In this painting the subject matter could be the blue '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.</p>

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3.	Mood and atmosphere:
	<p>In this painting the women featured looks happy and as if she is not looking over the water shyly. This suggests that the scene is a happy mood and that it is very relaxing.</p>
	<p>In this painting the water is a big feature. This suggests that the atmosphere is calming as you can see the waves crash and that the women is able to look down into the water.</p>
	<p>In this paint the waves look violent as they smash against the rock diagonal from where the women is sitting. This suggests that it is quite a scary atmosphere as it can be scary.</p>

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~~The~~ 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.

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

In this painting the texture of the woman's back suggests that she is muscular and possibly a pro swimmer. This

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suggests that he is looking out to sea crossed.

Viewpoint:

In this painting the ~~viewer~~ woman is ~~not~~ sitting at a high viewpoint. This suggests that he is looking over.

In this painting the high view point makes it easier for us the viewer to see the whole scene and imagine ~~that~~ what is going on.

This 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 at time.

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7.	The Designer I have looked at is Philip Starck and his design 'The juicy salit' created for Alessi; 29cm tall and retail price £80, created in 1990.
	<p>Techniques:</p> <p>Starck used cast aluminium for the product of the juicy salit. This was because the material is known for being durable, lightweight and good quality. Because citrus juice contains contains acid and can 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.</p>
	<p>Also When designing the juicy salit Starck needed to think of ways in how to keep</p>

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The juice inside of the glass without letting the juice drop on its way down to the glass container, he did this by creating ridges on the 29cm tall ~~with~~ body so that the juice went all the way down to the ~~to~~ end of the body straight into the glass. This technique made the product work.

Starch used the technique of creating an illusion by using soft aluminium. The marks at the legs allow the object to ~~to~~ not make direct contact with the ground and therefore this illusion ~~can~~ creates the idea that it is a rigid or an object in movement. Therefore being a great technique.

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to be spend this amount of money rather than buying one that cost much less out of the supermarket. This Perrier then admits eagerness to sell to those under the higher class.

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

Influences:

Art Deco:

Art Deco had an influence on Philip Park when designing the Juicy Lab. This is because he was influenced in the Art

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Deco period in 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
Purcell to create the ridges
sloping down the body.

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 Purcell to create
a product that had that same
wow factor. He took inspiration
from the baziness of the ~~previous~~
art he had seen and then made
his pieces in a rocketship form
and used this inspiration to create
a unique shape.

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9.	
<p>Fitness for purpose: The product is made to be able to bring a portable kayak wherever you want. This makes it fit for purpose.</p>	
<p>The kayak size when folded is a good enough size were the product is not too big but not small. This makes it fit for purpose as it is therefore easy to transport and there won't be any hassle when doing so.</p>	
<p>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. Therefore there is no reason not to be carried.</p>	
<p>The purpose of the kayak is to be able to bring it</p>	

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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.

Materials:

For the kiyas there are canvas straps. This ~~makes~~ is very useful because this means they are very sturdy and can offer a lot of support meaning the person carrying the kiyas ^{with} ~~will~~ not be straggling.

The canvas straps for the portable kiyas are very good for the user, this is because they are very strong and hence the weight will mostly be on ~~your~~ your ~~so~~ shoulders rather than your back, causing back pain.

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	<p>double layered</p> <p>The thermo plastic for the kayak ensured that the user is warm and comfortable when using the product product. This also ensured that the user can stay out in the water longer as they will have a warm layer inside.</p>	
	<p>Target Market:</p> <p>The target market for this product is 'Men who enjoy the lakes and want to possibly pick up a hobby that doesn't require much thought.'</p>	
	<p>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 of a younger age and probably not as appealing to those people.</p>	

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11.	
<p>Imagery:</p> <p>For this book the images are not 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.</p>	
<p>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 book.</p>	
<p>At the front cover we are given many images such as a map, mountains, a vampire and a brown monster. This suggests what the story will be about and shows us that it is very</p>	

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adventurous. This would therefore be extremely appealing for those of a younger age.

Layout:

The layout of everything is very busy. This suggests 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.

For the layout the little girl is in the middle of the book. ~~It is busy~~ with everything else behind her. This suggests that she is the main character and everything around her is her journey.

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The layout of the font 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 to you see, or glance up at.

Typography:
For the heading of the book placed at the very top, the ~~writer~~ 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.

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