

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this question paper

Candidate 1

Question 7

The candidate was awarded **5 marks** for this question.

‘Materials and/or technology I will be looking at Alphonse Mucha’s JOB poster.’ Clear information is provided that identifies the selected design.

‘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 red hair piece is printed with layers. This is an effective way that Mucha creates detail on this poster.’ **1 mark**
The candidate has discussed the use of lithography and in particular layers on the woman’s hair within the design.

‘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.’ **0 marks**

No mark can be awarded for this comment on materials and/or technology as it is too general and further explanation is required.

‘Visual element (colour)

Mucha uses a deep purple in this poster. We can see this in the background of the woman. The deep purple symbolises that there is something quite luxurious and regal about the product being sold (cigarettes). This colour with the elegant woman 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.’

1 mark

Knowledge and understanding has been demonstrated by the candidate about the use of colour and its aesthetic qualities within the poster design.

‘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.’ **1 mark**

Thorough discussion about the use of colour within the poster design to indicate contrast and focal point.

'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 just like the body. It creates a separation as the difference in colour for the border sections off the rest of the poster.' **0 marks**

No mark can be awarded for this comment about colour due to it also being used in the lettering and other areas of the poster.

'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.' **0 marks**

No mark can be awarded for this comment about colour as it is not fully justified.

'Social, Cultural and/or other influences

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 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.' **1 mark**

The influence of Bernhardt upon Mucha has been clearly conveyed through referencing their working relationship and resulting poster design.

Mucha was inspired by the pre-Raphaelites 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 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 ties in with the women used in pre-Raphaelite paintings. **1 mark**

Explaining the influence of the Pre-Raphaelites upon Mucha and his work is clarified by referencing elements of this specific design.

'Mucha was also inspired (and was at the forefront) 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 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 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.' **0 marks**

No mark can be awarded because this comment is unclear and contains some misconceptions. Mucha was mainly associated with the Art Nouveau movement. There is a reference to organic lines but no explanation of how this is an influence of Art Nouveau. A general point is made about the Arts and Crafts movement being against mass production but an influence on the production methods for this poster is not clearly explained, for example in what way it was 'hand-crafted' The fact that it is 'detailed' is too general a point.

Question 9

The candidate was awarded **7 marks** for this question.

Colour

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 warmth to the outfit.' **1 mark**

A justified point about colour has been provided by discussing the warmth and harmonious nature of the colour choice within 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.' **1 mark**

Commenting upon the specific use of black and white as a contrast to the colourful nature of the dress indicates understanding of visual impact.

'The use of printed vibrant colours on the dress helps to create as playful look for the outfit. We can see this as the pink against the red and the pops of green create an exciting look and give the outfit this really playful and almost childlike look to it.' **1 mark**

The candidate has provided a justified point about the use of vibrant colours adjacent to each other on the dress and the impact conveyed.

'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.' **1 mark**

The use of green throughout the dress has been justified through consideration of its more sporadic use and resulting visual impact.

Pattern

The designer uses a 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 the dress. This makes the dress more balanced.' **0 marks**

No mark awarded as the point about pattern is not clear. The screen-printed pattern is not symmetrical, so how it created structure and symmetry is not explained. The 'splitting into blocks' comment could be a reference to the pattern created by the diagonal slashes, but it is not fully explained.

'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.' **1 mark**

A justified point about pattern upon the tights is made referencing the inconsistent look in comparison to the symmetry of the dress pattern.

'The designer uses 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 socks to create the same contrasting effect.' **1 mark**

The candidate has provided a justified point about the effectiveness of the geometric patterned shapes on the shoes.

'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. This creates more visual interest for the consumer as it looks like something has ripped or attacked the dress.' **0 marks**

The comment discusses the visual effect of the cut-outs on the dress, but this has not been effectively justified in relation to pattern. Thus no mark can be awarded for pattern.

'Target Market

This outfit might appeal to people with a love for screen printing or screen printed items. We know this as the dress has been screen printed which is a fashionable type of pattern to sport for some. It might be enjoyable to show off as its bold and exciting.' **0 marks**

No mark awarded as it is a very general point and does not identify a specific target market. 'People who love screen-printing' is too general and the point is not effectively justified.

'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 focus being oversized and bunched up and the tights clinging to the body all creates a more interesting look and creates a bold statement which could appeal to a quirkier person.' **1 mark**

Analysis about the contrasting and quirky nature of the dress and its resulting appeal provides a justified point for target market.

Question 10

The candidate was awarded **3 marks** for this question

'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.' **1 mark**

The appearance of the baking supplies imagery has been considered to provide a connection with children.

'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 the product look easy to make and child friendly. The simple colours also demonstrate this.' **0 marks**

This point is unclear and does not fully explain what 'organic shapes' are being referred to, and which colours are simple, and where they can be found. Thus, no mark can be awarded for imagery.

'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 laid out at the front overlapping with each other draws attention to them which helps the company sell the baking kits.' **1 mark**

Consideration of position, arrangement and purpose of the gingerbread animals provides a clear point about layout.

'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 demographic for this product).'

1 mark

The candidate has discussed the designer's use of speech bubbles for the gingerbread animals and its intended purpose. Mark awarded for imagery.

'Typography

The designer ties in the lettering with the drawn on image in the back of the packaging. We can see this as it looks like its been written with crayon which makes it more simple for children to read.' **0 marks**

No mark awarded for typography as the point is not fully justified.

'The designer uses blue for the description of the product which ties in with the bowl creating unity.' **0 marks**

The comment about the product's description has not been fully developed, thus no mark awarded for typography.

Total marks – 15/30

Candidate 2

Question 1

The candidate was awarded **6 marks** for this question.

'Self-portrait with Thorn Necklace and Hummingbird' by Frida Kahlo.'

Clear, concise information identifying the artwork has been provided.

'Influences

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.' **1 mark**

Commenting upon the monkey actions and its connection with Kahlo's husband Rivera, the candidate has clearly conveyed the influential relationship upon the work.

‘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.’ **0 marks**
The comment about Mexican culture is too general thus no mark can be awarded.

‘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.’ **1 mark**
The candidate has discussed the influence of Mexican folklore and suggested why Kahlo has represented the hummingbird in this way.

‘Another influence on Kahlo’s artwork is her divorce with Diego Rivera, the butterflies in Kahlo’s hair have been painted using a delicate pattern which gives them a glass-like look and suggests that Kahlo felt fragile after her divorce with Rivera.’ **1 mark**
The fragility of the relationship with Rivera referencing the delicate butterflies has been explained to provide an influential factor.

Subject Matter

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.’ **1 mark**
The symbolic nature of the black cat and its impact upon the viewer are discussed for subject matter.

‘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.’ **0 marks**
Although the candidate touches upon the symbolic nature of the thorn necklace, they do not specify the connection between Kahlo and Jesus. In what way could Kahlo be comparing herself to Jesus, for example, self-sacrifice or suffering.

‘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.’ **1 mark**
A mark can be awarded for subject matter as the candidate has commented upon the symbolism of the leaves and its suggested meaning for Kahlo.

Working Methods

One working method Kahlo used was controlled blending, this allowed Kahlo to create smooth subtle tonal changes and creates a realistic painting.’ **0 marks**
Comment made is too general for working methods with no specific connection made with the artwork.

‘Kahlo also used the working method of oil paint, as oil paint dries slowly Kahlo was able to carefully blend colour and tone to create a realistic painting.’ **0 marks**
No mark awarded for working methods, as it lacks comment about in what way this can be seen in the artwork.

'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.' **1 mark**

A mark can be awarded for specific reference made to the use of thin brushstrokes upon the animals' fur to create realism.

Question 3

The candidate was awarded **6 marks** for this question.

Colour

Brown has used bright colours to create their painting, these are bold and eye-catching which creates a visually impactful piece.' **0 marks**

No mark awarded for colour as comment too general with no reference made to the artwork.

'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 their childlike playfulness while creating this painting.' **1 mark**

A justified point is made through discussing the use of colour within the artwork and the suggested emotion conveyed.

'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.' **1 mark**

A mark is awarded by commenting upon the contrast and visual impact made using colour.

'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 the viewer's eyes go to the fields which are the focal point of the painting.' **1 mark**

The candidate has justified how the use of colour creates a focal point within the artwork

Pattern

On some of the fields the artist has created a striped pattern, these stripes act as leading lines towards the houses which is the focal point of the painting.' **1 mark**

A mark is awarded by justifying the effect of the striped pattern upon the fields leading to the focal point.

'The artist has created 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.'

1 mark

A justified point is made about the pattern of pink flowers which lead the viewer into the artwork.

'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 the illusion that rain is falling.' **1 mark**

Discussing the repeated pattern within the sky and its illusionary effect provides a justified point.

‘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.’ **0 marks**

The comment is too general and not fully developed. No mark awarded for pattern.

Viewpoint

The viewpoint of the painting is of a large distance from the houses, this allows the viewer to also see the fields around the houses and understand the calm and happy atmospheres of these houses.’ **0 marks**

Comment too vague thus no mark awarded for viewpoint.

Question 6

The candidate was awarded **7 marks** for this question

Focal Point

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.’ **1 mark**

A clear point is made about the scale and position of the woman in the artwork.

‘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.’ **1 mark**

Analysing the effect of bright colours upon the jester’s hand provides a justified point.

‘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.’ **1 mark**

A mark is awarded for focal point by discussing the separate hands highlighted at the side of the artwork.

‘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.’ **1 mark**

Justifying the effect of using a bold metallic colour on the prominent figure ensures a mark for focal point.

Style

The artist has painted using a surrealist style, Cheval has painted hands instead of people but still has the realistic element of the buildings in the background which creates a surrealist visually impactful painting.’ **1 mark**

A point is made about the surrealist style of the work by referencing elements of realism alongside hands that have the traits of people.

'Cheval has also painted using a narrative style, as the subjects of the painting all appear to be doing something which tells a story.' **0 marks**

The comment about the narrative style has not been fully developed, thus no mark can be awarded.

'The artist has also created a fairy-tale-like styled piece, due to the delicate medieval-like setting and strange elements within the painting creates a fairy-tale-esque style.' **0 marks**

The candidate has not fully developed the comment about the fairy-tale style of the artwork thus no mark can be awarded.

'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.' **1 mark**

Analysing the position and pose of the large figure, the candidate has justified symbolism within the artwork.

'Instead of people there are hands, this symbolises that they are humans to the woman but just mere hands to wait upon her every need.' **1 mark**

Justifying the use of hands instead of people within the artwork, the candidate has secured a mark for symbolism.

Total marks – **19/30**

Candidate 3

Question 7

The candidate was awarded **3 marks** for this question.

'Peter Chang – 2004 Plastic Bracelet'

Clear information identifying the selected design is provided.

'Materials

Peter Chang had used acrylic plastic for the majority of the 2004 Plastic Bracelet, this created a new style due to bright colours 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 people's attention.' **0 marks**

The reference to the use of acrylic is too general and not fully explained, thus no mark can be awarded for materials and/or technology.

'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.' **0 marks**

No mark awarded for materials and/or technology as the response is speculative.

'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.'

0 marks

No mark awarded for materials and/or technology as the comment contains some misconceptions. Chang occasionally used small pieces of precious metals, but not precious gems.

Colour

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, 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 engulfs most of the piece, drowning out any harsh elements. **'1 mark**

An explanation has been given about the use of blue throughout the design piece and its calming effect.

'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 an alien related feeling as the colour combination is odd and unfamiliar is regular jewellery, but it works out well creating a visual impact.' **1 mark**

The candidate discusses the contrast, visual impact, and effect of Chang's colour use within the bracelet.

'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.' **1 mark**

Explanation provided about the colour and contrast of the gems with the rest of the design piece with reference made to visual impact.

Influences

Chang was heavily influenced by this 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 movement of 3D elements relating to the influence giving a childlike and purity to his pieces.' **0 marks**

Commenting upon the influence of Chang's childhood upon his design has relevance, however it has not been fully developed in relation to its impact on the selected design. No mark awarded for social, cultural and/or other influences.

'In Chang's university days he liked watching Science-fiction (sci-fi) films, giving an inspiration of space and extra-terrestrial life. Most elements seen on the Plastic Bracelet is based of this influence like the weird colour choice and sticking out bits creating a visual interest to the audience.' **0 marks**

Although reference is made to Chang's interests whilst at university, the candidate does not fully explain the influence upon the bracelet, thus no mark can be awarded for social, cultural and/or other influences.

'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.' **0 marks**
No mark awarded for social, cultural and/or other influences as the point discussed is not specific to the chosen design piece.

Question 11

The candidate was awarded **6 marks** for this question

'North Indian bracelet

Decoration

flowers, snakes, green.'

Notes by candidate, no mark awarded.

'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.' **1 mark**

A justified point is made about the floral decoration upon the bracelet and the skill of the craftsman.

'It also suggests a female would have worn the bracelet due to feminine theme or a rich king from the precise detailing.' **0 marks**

No mark awarded as the comment is too general.

'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 a lot of mountains. A God of Lord Shiva used to meditate there with a pet snake wrapped around his neck, this shows the bracelet was inspired by natural elements and Indian faith of Hinduism.' **1 mark**

A mark is awarded for decoration as the candidate has analysed the inclusion of the snake heads and connections to Hinduism.

'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.' **0 marks**

marks

This further reference to nature is too vague, thus no mark can be awarded for decoration.

'Materials

gold, diamonds and enamel rich, rich, strong.'

Notes by candidate, no mark awarded.

'The material of gold suggests a wealthy person would have wore it, but during traditional Indian times it was very common for anyone to wear gold, but the extremely poor, it shows a richness to the bracelet but was probably very heavy.'

0 marks

The comments about gold are not fully developed thus no mark can be awarded for materials.

'Diamonds were also used throughout the bracelet giving it a historical theme as many jewels 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 heavily guarded and worn on special events.'

1 mark

A justified comment is made about the value of the bracelet due to the use of diamonds throughout.

'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. 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.'

1 mark

A mark has been awarded for analysing the appealing nature of enamel used throughout the bracelet.

'Wearability

sturdy, wear for long time, but heavy.'

Notes by candidate, no mark awarded.

'I presume the bracelet can be worn without worry of it breaking, but due 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 scale and prominent colours.'

1 mark

Commenting upon wearability, the candidate has made a justified point about the statement design piece being worn without concern at special events.

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

0 marks

Comments are vague thus no mark can be awarded for wearability.

'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 anyone with slender hand could easy slim their arm through the Ø9 hole.'

1 mark

The candidate has justified the ease of wear due to the pin function at the top of the bracelet.

'In old India kings or male royalty 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 to bracelet is meant to worn there.'

0 marks

The information about the pin is provided within the question legend, so the candidate is required to explain more about how this would function in terms of wearability on the upper arm in order to gain a mark.

Question 10

The candidate was awarded **6 marks** for this question.

'Let's bake Crayola Gingerbread kit

Layout symmetry at bottom, bit in bowl, bright colours.'

Notes by candidate, no mark awarded.

'At the bottom of the packaging the layout is symmetrical creating a balance on the page allowing children, who the set is aimed for, to easily see the gingerbread options as it is all in one place than needing to search within the rest of the layout.' **1 mark**

A justified comment is made about the easily seen symmetrical layout at the bottom of the packaging.

'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.'

1 mark

The arrangement of the bowl and text placement for readability is discussed to provide a justified point for layout.

'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 to explore with.' **0 marks**

Colour is not a prompt for this question and the candidate does not discuss any aspect of layout. No mark awarded.

'Imagery Bowl, animals, rolling pins/spoon.'

Notes by candidate, no mark awarded.

'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 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.' **1 mark**

Attracting children to the centrally placed bowl to convey the concept of the product has been discussed by the candidate.

'The animals at the bottom of the page animals are used to create a childlike theme and suggest a target audience as it is most likely to attract children to convince their parents to buy the product.' **1 mark**

Commenting upon the attractive nature of the animals to children at the bottom of the graphic design has provided a justified point.

'The images of a spoon and rolling pin suggest objects required to create the gingerbread, making costumers go buy the items, if Crayola came out with a brand of spoon 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.' **1 mark**

The candidate has connected the imagery of utensils with customers' requirements and potential purchasing activity.

Typography

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.' **0 marks**

No mark awarded for typography as the comment is too vague and more specific reference is required.

'Using serif font for the main information within the bowl 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.' **0 marks**
Comment too vague, thus no mark awarded for typography.

'Information in the speech bubbles are in sans-serif and very simple wording suggesting it is something a child could comprehend. Having that text towards the bottom also suggests it was there for a child to read as it easy for them to read.' **1 mark**

The candidate discusses the style and simple wording used to connect with children.

Total marks: **15/30**

Candidate 4

Question 7

The candidate was awarded **3 marks** for this question.

'I have studied Rene Lalique's 'Dragonfly Women's corsage'.
Clear information about the selected design is provided.

Materials

The chrysoprase 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.' **0 marks**

The comment about the chrysoprase bust is descriptive and is not fully developed, thus no mark can be awarded for materials and/or technology.

'The dragonfly wings were made of fine enamel work, gemstones, moonstones and diamonds. These emerged from the chrysoprase bust's shoulders instead of arms.' **0 marks**

No mark awarded for materials and/or technology as the point is descriptive.

'The female bust is seen wearing a hat/helmet decorated with two gold enamel beetles. Enamel technique here is champlevé.' **0 marks**

The candidate continues to describe the design piece thus no mark can be awarded for materials and/or technology.

'Visual Element: Form

The central part of the brooch is 3D and inspired by the female form, dragonfly body and a griffin.' **0 marks**

The candidate has selected to discuss the visual element of form, however the comment made is descriptive.

'The wings are 2D and follow the flat shape of dragonfly wings, giving a pleasing contrast to the form of the body.' **0 marks**

Although a reference is made to contrasting elements within the design piece, the candidate's response is too vague, thus no mark can be awarded for form.

'The whole piece follows a line of symmetry down the middle and gives an aesthetic value.' **0 marks**

Further vague comment made thus no mark can be awarded.

'Social, Cultural Influences

After Japanese ports resumed trade with the west in 1853, an unprecedented volume and variety of Japanese good 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 corsage.' **1 mark**

Within this response, the candidate clearly understands the influence of Japan and the use of enamel by Art Nouveau designers such as Lalique with reference made to the selected design piece.

'Another central inspiration of Art Nouveau, 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.' **1 mark**

A clear explanation is made regarding the influence of the natural world on Art Nouveau Designers with reference made to elements within the selected design piece.

'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 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 corsage in the high standard of craftsmanship and the stunning aesthetic quality.' **0 marks**

Although clear knowledge is conveyed, no mark can be awarded for social, cultural and/or other influences as the response lacks specific detail as to how this craftsmanship and/or aesthetic quality can be seen in the piece.

'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.' **1 mark**

The influence of the female form within Art Nouveau design has been explained with reference to the selected design piece.

Question 11

The candidate was awarded **1 mark** for this question.

Decoration

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.' **0 marks**

No mark awarded for decoration as the comment is too general.

'There is a lot of fine floral and pattern work that would have taken a lot of time and this would have been reflected in the cost.' **0 marks**

A comment about decoration is made, however it has not been fully developed to warrant a mark.

'The dragons are seen connected at the top of the bracelet holding the main diamond. This is a very unique design and would also increase the interest in the piece.' **0 marks**

Although reference is made about the creatures at the top of the bracelet, it is not fully justified thus no mark can be awarded.

Materials

'The gold and diamonds would have been expensive which would have been reflected in the price.' **0 marks**

Comment not fully developed about the expensive materials, thus no mark awarded.

'The designer would have used many different enamelling techniques to produce a variety of colours that are seen in the bracelet.' **0 marks**

No mark awarded for materials.

'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.' **0 marks**

The candidate is referencing materials, however, the comment is not fully developed.

'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.' **0 marks**
The candidate discussed the properties of gold; however, it is not fully developed. No mark awarded for materials.

'Wearability

Due to the extravagant design and details this would not be a piece of jewellery that is worn everyday.' **0 marks**
The candidate has not fully developed this point; thus, no mark can be awarded.

'Due to all of the fine and delicate details, these might get caught on other items of clothing and potentially damaged.' **0 marks**
Further development about wearability is required to gain a mark.

'The larger sections at the top of the bracelet may make it uncomfortable to wear as they could dig in to the wearer.' **1 mark**
The candidate has discussed specific elements of the design and the reasons for discomfort. Mark awarded for wearability.

Question 12

The candidate was awarded **6 marks** for this question.

'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.' **1 mark**
Clear comment made about the reflective qualities of the glass and the visual impact. Mark awarded for aesthetics.

'The cable holding each lens looks invisible and gives the illusion that the chandelier is floating.' **1 mark**
Analysis of the cabling and the illusion created provides a mark for aesthetics.

'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.' **0 marks**
Comment made about the whole lighting design is too general thus no mark awarded for aesthetics.

'Materials

The 4500 spectacle lenses would have taken a long time to remove all of them individually from the frames but it is very environmentally friendly as they are using used items and recycling them.' **1 mark**
The environmentally friendly appeal and recyclable nature of the lenses to create the design has been analysed.

'The MDF ceiling platform would have been a sturdy base to attach the individual micro cables to as it is very strong and dense and would be able to hold the weight.' **1 mark**

Commenting upon the properties of MDF and use within the lighting design has provided a justified point for materials.

‘The micro cable allows the lenses to get as close as possible without looking bulky but still look like a full chandelier.’ **1 mark**

The candidate has discussed the use of micro cable with the lenses for visual impact. Mark awarded for materials.

‘The lenses reflect the light and give a magical feel to the room.’ **0 marks**

No mark awarded for materials as not fully developed.

Scale

The scale is rather large and it would most likely be used in a very large room.’ **0 marks**

It would also be used in a room with high ceilings due to its size plus the length of the micro cables holding it up.

Due to these requirements, it would most likely be held in a large, sophisticated/fancy public place or in the home of very wealthy buyers.’ **1 mark**

The candidate has written this response as three separate bullets. Each bullet on its own does not merit a mark. However, when read together enough knowledge and understanding of scale and its impact is demonstrated by the candidate, thus gaining a mark.

Total marks: **10/30**