

Candidate 8 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1)	a) I have studied Rawson R.C. by Kehinde Wiley, 2008.	
	<u>Media handling/techniques</u>	
	<ul style="list-style-type: none"> Wiley has used highly pigmented oil paints which allowed him to achieve rich shades and vibrant colours, specifically in the floral background and boy's red tank top. This gives the painting a fun, vibrant look. 	
	<ul style="list-style-type: none"> Wiley used oil paints which are slow drying materials. This allowed him to achieve smooth blends seen in the skin and area greatly intricate detail. This gives the painting detailed, realistic look. 	
	<ul style="list-style-type: none"> Wiley used photoshop to move some of the flowers from the background to the foreground. This allowed him to create the impression of floating flowers in the wind, creating a tranquil, dream-like feel. 	
	<u>line</u>	
	<ul style="list-style-type: none"> Wiley has used delicate strokes of dark red in the boy's tank top to create realistic 	

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<p>fabric creases. This creates a realistic fabric look and adds a 3D look to the image. The crumples in the boy's top may also suggest a lack of care or money to look after his clothes.</p>	
<ul style="list-style-type: none">• Wilky has added intricate, dark blue brushstrokes to the flower petals in the background. This adds a depth and dimension to the petals and mimics a typical cartoony pattern, giving giving the painting a fun, playful look.	
<p><u>mood/atmosphere</u></p>	
<ul style="list-style-type: none">• The smooth blends of colour in the skin and fabric and the vibrant, rich colour palette give the painting a calm, dreamy feel. The psychedelic floral pattern also contributes to this relaxing atmosphere yet colourful atmosphere atmosphere and mood.	
<ul style="list-style-type: none">• The boy has a nervous, worried facial expression and a accusatory side stance. This creates the impression that he is anxious or uncomfortable. This creates a nerve-wracking or unsettling atmosphere.	

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1)	b) <u>Social / cultural influences</u>	
	• Wiley was influenced by the street/hip hop culture of America which consisted of	
	casual streetwear and was very prominent in black communities across America.	
	• This influence is seen in the boy's casual, street-style tank top and edgy	
	backwards cap, giving the painting a hip hop vibe.	
	• Wiley was also influenced by the boy's Brazilian Brazilian roots. Brazilian culture	
	consists of vibrant patterns and lively, fun carnivals.	
	• This influence is seen in the fun floral	
	background that references the traditional fabrics, tablecloths, and the colourful	
	culture of Brazil. This celebrates the boy's ethnicity and creates a lively, Brazilian	
	look.	

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7)	a) I have studied Cassandre's 1927 poster	
	for The Nord Express.	
	<u>Fitness for purpose</u>	
	• This poster is fit for purpose because	
	the bold image of the Nord Express train	
	make clear what it is advertising and the	
	lettering is readable simple and easy to	
	read at the top of the poster. This makes	
	the poster simple and understandable to	
	viewers.	
	• The poster is fit for purpose because	
	its portrait orientation is the typical	
	format for advertising and means that	
	the image can be easily displayed	
	in magazine adverts, bus-stops and	
	widely spread for maximum publicity.	
	• The clean lines and simple shapes	
	make the poster look crisp and	
	luxurious. These clean lines also	
	demonstrate how the Nord Express is	
	a fast and effective way of travel,	
	making it appealing and fit for purpose	
	→	

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7)	
a) <u>target market / audience</u>	
• The poster's target market is people who live in or have a desire to travel through Europe. This is seen in the various destinations (Berlin, Paris Paris etc.) written clearly at the bottom of the poster that appeal to European travellers.	
• The poster may also appeal to those who enjoy travel and tourism, and being on trains. This is because of the sleek image of the Nord Express train that makes the poster appealing to lovers of transport and seeing new places.	
• The poster may also be targeted towards people who enjoy rich, fancy living. This is because the smooth gradients and sleek design give a feeling of luxury which may appeal to a more well-off target market.	

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<u>Visual impact</u>	
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7) b) Social/cultural influences

- Cassandre was influenced by the Bauhaus movement, an artistic style that created simple, basic designs with big shapes and bold lettering. The Bauhaus designers always put functionality of a poster over decoration and fanciness.
- This influence is seen in the bold, simple shapes and basic, easy-to-read lettering that gives the poster a simple, minimalist look.

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7)	b) <u>social/cultural influences</u>	
	<ul style="list-style-type: none">• Lissandre was also influenced by advancements in technology, such as the lithography printing process. This artistic technique was very modern for its time and allowed designers to effect create posters fast and effectively, with smooth gradients and crisp lines.	
	<ul style="list-style-type: none">• This influence is seen in the the sharp, crisp lines in the lettering and the smooth blend of white to cerulean to prussian blue in the sky, giving the painting a clean and sleek look.	
4)	a) <u>composition</u>	
	<ul style="list-style-type: none">• The apple is the largest object in the composition and is quite near the centre. This draws our eyes to it and makes it the focal point of this image.	
	<ul style="list-style-type: none">• The composition is in a collage style. This is seen in the neat sections and random placement of object objects such as the car. This gives the painting a tidy, organised look.	

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	<u>Composition</u>	
	◦ Despite being tidy and organised, the random placement of the objects also creates a lively, chaotic atmosphere.	
	This is again seen in the car and the collage types of different objects.	
	<u>Colour</u>	
	◦ The extensive colour palette palette is includes almost every colour of the rainbow. This gives the painting a fun, vibrant look and a lively mood.	
	◦ The vibrant coral of the fruitbowl stands out against the cold blue wall and tablecloth. This separates the objects clearly and allows eyes ^{vs} eyes to be drawn to the eye-catching fruitbowl fruitbowl.	
	◦ The use of warm and cold colours in the painting creates a striking juxtaposition. This is seen in the red car and warm fruits all clashing with the cold blues seen in the perfume bottle. This makes for a very unique and eye-catching image.	

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4)	a) <u>media handling / techniques</u>	
	<ul style="list-style-type: none">• The artist has used oil paints which are typically slow-drying. This allowed him to achieve smooth blends of colour seen in the painted fruits such as the orange. and anna This allowed for a smooth look. and anna	
	<ul style="list-style-type: none">• The artist has used highly-pigmented oil paints. This allowed him to achieve very vibrant colours such as the bright yellow of the lemon. This creates an eye-catching, exciting image.	
	<ul style="list-style-type: none">• The collage allowed the artist to cut out images such as the car and the apple and attach them at random places on the piece. This allowed for a bold clash of the realistic magazine cut outs against the cartoon-style of the painting for a unique, fun look.	
	4) <u>b) style</u>	
	<ul style="list-style-type: none">• The artwork is in an unrealistic style. This is due to the random cutouts of images that are placed at irregular and unrealistic places such as the floating window to the car.	

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4)	b) This creates a crazy, unrealistic look.	
	• The painting is very cartoonish. This is seen in the flat blocks of colour in the lemon and the blue background and the vibrant, bright colours in the fruits and background that have a cartoon look.	
8)	a) • The image of the mythical animal	
	with wings is very small in the top right corner. This adds an unrealistic, fantasy look to the image.	
	• The girl in the centre of the poster is holding a paintbrush and painting. This reflects the theme and demonstrates what the poster is advertising - an art festival. This therefore makes the poster cohesive.	
	• The girl in the poster poster has her face floating next to her head and inside her head we see colourful shapes and stars stars / flowers etc. This might reflect her imagination and show that the poster is targeted towards creative types who enjoy thinking outside the box.	

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8)	a) <u>imagery</u>	
	<ul style="list-style-type: none"> The various stars and sparks seen throughout the poster unify the whole image and add a dreamy, space feel. This suggests again that the poster is aimed at creatives and imaginative minds. 	
	<u>lettering</u>	
	<ul style="list-style-type: none"> The title is in capitals which makes it bold and easy to read, making clear what the poster is advertising advertising. 	
	<ul style="list-style-type: none"> The large "67th" is in the top left right corner of the image and lets the viewer know viewer know that this is an annual event. The large scale contributes to this as it makes it it bold and easy to see. 	
	<ul style="list-style-type: none"> The text ^{lettering} is in a old hippie, psychedelic font. This makes the poster appear vintage, adding character and to the image and creating a dreamy look. 	
	<ul style="list-style-type: none"> The lettering of the title is in white. This stands out against the dark background creating a contrast of light and dark and 	

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	making it easy to read.	
	<u>colour</u>	
	• The pink and lime green in the rays beams of light are contrasting colours. This	
	creates an interesting clash and draws the	
	viewer's eye to the striking light beams.	
	• The circle mark behind the "67 th " is the	
	only thing in the image that is yellow.	
	This draws the viewer's eye to it and	
	allows them to know what that	
	this is an annual event.	
	8) <u>b) style</u>	
	• The poster is influenced by 60s posters	
	and is in a style from that era. This influence	
	is seen in the 60s font and psychedelic	
	swirls and stars stars seen throughout the	
	poster. This gives the poster a very dream-	
	like look and creates a vintage image.	
	• The poster is in a very busy style.	
	This is seen in the chaotic overlapping	
	imagery and lettering and the many multitude	
	of various objects and decorative elements	

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8)	b) elements. This gives a lively, fun	
	style and suggests that the festival is	
	a busy, fun place to be.	