

Higher Art and Design – Question Paper – Candidate 1

Q	Candidate Response	Mark	Explanation
Expressive Section			
1	One artwork I have studied is the “Pyramid of Skulls” by Paul Cezanne, painted with oil on canvas in 1900. The painting features a stack of skulls centred on the canvas, stacked in a pyramid like shape. The background is almost pitch black, contrasting with the small but impactful light source that is featured in the bottom left, illuminating some of the skulls.	0	The candidate describes the artwork, thus no marks can be awarded.
	Artist working methods	0	No information provided.
	visual element: colour Paul Cezanne effectively makes use of colour in the “Pyramid of Skulls” artwork. This is seen in his odd selection of bright reds, oranges and yellows found on the skull and in the light source, against and paired with blues, greens and blacks found on the skulls and in the background. This makes the piece very visually appealing as the contrast professionally accentuates the subject matter.	1	Although a list of colours used within the artwork is provided, the candidate does go on to mention contrast and its effect upon the subject matter.
	Colour is also used in “pyramid of skulls” to create an effective mood and atmosphere. The warm colours found in the light source and in specks in the skull creates an almost inviting, pleasant atmosphere which is unusual due to the dark subject matter, which of course are the featured skulls.	1	Explanation made about colour use effecting mood and atmosphere providing the example of warmth within dark subject matter.

<p>However, although the atmosphere is somewhat comfortable and pleasant, the dark blues, greens and blacks create a miserable or depressive mood. The blues in the skull ensure this as the inclusion of cold colours is made very prominent due to the skulls being the main focus. Blue is also typically associated with sadness.</p>	1	<p>The candidate develops the connection of colour and its effect upon mood and atmosphere by providing further explanation and examples of cold colour use.</p>
<p>The overall artwork sees the inclusion of warm and cold colours quite close together and not blended but instead layered. This is effective use of colour as the equal balance of opposites complements the piece and the subject matter. Warm colours remind us of happiness, reminding us that death doesn't have to be doom and gloom but instead somewhat comforting knowing loved ones are in a better place. Whilst cold colours remind us of sadness, reminding us that death can be a terribly sad thing as you are saying goodbye to those you love. Together, they create a perfect harmony.</p>	1	<p>Further development and explanations are provided, with consideration made to balance and harmony.</p>
<p>Influences Paul Cézanne was influenced by the Impressionist movement as seen in his exploration in the shifting and placement of light in the piece "Pyramid of Skulls".</p>	1	<p>An influential element of the art movement, Impressionism, upon the artwork was provided.</p>
<p>Paul Cézanne would have been influenced to paint this piece by his ill health. The dark subject matter (skulls sitting against a dark abyss) is evidence of this. It also just so happens that Cézanne painted this piece in 1900 only 6 years before his death in 1906.</p>	1	<p>The candidate has explained how Cézanne's ill health would have influenced the subject matter within this artwork. His ill health made him consider his own mortality and this is reflected in his choice of subject matter.</p>

	Cezanne's extremely poor relationship with his father would have influenced this piece as the mood is somewhat depressive and sad. The piece was a way for Cezanne to show his regret for not making amends with his now deceased father.	1	This influential point ties in with the previous comment made, but with reference to his father. He was also dwelling on the death of his father and their unresolved relationship before his father died.
	Cezanne was influenced by Camille Pissarro, his former tutor and later colleague. Both went on to explore Impressionism, Pissarro's work had a large impact on Cezanne's view and take on his own artwork.	0	The influence of Pissarro upon the artwork is not explained thus no mark can be awarded.
	Total	7/10	
2	mood and atmosphere The overall mood that this photograph sets is very calm, relaxed and chilled. The soft lighting and relaxed children are the cause of this.	1	A justified point is made about mood and atmosphere taking into consideration lighting and pose.
	The atmosphere is mysterious as we are left to wonder what the story behind the photo may be. It is odd that there are couches outside.	1	By referring to something being out of place, the candidate justifies a sense of mystery.
	The photograph creates a sense of nostalgia as it appears to be a bright summer's day and the black and white paired with the feature of children implies that the photo was taken some time ago. It almost feels like we, as the viewer, are looking back on something.	1	The candidate has been able to justify a nostalgic mood by referencing the black and white image and children.

	<p>Lighting The lighting is very natural. It is clear that it is the sun and not electric lights, whether it be ring lights or a lamp. This creates visual interest as it suggests it was maybe an 'in the moment' photo rather than a photo shoot.</p>	1	A clear point has been made about natural lighting and capturing the moment.
	The lighting mostly outlines the featured people and items such as the sofas. This gives the photo depth and definition, the rim lighting makes everything clear despite the black and white.	1	Knowledge and understanding of lighting and its effect are conveyed within this justified point.
	<p>viewpoint We are drawn to the boy in the front with an angry face who appears to be looking directly at us due to the fact that he is the closest and clearest.</p>	0	The candidate does not discuss the viewpoint properly, thus no mark can be awarded.
	Total	5/10	
3	<p>colour The colours that are featured in "charlotte's Jug" are mostly dark and muted, even the odd 'bright' orange and yellows are significantly dulled down. Due to the lack of brightness, the colour creates an unsettling atmosphere. Everything is darker than you would expect, even fruits with vivid colour such as the lemons and orange.</p>	1	A justified point is made by referencing the muted palette within the artwork and its impact upon mood and atmosphere.
	However, the odd bright parts that are featured are scattered and don't seem to be the result of a singular consistent light source. This makes the painting more unsettling as it fails to make sense.	0	Lighting is not a prompt for this question.

<p>There is not an equal balance of warm and cool colours. This creates a high contrast that is not visually appealing but instead jarring to the viewer. our eyes are forced to the orange and the jug, making them look very out of place.</p>	1	<p>An understanding of how colour use can direct the viewer to parts of an artwork is conveyed and justified.</p>
<p>Composition The painting is very abstract as there is not a singular surface or angle that the objects appear to follow. The lemons are stood upright from a sideways perspective where as the fish are painted from an ariel perspective, as if we are looking down on them. This makes the composition very asymmetrical and unnatural.</p>	1	<p>The candidate discusses composition through examples of varied perspective to clarify the approach by the artist.</p>
<p>The items are not evenly distributed on the plate. most of the fruit is centred whilst the fish and jug are on the far right. This creates an awkward empty space on the left of the canvas.</p>	0	<p>The candidate has not considered the artwork fully, thus the comment is inaccurate.</p>
<p>The top section of the painting is very full. The beach background along with the mountains and palm trees emphasises just how unevenly everything is distributed.</p>	1	<p>A justified point about composition is provided through a discussion on the background and the effect it has upon the artwork.</p>
<p>shape The painting is very simplified. The lack of detail and simple shapes are effectively used as although the painting is somewhat unusual, every item is easily recognisable.</p>	1	<p>A clear point made about simplified shapes and their effect upon the viewer.</p>
<p>The shapes, although they feature shading, look 2D, Except the orange, which makes it look out of place.</p>	0	<p>This point being made is unclear and inaccurate thus no mark can be awarded.</p>

	The simplicity of the shapes compliments the overall painting as if they were finely detailed, they would not compliment the multiple angles of the piece and would look even more out of place. Almost like a poor piece of work whereas now it is clear that this is a stylistic choice.	0	The candidate is guessing what the painting would look like if elements were different. This is not related to any aspect of the question.
	Total	5/10	
Design Section			
7	one designer and design that I have studied is the “young rascals” poster by wes willson. The poster features a monochromatic colour scheme, all purples, along with text, an eye like pattern in the background, a tree in the bottom left and a womans figure in the centre, everything aside from the head made out of text. The layout is some what messy and cluttered.	0	The candidate describes the poster, thus no marks can be awarded
	designers use of techniques Wilson's use of asymmetry is an effective technique as it adds visual appeal to the poster. not one part of the design, apart from the eye pattern in the background, is repeated, making everything different and stand out rather than blend in with one another.	0	The effect of using asymmetry has not been fully explained by the candidate, therefor no mark can be awarded.
	designers consideration of aesthetics wilson effectively takes overall aesthetic into account through his use of colour. The poster is entirely different types of purple. The background being the brightest, almost a magenta, with dark purple typography and imagery featured on top – making the poster aesthetically pleasing and stand out due to the contrast.	1	A clear explanation is conveyed about aesthetics considering colour, typography and imagery.

Wilson also effectively considers aesthetic due to the art nouveau theme that is kept throughout the design. The wavy text, feature of a tree and curvy shape of the womans body is an example of this. The entire poster ties in with the same theme, making it aesthetically pleasing to those who see it.	1	The candidate discusses the art nouveau aesthetics considering colour, typography and imagery.	
influences Wilson was influenced by 1960's op and pop art as seen in his feature of bright, unnatural colours in the "young rascals" poster. (ie. the bright magenta back ground and light purple for the womans hair and skin)	1	Influences of op and pop art are exemplified through discussion of various features within the design piece.	
wilson was influenced by the liberation of women via the pill and free love as seen in his feature of the lady occupying the majority of the poster, who due to the body made of text is implied to be naked.	0	The influence has not been explained fully and the reference about the poster is an assumption, thus no mark can be awarded.	
wilson was influenced by the art nouveau movement; a movement that celebrated all thing naturalistic and organic. This is seen in his feature of the tree in the bottom right of the design and wavy, curvey aspects to the text and woman.	1	The influence of art nouveau is considered, building upon the earlier point within aesthetics.	
Wilson was influenced by alternate states of mind through meditation or drugs such as LSD. This can be seen in his feature of the eye pattern in the background and the overall bright, clustered subject matter.	1	Commenting upon the influence of an alternative lifestyle upon the design is conveyed clearly.	

	Total	5/10	
8	The imagery is very clever in the “someone talked” poster as it effectively conveys the message through interesting graphic design. The main feature, the pointing finger, is appearing to emerge from the text that reads “someone” and is directly pointing at a smaller male figure, indicating that the man is this “someone”.	1	The candidate communicates imagery clearly by connecting elements within the poster and justifying their purpose.
	The imagery is visually appealing as the hand and the male character draw in our attention due to the unnatural occurrence that is a large hand and a small scared man.	1	Imagery is justified by considering the visual impact of the contrasting scale of the key elements.
	The hand is appeared to be made from a news paper which is effective in conveying the message of the consequence of “talking” due to the unfortunate circumstances it features as a headline.	1	A strong point made by the candidate showing understanding of how imagery conveys the poster’s message.
	layout The background is very simple, two colours that blend into each other with no detail. This is effective as it draws attention to the hand and the man.	1	Through clarifying the simplicity of the background and the colours used, the candidate justifies the visual impact of layout.
	The giant hand is occupying the space that is very dark which contrasts with the bright white of the hand, making it stand out rather than blend in. This is the same with the man as his black suit contrasts with the bright background space of which he is occupying.	1	The candidate develops the point about layout further by discussing contrast and space within the poster.
	The layout follows a continuous line as every detail is touching or almost touching. The text flows into the hand and the hand directs our eyes to the man. This is an	1	A clear justified point explaining layout by providing examples of how the different elements flow together and the effect this has upon the viewer.

	effective way of making the viewer see everything they need to.		
	typography All of the featured writing is in a simplified, blocked font. This is effective as it is clear and easy to read.	1	A simple point communicating the effect of lettering used.
	The title is the largest featured text and the most prominent due to the red against black combination. This is effective as it clearly conveys that the title is the most important part of the poster.	1	Knowledge and understanding about typography are clearly conveyed by discussing the title, how the designer has made it prominent and its effect upon the viewer.
	The less important information is in a smaller font, displayed away from the rest of the image that takes up most of the page. This is effective as it does not direct our attention to unnecessary place.	1	Justified point considering smaller typography within the poster.
	Total	9/10	
11	style The 'yikebike' is very modern in style, from the almost singular colour, colour scheme to the simplicity of its design.	1	A concise point explaining the style is modern due to colour and simplicity.
	The yikebike is very obscure in style. It's appearance is very unique and catches interest because of this.	0	The candidate fails to provide justification for the obscure style i.e. stating something is 'unique' is insufficient thus no mark can be awarded.

target market The yikebike could be marketed to young teenagers as it appears to easily be viewed as the next generation of the regular bicycle or scooter.	0	There is no reason provided as to why the bike is the 'next generation' thus no mark can be awarded.
The yikebike could also be marketed toward older teens or young adults due to its simple design, lacking detail like the regular child's toy, and the idea that it runs on electricity.	1	The candidate justifies why the bike would appeal citing simplicity and its electric capabilities.
Fitness for purpose The yikebike appears to favour the average weighted person. Those of more slender builds. This is due to the placement of the seat and handlebars being very close together. unfavourable to those with wide hips. This is an error in design.	1	The candidate has considered fitness for purpose by focusing upon an element of the design and providing justification for suitability.
The yikebike appears to be useful as it is able to fold, allowing easy storage and transportation.	1	A clear justified point about fitness for purpose.
The yikebike appears to lack the stability for rocky/bumpy terrain This is an error in design as it may easily topple over and due to the unique build, may leave the rider more injured than a regular bike.	1	The candidate discusses its use over certain terrain and through considering elements of the design provides justified points as to its fitness for purpose.
Total	5/10	
Overall total	36/60	