

Higher Art & Design question paper workshop – mandatory question 7

Prompt	Candidate response	Mark	Reason
<i>designer's working methods</i>	Zaha Hadid worked with her team of architects and structural engineers to design the Riverside Museum in Glasgow. The complexity of the building meant that she had to work with a large team of specialists to ensure that all the design problems could be solved, as she alone did not have all the knowledge and skills required. They used computer modelling to solve the problem of how to construct the complex zig-zag roof which required specially made parts manufactured to a very high degree of accuracy,	2	Good K&U in relation to a specific building – the collaboration with other designers and engineers is explained. There is a second developed point on computer modelling.
<i>designer's working methods</i>	Chanel required her clients to attend for several fittings as the suit was made to couture specifications. This meant that detailed measurements and adjustments were made at each fitting so that the suit was made to fit the client perfectly.	1	K&U of couture methods explained in relation to a specific design.
<i>designer's working methods</i>	In the dragonfly corsage, the technique of creating the wing pattern was so intricate and delicate. It looked handmade compared to the reality of mass-production.	0	Factually inaccurate – it was not mass-produced
<i>designer's working methods</i>	Shepard Fairey's 'Hope' poster was created using a press photograph of Obama. The image was simplified so that stencils could be created. A run of around 300 was hand-printed in one day to be sold on the streets. Due to its popularity, Fairey then made a digital image of the design which was mass-produced, allowing it to become the iconic image which became associated with Obama's campaign.	2	Detailed K&U of the working methods in relation to the specific design – two different methods explained
<i>designer's use of one visual element</i>	Pattern is a key element of Glasgow Toile by Timorous Beasties. The pattern is in a step-drop (15cm) arrangement which means that the repeat is less blocky and obvious which makes the design is more visually appealing.	1	Detailed K&U relating to the type of pattern repeat and the effect
<i>designer's use of one visual element</i>	Alexander McQueen used form to create the Plato's Atlantis dress. It is a short and puffy shape. It is for the catwalk.	0	Vague and misconstrued point, not fully explained in convincing terminology.
<i>designer's use of one visual element</i>	Saul Bass uses shape to great effect in the Vertigo poster. The figures are shown as simplified silhouettes. The dark shape of the man partly overlaps the light shape of the woman, suggesting she is being pursued which creates tension.	1	Detailed K&U of how shape is used in relation to a specific design
<i>designer's use of one visual element</i>	Form is an important element of Carwardine's anglepoise lamp. The sprung form of the arm is based on the human elbow, which means it can be adjusted to change the direction of the light increasing its functionality as task lighting.	1	Detailed K&U of how form contributes to functionality

<i>impact of social, cultural and/or other influences</i>	Tone Vigeland grew up in Oslo, the capital city of Norway in the 20 th century. During this time, there were a lot of influences throughout Europe – times were changing from the war. She is also from an artistic family. Her father was a painter and encouraged her to do art. She attended a European art school and decided to do a course in production of jewellery and design. She left university and became a jewellery designer. These social impacts shaped her work and are displayed through her work.	0	Influences identified but not explained in relation to a specific piece of jewellery.
<i>impact of social, cultural and/or other influences</i>	Another influence on Mucha was nature and the female form as he was an Art Nouveau designer.	0	No detail on how this impacted on a specific design
<i>impact of social, cultural and/or other influences</i>	Scottish baronial architecture was an influence on the Hill House. This was a style which originated in the 16 th century and was inspired by medieval castles and French chateaux. This can be seen in the Hill House which features circular towers and turrets.	1	Influence clearly understood and explained in relation to architectural features of the building.
<i>impact of social, cultural and/or other influences</i>	Paula Scher's 'The Diva is Dismissed' poster was influenced by Russian Constructivism, specifically a poster by Rodchenko showing an image of a woman shouting with the typography coming from her mouth. Paula Scher has used a similar layout for the text in this poster as it appears to be coming from the woman's mouth in diagonal lines.	1	Detailed K&U of an influence explained in relation to the poster. Good use of graphic design terminology.
<i>impact of social, cultural and/or other influences</i>	The Art Deco movement was an influence on Raymond Templier. The movement got its name from the Exposition des Arts Decoratif which was held in Paris in 1925. This exhibition influenced his brooch design as it is an Art Deco style.	0	The impact of Art Deco on the brooch is not fully explained.
<i>impact of social, cultural and/or other influences</i>	In the Pirate collection, Vivienne Westwood was influenced by characters from history, such as highwaymen, dandies and buccaneers. This is reflected in the loose buccaneer style trousers, oversized pirate shirts and sashes.	1	Influence explained in terms of its impact on a specific collection.
<i>impact of social, cultural and/or other influences</i>	A contemporary product was an influence on the Breuer's Wassily chair. This was a bicycle which the designer bought himself. He was impressed by the strength and lightness of the tubular steel which gave him the idea of using it to construct the frame of the chair.	1	Influence explained in terms of its impact on the materials used in the specific product.
<i>impact of social, cultural and/or other influences</i>	French Toile de Jouy fabrics were an influence on the Glasgow Toile. These traditional featured countryside scenes of nature which Timorous Beasties replaced with controversial scenes from the city depicted in the same style which gave the design a surprise shock element.	1	Detailed explanation of the impact of the influence on the design