

Candidate 6

Q	Candidate Response	Mark	Explanation
Expressive Section			
1	Self Portrait by Van Gough One working method Van Gough has used is creating a life size portrait. This can be seen in the large painting. This allows the audience to view his work in a more intimate way as they can see his emotions.	1	The candidate has recognised that by working life size, Van Gogh was able to convey his emotions more intimately to the viewer.
	Another working method he used was small brushstrokes. This can be seen in his face. This creates more texture and interest to the painting.	1	A clear explanation about working methods using small brushstrokes and their visual effect.
	The artist chose to work with wet materials seen throughout the entire painting. This allows him to create more depth and texture.	0	This technique point is too general, specific reference to the artwork and its effect was required to gain a mark.
	One visual element the artist used was colour. Van Gough used a lot of cold colours. This can be seen in the background and his jacket. This shows his poor mental health and that he is unhappy.	0	This point is too general, the colours needed to be specified with a clear explanation as to the connection with the artist's mental state.
	He also uses warm colours. Seen in the face and beard. This allows the face to stand out and create more visual interest.	0	Far too general a comment, specific colour use needed to be referenced with a more direct effect on the viewer conveyed.
	He also uses complimentary colours. Seen as he uses blues in the background and orange in the hair. This creates a focal point and draws attention to his face to show his sadness.	1	A clear explanation about the use of complementary colours to create a focal point and the visual effect is conveyed.

	Van Gough was inspired by impressionism. Seen in the small brushstrokes in the background. This creates more texture and interest to his work.	0	The comment does not link the specific elements of Impressionism that inspired Van Gogh within this artwork thus no mark can be awarded.
	Van Gough suffered from manic depression. This can be seen in the excessive amount of blue as it represents illness and sadness, also the swirls in the background. This shows the state of mind and allows viewers to sympathise.	1	A strong point made about Van Gogh's state of mind with examples provided linking to sympathy from the viewer.
	Japanese Art also inspired Van Gough. This can be seen in the swirls in the background. This creates a more decorative and busy painting making it more visually interesting.	1	The Japanese influence has been explained through commenting upon effects within the background and its visual impact.
	Van Gough also suffered from poverty. This can be seen in his unkempt appearance and old jacket. This makes his work more relatable and interesting to the audience.	1	A clear point about poverty has been discussed by referencing his appearance and providing a connection with the viewer.
	Total	6/10	
3	The artist has used cold colours. This can be seen in the background and table. This shows that it is a dark and cold time of day which is less appealing.	1	A point is made about colour by commenting upon the use of cold colours in the background that concludes it is an unappealing time of day.
	She has also used warm colours which is seen in the food. This draws attention to the food and makes it more appealing to the artist.	0	A comment about warm colours on the food is too general and not fully accurate thus no mark can be awarded.

	The artist has also used bright, vibrant colours. This can be seen in the orange and lemons. This creates a focal point as it stands out and creates more visual interest.	1	A clear point has been made about the use of bright colours on the oranges and lemons to create focal point and visual interest.
	The artist has only used foreground and background in the composition. Seen as the background is the beach and the foreground is the meal. This makes the foreground a focal point as there is nothing taking the attention away.	1	The candidate has commented upon the lack of mid-ground within the composition by highlighting elements within the foreground area.
	The artist has not created a busy composition. This can be seen throughout the painting. This makes it less interesting but easier to look at.	0	Too general a point with no substance thus no mark can be awarded.
	She has created a calming composition. Seen in the beach and simple foods. This relaxes viewers and makes it easier to look at.	0	The comment about a calming composition is too general as there is no justification about why the elements of the beach and foods are relaxing.
	The artist has used a lot of round shapes. Seen in the various items of the painting. This creates a flow and theme to make the painting interesting.	1	Consideration of the repetition of rounded shapes throughout and its visual impact has been noted by the candidate.
	She has also used large shapes. Seen in the table and food. This fills the composition making it more effective to look at	0	This comment is too general, specific reference to the use of the large shapes and its effect was required to gain a mark.
	Total	4/10	
5	The artist chose the location of a busy street. Seen in the amount of cars and houses. This makes it more noticeable and ensures it will have an impact.	1	A justified point made about the location and busyness of the street, links to the visual impact of the artwork.

<p>He has also chose a poor location. This can be said sue to the poor living conditions that are noticeable. This will draw attention to the work as it brightens up the area and adds more decoration.</p>	<p>1</p>	<p>The candidate has observed that the location with noticeably poor living conditions has been deliberately selected by the artist to brighten up the area.</p>
<p>He has also chosen to created it on the side of a building. This can be seen throughout the painting and in the picture. This means many residents and visitors will notice it and his work will get attention</p>	<p>0</p>	<p>This is a repetition of a previous point thus no mark can be awarded.</p>
<p>He has also chosen a location near some bushes. Seen in the bottom of the photo. This allows the painting to flow and blend in with surroundings.</p>	<p>1</p>	<p>An understanding of the artwork's location and its surrounding elements has been justified through discussing this connection.</p>
<p>The artist has used a large scale. This can be seen in the size of painting. This draws attention to the painting and gives it a strong visual impact.</p>	<p>0</p>	<p>This point about scale is too general and has not been developed or justified properly.</p>
<p>He has used an unrealistic size of his work. Seen in the enormous size of his work. This gives it a higher impact and makes it more interesting.</p>	<p>1</p>	<p>Commenting upon the unrealistic scale the candidate has been able to convey the enormous size of the piece and relate this to visual impact.</p>
<p>He has created the man as the subject matter. Seen as he takes up a large portion of the painting. This represents security and safety as he looks strong.</p>	<p>1</p>	<p>A simple point about subject matter acknowledging the man who takes up a large portion of the artwork has a representational effect.</p>
<p>The subject matter is nature. Seen in the greenery. This draws attention to nature in an industrial part of the country. Also drawing attention as it is unusual as the people in the city.</p>	<p>1</p>	<p>Recognition by the candidate that the natural subject matter in the city draws attention due to it being out of place.</p>

	He has also created the subject matter of happiness. Seen in the mans contempt face. This shows that even if you have nothing you can be happy which will inspire others living in the area.	1	A reference to the content and inspiring man being linked to a positive effect has been observed by the candidate.
	Total	4/10	
Design Section			
7	Job Poster by Mucha Mucha used the lithography technique. This is seen in the luxurious colours of purple and gold. This shows the viewers it is a desired brand and it draws attention.	0	The candidate has not given a clear explanation of the technique used and how it contributes to the visual impact of the luxurious colours created.
	Mucha also used the technique of displaying women. Seen in the beautiful women in the poster. This draws attention of both men and women and creates a popular brand.	0	The point does not provide a valid technique for design process.
	He also used decoration as a technique. Seen in the pattern in the border and the womens hair. This makes the design more attractive to viewers.	0	The candidate does not comment on how the decoration is created as a technique.
	The designer considered aesthetics through the smoke. Seen in the smoke through the womens hair. This makes smoking appealing and adds extra interest.	0	The candidate has given a descriptive point about the smoke through the woman's hair without justifying how this contributes to the aesthetics of the poster.
	You can also see the deisgners consideration for aesthetics through colour. Seen in the rich colours throughout the design This makes the brand more appealing to consumers as they feel they are getting the best option.	0	This point about aesthetics through colour use has not been developed fully as there is not a strong justification made about why the rich colours would appeal.

	Mucha was inspired by nature. This is seen in the berries in the womens hair in the Job poster. This adds more visual interest to his design of the poster.	0	The influence of nature has not been explained properly as the comment is only describing where there are berries within the design and not why they have been used.
	Mucha was highly inspired by beautiful women. Seen as he uses a women as the focal point of his design. This draws attention to men as they want to impress a girl like that and also women as they want to look like the girl in the poster which draws more attention to his work.	1	The inspiration of using beautiful women as the focal point of the designer's work has been explained by justifying how the work will be attractive to both sexes thus providing more attention to the design.
	Celtic art also inspires Mucha. This is seen in the design of the womens hair. This adds interest to his work and it's more exciting for the audience to view it.	0	This comment is too general and does not provide examples of the elements within Celtic Art that inspired Mucha.
	Mucha also found inspiration in Islamic art. This can be seen in the border of the Job poster. This adds decoration but also leads your eye through the design into the focal point.	1	This point has been developed sufficiently to explain the influence of Islamic Art referencing the poster's border and the visual impact this has upon the viewer.
	Total	2/10	
11	The Yikebike is fit for purpose as it can be manoeuvred. This is seen as it has wheels therefore it can be moved. This shows it meets the function of getting people to places without walking.	0	This point is far too basic and much more was required about the manoeuvrability of the bike to gain a mark about fitness for purpose.
	It is also fit for purpose as it is light and small. Seen in the scale and weight of 13.5kg. This meets it's purpose as it is easily controlled and carried.	1	A justified point for fitness for purpose is made about the scale and weight of the bike and its ease of transportation when not in use.

	However the Yikebike is not fit for purpose as it is unsafe. Seen in the lack of support or steering. This shows it is not fit for purpose as if it was going fast it would be dangerous	1	The candidate has recognised that the bike could be unsafe due to a lack of support and steering thus would not be fit for purpose.
	Also it is unfit for purpose as there is no sign of brakes. This is seen in the photos that there are no visible brakes. This also means its dangerous if the rider is unable to stop.	1	A lack of visible brakes and the link with potential danger has been observed by the candidate to justify that the bike is not fit for purpose.
	The style is asymmetrical. Seen in the durastic different sizes of wheels. This makes the design more interesting and exciting to look at.	1	A style point has been justified by considering the asymmetrical look of the different wheel sizes which provides visual interest.
	The designer has used a simple style seen in the lack of decoration throughout. This makes the design more chic and mature.	1	A point about simple style has been considered due to the lack of decoration relating this to a chic and mature look.
	He has also used a rounded style. Seen as everything attached is rounded. This gives it a flow making it more interesting.	0	The comment about being rounded has no substance and a stronger consideration about the round style is required.
	The target market would be kids. Seen as it looks like a kids toy. This makes it look more fun and interesting.	0	The candidate has not discussed what makes the bike look like a child's toy and without this justification no mark can be awarded.
	The target market could also be adults. Seen in the photo of an adult using it. This makes the design appeal more to adults as a way of transportation.	0	Referencing the image provided as a justification for adult use is insufficient, more about why adults may wish to use the bike is necessary.
	Total	5/10	

12	The form of the dress is round. Seem in the shape of skirts and shoulder pads. This makes it look comfortable for consumers to wear.	0	The form comment is too general, and a more specific approach was required to gain a mark.
	One source of inspiration is from clouds. Seen in the cloudy design of the skirt. This makes the dress look relaxing to viewers.	1	A justified point about inspiration is made by commenting upon the cloud-like form of the skirt with a relaxing effect on the viewer.
	Another inspiration is stars. Seen in the top half of the dress. This makes the dress more interesting as it contrasts with the round skirts.	1	The inspiration of stars upon the top half of the dress has been considered as it provides contrast between the top and skirt of the dress which is visually interesting.
	Another source of inspiration is the night. Seen in the dark colours and the stars. This makes the design more edgy and exciting.	1	The night as a source of inspiration point has been justified by commenting upon the dark colours used to create an 'edgy and exciting' design.
	One other source of inspiration is space. Seen in the stars on the top half and planet shapes in the skirt. This makes the design unique and it stands out to customers.	1	The inspiration of space with the stars and planets has been justified through commenting upon the different aspects of the dress and how this would be unique to customers.
	Another source of inspiration is winter. This can be seen in the snowflakes around the dress. This adds decoration to the design and shows customers when it is suitable to be worn.	0	This inspirational point is relevant and justified, however the maximum mark allocation for the prompt 'sources of inspiration' has already been reached thus no further marks can be awarded.
	The dress is wearable as it is light materials. Seen as in the dress. This shows customers that it is comfortable yet flattering.	0	This point about wearability is too general and does not discuss the elements of the materials to justify it being light or comfortable.

	However it is less wearable as it is difficult to sit in. This can be noticed in the tubing used to decorate the skirt. This is not wearable because if you sit whilst wearing it you are at risk of ruining the design.	1	The candidate has recognised that the dress will be difficult to sit in due to the tubing decoration and that there is a risk of ruining the design
	Total	5/10	
	Overall total	29/60	