

Q	Candidate response	Mark	Explanation
1(a)	Composition/arrangement In Pablo Picasso's 'La Soupe' he used the two girls as his subject matter. This emphasised them as he used the bowl of soup in the centre as the main focal point. Therefore, the positing of the characters created a sense of movement throughout.	1	A point is made about composition in relation to the focal point and how it is achieved through the pose of the subject matter.
	In Andy Warhol's 'Gold Marilyn Monroe', Marilyn is placed in the centre. This shows her iconicness and fame therefore, focusing the viewers' attention on her.	0	A point is made on the placement of 'Marilyn' which is not awarded a mark, as it lacks an explanation to support the link between the central placement and fame.
	In 'La Soupe' the positing of the woman being bent over shows the weight of her problems and the little girl being light on her feet symbolises the hope and her innocence in the problem of poverty.	1	The symbolism of the pose of the characters in Picasso's work is discussed and the effect is explained.
	Texture In 'La Soupe' Pablo used oil as his media. This created a smooth refined finish and texture. This therefore made the painting flow.	0	An inaccurate point is made regarding media handling and its effect on texture, which is not fully explained.
	In 'Gold Marilyn Monroe' Warhol first screen printed Marilyn's image onto silk. This produced a delicate, smooth texture.	0	The candidate makes a point about silk screen printing, but its relation to texture is not fully explained.
	In 'Gold Marilyn Monroe' Warhol also hand painted onto the print. This produced a refined, more impacting texture.	0	Another point is made about technique and its effect on texture which is unclear and not explained.
	Style 'Gold Marilyn Munroe' was inspired by pop art. This is shown as the bright primary colours contrast with the black tone. Therefore reflecting the palette of choice of a pop artist.	1	A point about Pop Art style is made which is fully explained in relation to colour.

	In 'La Soupe' Pablo Picasso took inspiration from his blue period. In doing this he created a piece with a melancholic atmosphere therefore, picasso's blue period style painting created impact.	1	A point about the 'blue period' is made and linked to the effect on mood and atmosphere within the painting.
	In my opinion 'Gold Marilyn Monroe' by Andy Warhol creates the most visual impact as it is inspired by pop art. We see this through the bright colours emphasising her features. Therefore creating visual impact.	0	A repeated point about colour and style is made without discussing any new effect in relation to visual impact.
	In my opinion 'Gold Marilyn Monroe' also created impact as she is placed in the centre showing her iconicness and fame.	0	Another repeated point is made which is simplistic and underdeveloped in relation to how this achieves visual impact.
	Total	4/10	
1(b)	Pablo Picasso began to paint in monochromatic shades of blue. He done this after witnessing the suicide of his close friend. He used monochromatic shades of blue as they symbolise the pain and depression Pablo felt at that time in his life. This is more commonly known as his Blue Period.	1	The candidate makes a point regarding the influence of the 'blue period' which is clearly explained in relation to the colours used in Picasso's work.
	Pablo often depicted series of poverty and deprivation by using beggars and the homeless as his subject matter. He believed by making the world more aware of poverty it may help to solve the problem.	1	The influence of poverty and deprivation is linked to subject matter of Picasso's work.
	When Pablo lived in the poorer parts of Paris he took inspiration from Iberia masks he saw. He was influenced by their bold, geometric forms which he later used to help form his cubism style.	1	The influence of Iberia masks is linked to shape and form and its effect on Picasso's style.
	From a young age Pablo wanted to be a bull fighter before becoming a painter. He was very proud of his spanish heritage and he showed this by using a bull's skull as his subject matter in his still life period.	1	The influence of Spanish heritage is linked to the subject matter in Picasso's still life works.

	One of Pablo's paintings is a direct link to the Spanish bombings. This bombing shocked many people so Pablo took inspiration and used it as a way to help heal.	0	A point is made about Spanish bombings which is too vague and lacks detail in relation to work and practice.
	Total	4/5	
4.	Composition In 'The Cliffs of Etretat' the boats are placed in the middle ground. This creates distance and depth into the painting.	0	A misconstrued point is made about the positioning of the boats and their relation to composition, which is not fully developed.
	The clouds are placed in the background, creating distance and indicating its the sky.	0	The candidate makes a very simplistic point about the sky which does not contain enough detail.
	The reflection of the stack is in the foreground showing what way the light and shadow is coming from. This creates form in the paintings main focal point.	1	A point is made about direction of light and its effect on creating form in the focal point.
	Texture The oil paint has been applied roughly on the waves. This creates a rough, wave like texture helping picture the scene.	1	A point is made regarding application of paint on the sea, and its effect on texture is explained.
	The oil paint in the sky is applied smoothly. This helps symbolise the clear day and provides a contrast from the rough waves and cliff surfaces.	1	Another point is made on media application, and its effect on the contrast of textures of sea and sky is explained.
	Colour The white tones in the middleground of the painting shows distance.	0	An underdeveloped point about tone is made which does not fully explain distance.
	The yellow and orange tones in the reflection show the sunlight and provide a contrast.	1	The candidate makes a simple point about the warmer colours in reflection of water and explains the contrasting effect.

	In my opinion this painting provides a calm mood and atmosphere due to the smooth application of the media in the background.	0	An opinion is given on mood and atmosphere in relation to the application of media, but it lacks detail.
	In my opinion its peaceful and relaxing due to the distance provided by the white tones.	0	An opinion is given on mood and atmosphere in relation to colour that lacks clear justification.
	Total	4/10	
7(a)	Fitness for purpose 'The Alessi bird kettle' has a wide base. This allows the water to boil faster.	1	A succinct and justified point is made regarding form and its relation to fitness for purpose.
	The 'hot berta' kettle by Phillippe Stark has a metal base meaning it can withstand being on the hob without water for a long period of time. This helps make the product practical.	0	A confused point about fitness for purpose is made in relation to materials, which is not fully explained.
	The 'hot berta' kettle doesn't have a lid meaning it can't be cleaned which is a necessity when living in a hard water area. This adds to its impracticality.	1	A perceptive point is made about the lack of lid, and the negative impact on fitness for purpose is identified.
	Materials and/or techniques The 'Bird Kettle' has a polyamide handle which is a suitable material to use as it doesn't conduct heat. Therefore making it safer for the user.	1	The candidate makes a point on the material of the handle and the properties are explained in relation to safety.
	The 'Bird Kettle' was mass produced. Its sleek metal body was made by machines therefore creating a streamlined design.	1	The materials and production techniques are identified and their impact on style is explained.
	The 'hot berta' kettle's handle is made from plastic with a boiling point of 110°C. This makes it unsafe for the user as it would conduct heat.	0	A point is made about the handle of the 'Hot Berta' kettle which is factually incorrect as plastic would protect the user rather than conducting heat.

	Visual Impact The 'Bird Kettle' was inspired by Pop Art. This is shown by the striking blue handle used to symbolise the coolest part and the bold red cap, used to symbolise the hottest part. This therefore creates visual impact.	1	A point is made about colour and influence of style which is linked to visual impact.
	The 'hot Berta' kettle has a striking and memorable design. It is memorable as it has a striking shape and a striking form. This therefore creates a visual impact.	1	Although the descriptive language is repetitive, the candidate makes a point about visual impact in relation to the form being memorable using adequate artistic vocabulary.
	The 'Bird Kettle' is also visually impacting as it has a striking mass produced design meaning it is unforgettable and easily identifiable.	0	A vague point is made about the 'Bird Kettle' which is not fully developed in explanation.
	In my opinion the Alessi 'Bird Kettle' is the most effective as it was inspired by Pop Art and this is shown through Graves' choice of colour palette.	0	An opinion is given on effectiveness, but the justification is a repeated point.
	It is also the most effective as it was designed with humour. This was done by the cap whistling when the water has boiled.	1	The candidate is able to identify the humorous element of the bird kettle and relates this to effectiveness.
	Total	7/10	
7(b)	Michael Graves A design movement synonymous with the 1920's-1930's Graves was inspired by Art Deco's bold geometric forms and its minimalistic, modern appearance. Materials such as chrome plating and steel allowed for a sleek polished design which Graves echoed in the shape, form and finish of the 'Bird Kettle'.	1	The influence of Art Deco is discussed in relation to the materials of the 'Bird Kettle'.
	Being American himself, Graves took inspiration from the American culture and its cartoon culture. This is reflected in	1	The influence of American culture is discussed in relation to the symbolism of the bird.

	the simple colour scheme, story of 'the early bird catches the worm' and the caps humorous whistle. The 'Bird Kettle' has an all-round family appeal to it.		
	A design movement synonymous with the 1950's-1960's Pop art played a massive part in influencing Graves designs. The bright primary colours used created the impact needed to break into the american market.	1	The influence of Pop Art is discussed in relation to colours used and the relationship to the target market.
	In 2003 Graves suffered paralysis a disease that left him hospitalised. Whilst Graves was undergoing recovery he designed appliances to make the life of those needed easier. One of which was a wheelchair. When Graves was in hospital he found out over 3 million wheelchairs were stolen each year. So, he designed a wheelchair which could be folded or transported, this reduced the number of wheelchairs stolen.	1	The influence of personal health is identified and its impact on the products Graves designed is explained.
	Total	4/5	
9. Style	'Bird Kettle' by Graves was inspired by Pop art. This is shown as the red cap symbolises the hottest part and the blue handle the coolest.	0	Although the candidate has discussed 'Bird Kettle' in Question 7, they cannot be penalised for repetition in a new question. Their answers must relate to the new prompts presented. The candidate has not fully explained the link between the colours of red and blue to the Pop Art style, but has related the colours to their symbolism instead.
	The visible rivets link back to the kettles industrial background and symbolise the bubbles that occur during the boiling process.	1	Although simplistic, a point is made about style which links the rivets of the kettle to an 'industrial' background.
	The kettles sleek steel body is elegant and modern. This helps it fit in to any kitchen of any design.	0	A point is made on 'sleek steel' which is vague and general and can be related to any steel kettle.

Materials The 'Bird Kettle' is made from stainless steel meaning it is a suitable material as it will be able to withstand a long amount of time on the hob without becoming worn or burned.	1	A simplistic point is made about the stainless steel material and its effect on durability.
The polyamide plastic handle is welded meaning no heat can transport up to the handle. This means it is safe for the user as it doesn't conduct heat.	1	A point is made about the plastic material of the handle and its effect on safety for user is explained.
Fitness for purpose The kettle has a wide base allowing the water to boil faster.	1	A succinct point is made about the form of the kettle and its effect on fitness for purpose.
The kettle has a removable lid meaning it can be cleaned which is needed in a hard water area. This improves its practicality.	1	A point is made on the practicality of cleaning kettles and the positive addition that a lid has on fitness for purpose.
The moulded handle produces a comfortable grip for the user. This makes it easier to use and easier to carry the heavy containments inside.	1	The candidate identifies how the moulded handle impacts on comfort.
In my opinion this kettle is marketed towards people who are interested in art and design as it can only be bought in galleries and museums.	0	The candidate's misconception has caused them not to speculate effectively on target market, their comments lack substantiated justification.
It is also marketed towards the fashion forward due to its pop art inspired design.	0	The justification of a point on a 'fashion forward' target market is underdeveloped in explanation.
Total	6/10	
Overall total	29/50	