

# Commentary on candidate evidence

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

## Candidate 5

### Question 7

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

‘One design which I have studied is the Pink Lotus Lamp by Louis Comfort Tiffany from 1905.

#### Working Methods

In order to create this highly decorated design Comfort Tiffany had to consider a lot of things, to make sure he built the lamp perfectly to size Louis started by creating a model of exactly what he wished the lamp to be shaped and look like out of wood, this was done in order to experiment with the scale, shape and look of the final product we can see today, he then covered the lamp with glue and linen.’

The candidate was awarded **1 mark** for working methods. The candidate has acknowledged that the designer would create wooden models to perfect the look of the lamp before the final product was made.

‘Next Tiffany took paper to draw his design for the lamps shade, the lotus lamp is a highly detailed piece and the majority of the detail is seen in the lampshade and this was achieved mainly from this step, tiffany wanted to make sure before he committed solely to the glass to create the design on, that it was exactly what he wanted and there were no mistakes whatsoever on the lamps design.’

The candidate was awarded **0 marks**. The comment for working methods is vague and does not provide sufficient explanation of the process Tiffany took to design the lamp’s shade.

‘Next Tiffany in order to make sure the lampshade was exactly the way he wanted, glass of all different colours and tones was laid over the top of the design which was previously drawn on paper, so that the patterns and designs could be easily traced with no need for mistakes, once the glass is laid down and designs were traced, the glass is then hand cut, a very time consuming process as there are over 2000 pieces of individual glass.’

The candidate was awarded **1 mark** for working methods. An explanation is provided about the process of using glass for the lampshade.

#### Style

Tiffany’s Lotus Lamp is a very heavily of the decorative style and this is made very clear. We can clearly see the decorative style in the very detailed and eye-catching lampshade and the bulbs of the light which depict the shape of tulip like flowers. throughout the lampshade there is a range of colours and highly detailed

design patterning that made the lamp very eye-catching and appealing to those with a decorative taste, the decorative style is full of detailed pieces which the lotus lamp fits in perfectly with.'

The candidate was awarded **0 marks**. Although the decorative style is identified by the candidate, the comment lacks in detail regarding its impact on the viewer.

'The Lotus Lamp is also very reminiscent of the Art Nouveau style, a style in which is heavily influenced by natural forms and influenced by nature, something Tiffany was also influenced by, especially in this lamp, which is influenced by flowers, specifically the lotus.'

The candidate was awarded **1 mark** for style. A clear understanding of how the Art Nouveau style is represented in the lamp has been demonstrated, referencing specific natural forms.

The Art Nouveau style also features a lot of long organic, natural flowing lines which can be seen a lot on the lotus lamp's lampshade but also in the lamp's unique stem-like post, the patterning and design all over the shade is very detailed and features a high amount of flowing lines separating the different colours of stained glass.'

The candidate was awarded **1 mark** for style. The candidate has added further explanation about the Art Nouveau style through discussing the detailed features and flowing lines within the lamp design.

'Tiffany was also heavily influenced by the gothic art style. Strong bold colours are very common of the gothic style, and we can see this in Tiffany's work, his entire lampshades feature colours like red, pink and green, which are very eye-catching and draw the viewer in, they are bold and very reminiscent of the gothic art style. The lampshade also is built up of many pieces of detailed hand cut glass which add up and make a stained-glass effect, very common of the gothic art style.'

The candidate was awarded **1 mark** for style. Understanding of the gothic style has been demonstrated, referencing the hand cut and stained-glass effect within the lampshade.

#### 'Social cultural & other influences

one thing which Tiffany was very heavily influenced by is the things he has learnt and seen on his travels, he was heavily influenced by countries of exotic nature, places like east asia, more specifically India and Japan where their national flower is the lotus flower, this is an influence which we can see very clearly on the lotus lamp's lampshade, in both its patterning but also its usage of feminine and natural colours.'

The candidate was awarded **1 mark** for social, cultural and/or other influences. Recognition of the influence of travel, particularly to Japan has been discussed and connected with the use of the lotus flower, pattern and colours on the lampshade.

'Tiffany was also inspired by the British arts and crafts movement, this movement was all about craftsmanship, something Tiffany knows well, nature and flowers, and feminine pretty colours, something we can see throughout his design, this movement impacted Tiffany's use of pretty natural colours like pink, red and

green which are seen on the lampshade, as well as this the lampshade has been heavily inspired by the pink lotus flower and nature, again familiar in the art and crafts movement.'

The candidate was awarded **0 marks**. The candidate references the craftsmanship of the Arts and Crafts movement, but the link is not fully developed. The response moves on to discuss other aspects in a repetitive and general way without clearly explaining how they directly connect with specific elements of the movement.

'He was also inspired by the gothic art movement, and this is very clear due to Tiffany's use of bold and strong pinks and reds which is very commonly seen in the gothic art movement, as well as this there is a lot of stained-glass pieces seen in this arts movement and the lampshade of this piece is almost entirely stained glass.'

The candidate was awarded **0 marks**. The candidate has previously discussed the gothic art movement, and this comment does not provide new insight.

'he is also inspired/influenced by art nouveau which features pretty feminine colours, natural themes, organic forms and flowing lines, and the Tiffany Lamp ticks all these boxes, the lamp's shade is entirely made of feminine pinks, reds and greens and the lamp's main source of inspiration is the lotus flower. Flowing lines are seen throughout the entirety of the lamp, especially the shade's patterns of leaves and intricate flowers, as well as the detailed and elaborate bulbs shaped like delicate flowers.'

The candidate was awarded **0 marks**. The discussion about Art Nouveau is repetition from previous comments made by the candidate.

## Question 10

The candidate was awarded **10 marks** for this question.

### 'Function

This product has multiple uses, its first use is as a source of light, it has a large area at the front which has large looking bulbs which means it will be able to easily light up an area for a person, it has a hand crank to make it do this.'

The candidate was awarded **1 mark** for function. A point has been made about the function of the light and the use of the hand crank to make it work.

'Another use this product has is to entertain people, it does this through the radio which is built into it, this means that whilst this can be used as a torch, when its not being used for that people can use it as a source of entertainment.'

The candidate was awarded **1 mark** for function. A justified point is made about the entertainment aspect of the product.

'This product can also be used as a charging device, in one of the images the product is seen to be attached to a phone by a cable and is charging it, this means it can also be used as a charging port, the phone being charged by solar power or a hand crank.'

The candidate was awarded **1 mark** for function. The candidate has recognised that the product can be used to charge other items through solar power or the hand crank.

#### Materials

The designer has used solar power panels for this product, this means the product is environmentally friendly and that it should be extremely long lasting as its power source should never stop working.'

The candidate was awarded **1 mark** for materials. A point has been made about the solar panels, recognising the long-lasting and environmentally friendly nature of the product.

'The product's main body is created with thermoplastic polymer, this material is easily shaped, but also strong, meaning again the product should be long lasting be able to withstand a lot, plastic is cheap so this means it would have been quite cheap to buy.'

The candidate was awarded **1 mark** for materials. A justified point is made about the use of thermoplastic polymer and its impact on cost and longevity.

'the product also has a cotton strap, cotton is quite a cheap material and could easily be worn down and over time snap and break, this means it may have to be replaced over time if it were to snap.'

The candidate was awarded **1 mark** for materials. A point has been made about the cotton strap and its impact on longevity of the strap.

'the designer has also used steel for this product, steel is quite a strong material and should again make the product quite long lasting and it shouldn't be damaged very easily.'

The candidate was awarded **1 mark** for materials. A succinct point about the use of steel, highlighting its strength and long-lasting quality.

#### Target Market

the product's target market will most likely be people who like camping, this is because it can be used as a charger, if someone is camping and their phone dies that can be easily fixed by this product.'

The candidate was awarded **1 mark** for target market. People who like camping have been identified as a target market, justified by emphasising the product's capability to charge phones.

'It will also be attractive to people who like to listen to music because it has a radio built into it, and they can listen to musical radio channels on it, wherever they go.'

The candidate was awarded **1 mark** for target market. the candidate has identified people who like listening to music as a target market, as they would appreciate the built in radio and portable aspect of the product.

'The product could also attract people who enjoy walking at night this is because the torch means that people can walk at all times whether it's day or night as it keeps areas brightly lit.'

The candidate was awarded **1 mark** for target market. A point identifying those who enjoy walking at night as a target market, as the product will ensure areas to be brightly lit.

## Question 11

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

### Imagery

the photograph displayed on the middle of the poster is people running, the way the photo is taken makes it seem as though they are still in movement, though the image is still.'

The candidate was awarded **0 marks**. This comment is not fully developed. The impact of the use of movement used in the poster has not been discussed.

'the expressions seen on all of the people's faces makes it very clear they're all out to beat one another and each person is giving it their all.'

The candidate was awarded **1 mark** for imagery. A succinct point is made about the expressions on all the faces communicating competitiveness to the viewer.

'the placement of the men displayed in the photos and hands makes it seem as though they are grabbing out of the photo and makes them come to life as the viewer is looking at them.'

The candidate was awarded **0 marks**. This point requires further development about the effect the image has on the viewer.

### layout

the photo being placed directly in the middle of the poster shows viewers what is most important and gives them a clear idea of what exactly this poster is all about, sports.'

The candidate was awarded **0 marks**. The comment is limited and further consideration about layout and the position of the photograph is required.

### Imagery

the border around the large photo makes it look almost like a polaroid, showing this photo is like an instant snapshot of what this poster is all about and how there is a lot more involved.'

The candidate was awarded **0 marks**. Although the initial point referencing similarities to a polaroid is valid, the candidate has not justified their point and explained why the idea of a snapshot is relevant.

### layout

having the 'Tokyo 1964' displayed directly at the bottom of the poster means viewers will see it almost immediately upon viewing.'

The candidate was awarded **0 marks**. The point has not been fully developed, and the impact of the placement of the wording requires further analysis.

### Typography

the words, 'Tokyo' and '1964' are very large and in bold this makes it stand out to viewers and shows it is very important information for this poster.'

The candidate was awarded **1 mark** for typography. A point has been made about how large and bold lettering has been used to make certain words stand out, emphasising its importance.

‘all of the writing which is visible on this poster is in the same font, this shows it is a serious poster and isn’t going to appeal to younger people.’

The candidate was awarded **0 marks**. A point is made about typography and appeal, but it is vague and further discussion is required.

‘there is extremely small writing font in the corner of the poster which viewers will struggle to read clearly, this means it is less important information to the viewer, most likely the poster’s creator and other info like that, that viewers are less interested in.’

The candidate was awarded **1 mark** for typography. Recognition of smaller writing being used to convey less important information has been made.

#### layout

There is a thin beige/yellowish line next to 1964, this separates important info from less important information for the people viewing the poster, this is very handy as viewers know what part to look at more.’

The candidate was awarded **1 mark** for layout. A point has been made about how information has been separated into different areas using a line.

#### imagery

The background of the photograph is extremely dark in comparison to the runners’ outfits this makes them both stand out but also makes them look very isolated and alone in that moment, again refocusing on it being every man for himself and them all only thinking of their own victory in that intense and isolating moment.’

The candidate was awarded **1 mark** for imagery. A justified point has been made about the use of a dark background to make the athletes stand out and emphasise their focus upon personal victory.

**Total marks: 21/30**