

Candidate 1 evidence

Q7.

materials and/or technology

I will be looking At Alphonse Mucha's JOB poster.

- Mucha uses lithography, a type of print making, for this poster. We can see this as the hair on the woman on the poster and the red hair piece is printed with layers. This is an effective way that Mucha creates detail on this poster.

- Mucha's use of vivid and good quality ink creates a strong and bold look to the poster. We can see this as a lot of the colours used are very rich and powerful colours. This gives the poster a strong look making it more eye catching.

Visual element (colour)

- Mucha uses a deep purple in this poster. We can see this ~~is~~ in the background of the woman. The deep purple symbolises that there is something quite ~~luxurious~~ luxurious and regal about the product being sold (cigarettes). This colour with the elegant woman ~~is~~ overlapping on top creates a very luxurious image for the brand, indicating that it is expensive and top of the range cigarettes that are being sold.

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	<ul style="list-style-type: none">• Mucha uses yellows in different shades on this poster. We can see this on the woman's hair and body. A golden yellow is used for her hair to make a contrast to her body which is a slightly lighter shade of yellow. This all contrasts with the background making the woman on the poster the focal point as she is the lightest thing on the page.	
	<ul style="list-style-type: none">• Mucha uses green for the border of this poster. We can see this as the colour is only used in the border which allows it to contrast from the purple^{purple} just like the purple body. It creates a separation as the difference in colour for the border sections off the rest of the poster.	

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	<ul style="list-style-type: none">• Mucha uses warm tones in the poster. We can see this on the hair piece on the woman's head which is red and the woman's golden yellow hair. This is effective as it creates unity on the page.	
	<u>Social, cultural and/or other influences</u>	
	<ul style="list-style-type: none">• Mucha takes Sarah Bernhardt as an inspiration for a lot of his work. We know this as she commissioned Mucha to create work for her and using her as a muse. In this JOB poster, Bernhardt has been used as a muse to create an elegant poster as she will have attracted many men (or people in general given her fame) as they were the main target market for cigarettes at this time.	

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	<p>• Mucha was inspired by the pre-raphaellites, a group of painters who used very attractive women (typically with long flowing hair) to capture moments in, for example; the bible, Shakespeare's plays and other moments in literature or poetry. We can see that this was through paintings. We can see that this was an inspiration for Mucha as the woman in the poster has very curly long flowing hair which creates that pre-raphaelite look. She would also be considered to a lot of people as beautiful or goddess-like, which fits in with the people women used in pre-raphaelite paintings.</p>	
	<p>• Mucha was also inspired (and was at the fore front) of the arts and crafts movement. We can see that in this poster as everything has been printed with great detail and intricacy. The arts and crafts movement was a</p>	

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movement of artists and designers who chose not to produce their work in mass amounts. Instead they chose the quality of the work over the quantity and people chose to put more time in to the ~~handcraft~~ hand-craftmanship of the product and the detail. This is evident in Mucha's work, especially this poster which you can see in the detail of the organic lines.

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Q9.		
	<u>colour</u>	

• The designer uses warm colours in this outfit. We can see this as the dress uses pink against red to create harmony and the designer also layers the tights with socks over it, which are also red creating a warmth to the outfit.

• The designer uses black and white to create a contrast against the colourful dress. We can see this where the designer has chosen tights with white writing on it, as well as black and white platform heels. The use of black and white helps to offset the colours on the rest of the outfit. ~~the geometric shapes~~

• The use of printed vibrant colours on the dress helps to create a playful look for the outfit. We can see this as the pink against the

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red and the pops of green create an exciting look and give the outfit this really playful and almost child like look to it.

- Although the designer's main colour palette is warmer colours, the use of green printed throughout the dress helps to break it up a bit and also catches peoples' eye making it more exciting for potential consumers.

Patterns

- The designer uses a ~~Printed~~ Screen printed pattern to create a very structured look to the dress. The colours create vibrancy and excitement, whereas the pattern creates structure and symmetry. We can see this on the dress where it is clearly split into blocks for different images on

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The dress. This makes the dress more balanced.

- The designer uses writing on the tights to off-balance the symmetry of the dress. We can see this as the writing goes horizontally and vertically making the pattern less consistent than the dress pattern.
- The designer uses ~~geometric~~ geometric shapes for the black and white platform shoes. The harsh and sharp lines create more of a contrast which allows the black and white to look its most effective. This is also used on the soles to create the same contrasting effect.
- The designer breaks up the printed pattern on the dress with cut-outs. We can see this across the chest and in the lower part of the dress.

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	This creates more visual interest for the consumer as it looks like something has ripped or or attacked the dress.
	<u>Target market</u>
	<ul style="list-style-type: none"> This outfit might appeal to a people with a love for screen printing or screen printed items. We know this as the dress has been screen printed which is is a fashionable type of pattern to sport for for some. It might be enjoyable to show off as it's bold and exciting. This outfit might also appeal to those with a quirkier fashion sense. This is clear from the stark contrast in pattern and bold and opposing colours. The contrast also in the way the pieces fit such as the socks being oversized and bunched up and the tights are clinging

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to the body all creates a more interesting look and creates a bold statement which could appeal to a quirkier person.

Q10.

Imagery

- This baking kit creates a playful image. We can see this from the drawn out baking supplies in the background of the finished products. The baking supplies look to have been made using crayons which is something that a child may use giving the product a fun and child-like image.
- The organic shapes on the packaging give the product a very simplistic look. We can see this from the minimal detail there is to the image on the packaging making

~~to~~ The product look easy to make and child friendly. The simple colours also demonstrate this.

Layout

- The gingerbread animals are positioned in front of the baking kit to make them seem further forward on the page. This creates depth on the page and having them layed out at the front overlapping with each other draws attention

to them which helps the company sell the baking kits.

- The designer has used speech bubbles for the product information. We can see this as it looks like the animal gingerbread biscuits are saying this. This makes the product more interactive for children (the demographics for this product).

typography	
<ul style="list-style-type: none">• The designer tries in the lettering with the drawn on image in the back of the packaging. We can see this as it looks like it's been written with crayon which makes it for more simple for children to read.	
<ul style="list-style-type: none">• The designer uses blue for the description of the product which ties in with the bowl creating unity.	

Candidate 2 evidence

1	'Self-portrait with Thorn Necklace and Hummingbird' by Frida Kahlo
	<u>Influences</u>
	<ul style="list-style-type: none">• One influence on Kahlo's work is her relationship with Diego Rivera, the monkey on Kahlo's shoulder was a gift from Rivera, it pulls on Kahlo's thorn necklace which causes her to bleed, this suggests that Rivera was a cruel husband and creates a threatening feeling.• Another influence on her work is Mexican culture, Kahlo has painted using bright colours that are seen throughout Mexican culture in murals, clothing and even food, these colours are eye-catching and create visual impact.• Kahlo was also influenced by Mexican folklore, the hummingbird means to be lucky in love in Mexican folklore yet Kahlo has painted a dead black one in the centre of the thorn necklace, this suggests that she was the opposite of lucky and creates a horrific feeling.• Another influence on Kahlo's artwork is her divorce with Diego Rivera, the butterflies in Kahlo's hair have been

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	<p>Painted using a delicate pattern which gives them a glass-like look and suggests that Kahlo felt fragile after her divorce with Rivera.</p> <p><u>Subject Matter</u></p> <ul style="list-style-type: none">• Kahlo has painted a black cat on her shoulder, the cat is ready to pounce which symbolises bad luck and death, this creates a sense of anxiety within the viewer.• She has painted herself wearing a thorn necklace, this symbolises the crown that Jesus wore while on the cross and suggests that Kahlo is comparing herself to Jesus.• Kahlo has painted leaves in the background of the painting, leaves symbolise fertility and as Kahlo is surrounded by them, this suggests that Kahlo feels burdened by the fact that she can't conceive. <p><u>Working Methods</u></p> <ul style="list-style-type: none">• One working method Kahlo used was controlled blending, this allowed Kahlo to create smooth subtle tonal changes and creates a realistic painting.

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<p>◦ Kohla also used the working method of oil paint, as oil paint dries slowly Kohla was able to carefully blend colour and tone to create a realistic painting.</p> <p>◦ Another working method used was small, thin brushstrokes to create ^{build up} the monkey and cat's fur, doing this made the fur appear realistic and adds to the realism of the painting.</p>	
<u>Colour</u>	
<p>◦ Brown has used bright colours to create his their painting, these are bold and eye-catching which creates a visually impactful piece.</p> <p>◦ The artist has used primary colours for the flowers in the painting, these colours are playful and stimulating and suggests that the artist was reminded of his their childlike playfulness while creating this painting.</p> <p>◦ The artist has painted the hills in the painting using a dark purple, this creates contrast and visual impact as the rest of the painting is bright.</p> <p>◦ The artist has painted the sky in the painting using cold colours (purple and light blue clouds, dark blue sky) these colours are receding so it makes</p>	

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the viewer's eyes go to the fields which are the focal point of the painting.

Pattern

- On some of the fields the artist has created a striped pattern, these stripes act as leading lines towards the ~~flowers~~ and the houses which is the focal point of the painting.
- The artist ~~has~~ has created a ~~circular~~ the pink flowers using a pattern of circles, the pattern leads the viewer's eyes to the houses which are the focal points of the painting.
- Brown has created the sky using a dotted pattern, this creates the illusion of texture due to the dots being of different colours, this create ~~a~~ the illusion that rain is falling.
- The artist has used a curved pattern to create the different levels of fields, this adds form to the fields and makes the painting seem realistic.

Viewpoint

- The viewpoint of the painting is of a large distance from the houses, this allows the viewer

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	<p>to also see the fields around the houses and understand the calm and happy atmospheres of these houses.</p>	
6	<h3>Focal Point</h3>	
	<ul style="list-style-type: none">• One of the focal points of the painting is the woman in the gold dress, she is the largest thing on the painting and takes up most of the space, this makes the viewer immediately look at her.	
	<ul style="list-style-type: none">• Another focal point of the painting is the jester hand, this hand has been painted using bright colours which makes it stand out and has an eye-catching effect.	
	<ul style="list-style-type: none">• Cheval has separated two hands from the rest of the painting by placing them in a beige circle, this makes them stand out as they are kept away from the rest of the painting which suggests that they are a focal point of the painting.	
	<ul style="list-style-type: none">• The lady in the painting stands out as she is the only figure wearing gold, the metallic colour is bold and eye-catching which suggests that she is the focal point.	

Style

- The artist has painted using a surrealistic style, Cheval has painted hands instead of people but still has the realistic element of the buildings in the background which creates a surrealistic visually impactful painting.
- Cheval has also painted using a narrative style, as the subjects of the painting all appear to be doing something which tells a story.
- The artist has also created a fairytale-like styled piece, due to the delicate medieval-like setting and strange elements within the painting creates a fairytale-esque style.

Symbolism

- The lady in the painting is both the largest element as well as the only one relaxed and on some sort of high-up box, this symbolises the superiority of the character and suggests that she is of high-rank.
- Instead of people there are hands, this symbolises that they are ~~nothing~~ but humans to the woman but just mere ~~useless~~ hands to wait

upon her every need.

Candidate 3 evidence

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	<u>Section 2 - design</u>	
	Peter Chang - 2004 Plastic Bracelet	
7.	<u>materials</u>	
	<ul style="list-style-type: none">• Peter Chang had used acrylic plastic for the majority of the 2004 Plastic Bracelet, this created a new style due to bright colors that were uncommon compared to traditional gold or silver.*	

	*This was easy for him to manipulate and allowed him to create the fine details on the piece to give it a refined look and catch peoples attention.	
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• Chang had also used recycled plastics off the streets, this would appeal to today's market well as a trend going around is sustainable fashion. This shows how the plastic bracelet can fit into any time frame as the piece is adaptable to new trends as well as old ones.

Precious gems were also used throughout the bracelet, this gave it a charming and elegant look. This was done to attract a wealthier audience and make the bracelet stand out more as the gems contrast with the cheap materials of plastic.

	<u>Colour</u>	
	<ul style="list-style-type: none">• Many colours were used throughout the plastic bracelet, the colour that takes up majority of the space is blue in different shades. The blue creates a calming and relaxing mood,	

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it helps calm the eye from the rest of the bracelet to how random it. This also relates well to the water in the ocean as it envelops most of the piece, ~~drawing~~ drowning out any harsh elements.

Deep purples and pinks are also used in the 2004 plastic bracelet to really make it stand out, even though the two colours are meant to be in harmony with each other it creates a clashing effect. It also clashes a lot with the cold tone colours like blue but it does not make the bracelet look displeasing instead creates a statement like Chang wanted. This gives a ~~at~~ alien related feeling as

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the colour combination is odd and unfamiliar is regular jewelry, but it works out well creating a visual impact.

The gems spread through the plastic bracelet give a yellow/orange colour, the colour is bright attracting attention of people but stands out as it contrasts with the purples/pinks (even though it is a warm tone), and fits well with the blues and greens (while both those colours being cool tones). It gives the bracelet a sparkle and twinkle as it reminds the viewers of stars in a distant galaxy.

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<p><u>Influences</u>.....</p> <p>Chang was heavily influenced by his childhood, especially by the fishing trips his father took him on. This gave an inspiration of sea life and the ocean which can be seen in many of his pieces like the 2004 plastic bracelet, which has colours and movements of 3D elements relating to the influence giving a childlike and purity to his pieces.</p> <p>In Chang's university days he liked watching Science-fiction (Sci-Fi) films, giving an inspiration of space and extraterrestrial life. Most elements seen on the Plastic to Bracelet is based of this influence like the weird colour choice and</p>	

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	<p>sticking out bits creating a visual interest to the audience.</p> <p>Chang also wanted to incorporate Chinese elements to his work, as he was half Chinese. Even though the 2004 Plastic bracelet does not seem to hold any Chinese influence many other pieces of his do, taking inspiration of Chinese myths like dragons. This gives Chang's work a more personal touch as he includes his culture and allows his audience to understand him deeper as they get to experience more of personal life through his work.</p>

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11.	<u>North Indian bracelet</u>	
	• <u>Decoration</u>	
	• flowers, snakes, open	
	<p>On the bracelet a particular design going through it is a floral print, this suggests in the 19th century a skilled crafts man painted the design very carefully to create the fine details.</p>	
	<p>It also suggests a female would have worn the bracelet due to female theme or a rich king from the peace precise detailing.</p>	
	<p>The main section of the bracelet is curved with two snake heads at each end, it fits in well with the name of the bracelet as in North India there is alot</p>	

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<p>of mountains. A God of Lord Shiva used to meditate there with a pet snake rapped around his neck, this shows the bracelet was inspired by natural elements and Indian faith of Hinduism.</p>	
<p>The decoration of the colour green also suggest inspiration of nature as it connotes with freshness or an environmental aspect. The North Indian bracelet overall has a very natural influence for decoration with the outdoor design.</p>	
<p><u>materials</u></p>	
<p>◦ gold, diamonds and enamel rich, rich, strong</p>	

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	<p>The material of gold suggests a wealthy person would have wore it, but during traditional Indian times it was very common for any one to wear gold but the extremely poor, it shows a richness to the bracelet but was prop probably very heavy.</p>	
	<p>Diamonds were also used throughout the bracelet giving it a historical theme as many joints were found in India during the time. This suggests a very wealthy person would wear the bracelet like a North Indian king in a place like Kashmir. Because diamonds are very precious it is safe to assume the bracelet was</p>	

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heavily guarded and worn on special ~~occ~~ events;

Enamel was used to construct majority of the bracelet making it very sturdy and less likely to break. It also allowed the delicate floral prints to be painted on it due to the surface texture, ~~being quite rough, but smooth enough not to damage skin~~. This gave the bracelet a glossy look overall making it very appealing and would look nice in the sun as the light shines off it.

Wearability
sturdy, wear for long time, but heavy.

I presume the bracelet can be worn ~~for~~ without worry of it breaking, but due to

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to the very heavy materials
it is ideal not to
wear it for long. Rather for
special events to create
a statement due to the
large large scale and
prominent colours.

To the sizing and sturdiness
of the piece it could be
used as a statue or
easily hung around a pole
to wear, making a
structure look more
appealing.

The bracelet is easy to wear
as it is attached with a
pin that can be removed
at the top. This suggests
that a person that is
more built would wear the
bracelet as a pin function is
needed to attach it while

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	<p>anyone with slender hand could easily slip their arm through the 89 hole. In old India kings or made royalty to would wear bracelet higher up their arm near the shoulder, so judging from the size and pin at the top it is safe to assume the bracelet is meant to wear worn there.</p>
10.	<p><u>Let's bake crayola Gingerbread kit</u></p> <p>analysis <u>layout</u></p> <ul style="list-style-type: none"> • symmetry at bottom, tilt in bowl, fresh colours <p>At the bottom of the packaging the packaging the layout is symmetrical creating a balance on the page allowing children, who the set is aimed for, to</p>

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	<p>easily see the gingerbread options as it is all in one place than needing to search within the rest of the layout.</p>	
	<p>The bowl is tilted just slightly to create a visual impact subtly, so it does distract children from seeing the main product and allows the text to still be read clearly.</p>	
	<p>Throughout the layout bright colours are used to attract the attention of young infants and link to the childlike theme of the product. The bright colours also relate to the branding of crayola as it is a crayon company that focuses on colours for children</p>	

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to explore with.

Imagery
bowl, animals, rolling pins/spoon

The imagery of the bowl in the middle of the page allows people to understand the concept of the product without needing to read anything, this good as from further away the item ~~is~~ ~~can~~ can be seen to attract attention of children, it also helps act as an icon for children to understand the product or to a person who cannot read English.

The animals at the bottom of the page animals are used to create a childlike theme and suggest a target audience as it

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is most likely to attract children to convince their parents to buy the product.

The images of a spoon and rolling pin suggest objects required to create the gingerbread, making customers go buy the items, if Coca-Cola came out with a brand of spoons and rolling pins the let's bake product would bring them in more income as children would find it appealing to have a matching set for consistency.

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	<u>typography</u>	
	<p>The use of serif and sans-serif font throughout the layout creates a contrast and visual impact, as it does not distract the viewers eye from the product but creates a subtle difference.</p>	
	<p>Using serif font for the main information within the box is easier to read for an older generation, suggesting the Let's bake Crayola Set is an activity for a grandchild to do with their grandparents as it is easier for them to read.</p>	
	<p>Information in the speech bubbles are in sans-serif and very simple wording suggesting it is something a child could</p>	

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	comprehend. Having that	
	text towards the bottom	
	also suggests it was	
	there for a child to read as	
	it easy for them to read.	

Candidate 4 evidence

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7.	I have studied Rene Lalique's 'Dragonfly Women's corsage.'	
	<u>Materials</u>	
	<ul style="list-style-type: none"> > The chrysoptera female bust is seen emerging from the mouth of the gold enamel body of a dragonfly. This would have been hand carved and the basis for all added elements. 	
	<ul style="list-style-type: none"> > The dragonfly wings were made of fine enamel work, gemstones, malachites and diamonds. These emerged from the chrysoptera bust's shoulders instead of arms. 	
	<ul style="list-style-type: none"> > The female bust is seen wearing a hat/helmet decorated with two gold enamel beetles. Enamel technique here is champlevé. 	
	<u>Visual Element: Form</u>	
	<ul style="list-style-type: none"> > The central part of the brooch is 3D and inspired by the female form, dragonfly body and a griffin. 	
	<ul style="list-style-type: none"> > The wings are 2D and follow the flat shape of dragonfly wings, giving a pleasing contrast to the form of the body. 	
	<ul style="list-style-type: none"> > The whole piece follows a line of symmetry down the middle and gives an aesthetic value. 	

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<u>Social, Cultural Influences</u>	
<p>> After Japanese ports resumed trade with the west in 1853, an unprecedented volume and variety of Japanese goods arrived from the East; creating a major influence on European art and culture. This included enamel which was extensively used by Art Nouveau designers. Unlike rare and costly gemstones, enamel can be manufactured using a type of glass made from sand or flint, soda or potash and red lead. Metallic oxides were added or proportions of the ingredients were altered to produce a variety of colours which can be seen throughout the dragonfly vase.</p>	
<p>> Another central inspiration of Art Nouveau, was manifested in diverse ways, was the natural world. Perhaps prompted by mass urban migration, Art Nouveau designers used stylised organic and floral forms to bring nature back to modern life. This inspiration can be seen through the dragonfly wings and the eagle claws.</p>	
<p>> The roots of Art Nouveau can be traced back to the Arts and Crafts movement in England during the second half of the 19th century. Arts and Crafts was often seen as a response to growing industrialisation in Europe and the rise of mass production, at the perceived expense of traditional</p>	

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	<p>craftsmanship. As with arts and crafts, it was held in the Art Nouveau period that aesthetic values should be combined with high standards of craftsmanship, and that works of art should be both beautiful and functional. This can be seen in the corset in the high standard of craftsmanship and the stunning aesthetic quality.</p>	
	<p>The female form was another major influence. Women's roles and status in society developed significantly during the late 19th century and a growing number of metropolitan middle-class women enjoyed a disposable income. During the same period the female figure was heavily featured in Art Nouveau works. Highly idealised, feminine, seductive, attractive - and often naked - women with long flowing hair were seen in these works. Although the figure does not have long flowing hair, this can be seen in the piece as the figure is highly idealised and naked.</p>	

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11.	<u>Decoration</u>
	<p>> The decoration is very bright and colourful, with a mix of colours not often all seen together on a piece of jewellery. This would catch the eye of others and increase interest in the piece.</p>
	<p>> There is a lot of fine floral work work and pattern work that would have been taken a lot of time and this would have been reflected in the cost.</p>
	<p>> Two dragons are seen connected at the top of the ^{bracelet} ring holding it the main diamond. This is a very unique design and would also increase the interest in the piece.</p>
	<u>Materials</u>
	<p>> The gold and diamonds would have been expensive which would have been reflected in the price.</p>
	<p>> The designer would have used many different enamelling techniques to produce a variety of colours that are seen in the bracelet.</p>
	<p>> The gold would have been used to set the diamonds into the piece, which would have been one of the last stages in the making of it.</p>
	<p>> The gold would have been easy to work with as it is a very flexible and durable metal, allowing the designer to create the intricate gold details.</p>

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Wearability

- > Due to the extravagant design and details, this would not be a piece of jewellery that is worn everyday.
- > Due to all of the fine and delicate details, the ~~bracer~~ ~~bracelet~~ ~~bracelet~~ ~~bracelet~~ get caught on other items of clothing and potentially damaged.
- > The larger sections at the top of the bracer may make it uncomfortable to wear as they could dig in to the wearer.

12. Aesthetics

- > The piece as a whole has a very elegant but extravagant look due to all of the small pieces of glass reflecting the light, making it look like it shines.
- > The cable holding each piece looks invisible and gives the illusion that the chandelier is floating.
- > The design as a whole is very simple, however it would likely be held in a less extravagant room with little detail as it could be a lot to look at and seem very full and over the top.

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<u>Materials</u>	
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