

Q	Candidate response	Mark	Explanation
1(a)	Two artworks I have studied are 'Still life with onions' by Vincent Van Gogh and 'James in India' by Susan Abbott.		
	<b>Composition</b> Van Gogh has used a very simple composition as there is little objects and they are all spread out giving it a relaxed feel.	0	A point on composition is made which is simplistic and lacks effective explanation.
	The plate of onions is the focal point due to the bright white plate they sit on which acts like a border and makes them stand out from the orange table	1	The candidate relates composition to focal point and how it is achieved through the use of colour.
	There is a triangular pathway created by the bottle, kettle and letters. This pathway leads our eyes round the whole painting forcing us to look at all the objects.	1	The triangular compositional and its effect on the viewer is discussed.
	<b>Texture</b> Abbots painting has a smooth texture as she has carefully taken her time to layer and blend the water colour.	1	A point is made about Abbott's smooth texture, which is explained in relation to media handling and technique.
	Van Gogh's peice has a rough and sloppy texture which is created through thick paint and lots of layers	1	A point is made about Van Gogh's rough texture, which is explained in relation to media handling and technique.
	<b>Style</b> Abbots style is more realistic as the painting is neat and blended as we can't see any brushstrokes, the objects are also painted accurately as they look very real.	1	A realistic style is identified and explained in relation to the technique Abbot used to create the artwork.
	Van Gogh's style is bold and simple. The use of bright primary colours, simple layout and thick, unblended paint gives it simple and almost childish feel.	0	A simplistic comment is made about Van Gogh's style which does not show the knowledge and understanding expected when a candidate has previously studied the painting. The explanation given lacks effective detail to substantiate their point.

	I think Abbott's painting has more visual impact as her painting is filled with many overlapping objects which catches people's eyes as we rush to look at every object.	1	Visual impact is related to the overlapping arrangement and its effect on the viewer is explained.
	The use of mainly bright whites and highlights suggests its sunny and the painting is very bright so it is eye catching.	1	Visual impact is related to the tonal range used in the painting and its effect is explained.
	<b>Total</b>	<b>7/10</b>	
<b>1(b)</b>	<b>Vincent Van Gogh</b> He moved to Paris where he discovered a new bold way of painting	<b>0</b>	The influence of moving to Paris is identified, but the explanation is too vague and not fully developed in relation to work and practice.
	There was no cameras this meant he used simple layouts he could paint quickly.	<b>0</b>	An influence relating to photography is identified, but the point is factually incorrect (as cameras did exist) and misconstrued in relation to Van Gogh's practice.
	There was no electricity meaning he had to paint during the day.	<b>0</b>	The influence of no electricity is identified which is vague and misconstrued in relation to Van Gogh's practice.
	Advancements in pigments meant Van Gogh started to experiment with brighter colours	<b>0</b>	The influence of advancement of pigments is identified which is vague and not fully developed in relation to Van Gogh's practice.
	Mental health issues heavily influenced his work as he painted scenes from the hospital he stayed in	<b>1</b>	The influence of mental health issues is identified and is related to a series of works.
	<b>Total</b>	<b>1/5</b>	
<b>2.</b>	<b>Composition</b> Most of the objects are placed in the bottom left corner, which makes the rest of the painting feel empty.	<b>0</b>	A point is made which is descriptive and simplistic and does not show enough knowledge and understanding of composition.
	The focal point is the open book behind the fruit as it is large and is very bright which contrasts the colour scheme.	<b>1</b>	The candidate identifies a focal point and justifies their point in relation to scale, tonality and contrast.

	<b>Tone</b> The painting has more shadows than highlights which makes the painting seem very dark.	1	The candidate shows an understanding of tone through a succinct point which references shadows and highlights and their effect.
	The shadows are mainly browns and blacks. The highlights are mainly yellows which keeps with the dark theme.	0	A descriptive point is made on the colour of the shadows and highlights, but the explanation is too vague and simplistic.
	The few white highlights make certain objects stand out from the otherwise dark painting.	1	A further succinct point is made about how the highlights make 'certain objects' stand out.
	<b>Media handling</b> The paint is well blended and realist looking. There are no brushstrokes meaning they spent a long time blending. The paint has been layered to achieve that photo like look.	1	Three short comments are made about technique and an explanation is given in relation to blending and how 'realism' has been achieved.
	<b>What is your opinion on the mood and atmosphere created in this painting?</b> This painting has a very dark, gloomy but yet royal atmosphere. The use of golds, yellows and rich browns give the royal feel whereas the use of skulls and lots of black makes it quite dark	1	An opinion is given on mood which is justified in relation to colour and subject matter.
	<b>Total</b>	<b>5/10</b>	
<b>7(a)</b>	The two designs I have studied are starbucks cup by Johanna Bassford and poster for Ametlier chocolate by Alphonse Mucha		
	<b>Fitness for purpose</b> Mucha's design is very fit for purpose as the fancy flowing font goes with the luxurious brand. The use of gold throughout mucha's design adds to the rich and luxiouiris feel which is important to the brand	1	Fitness for purpose is related to colour and font. Both points taken together convey enough understanding to achieve a mark.

	<b>Materials and/or techniques</b> Mucha's design was hand drawn then printed by himself, at the time lithography printing was very modern and considered 'mass producing'. However by today's standard it isn't mass producing so Mucha only made so many.	1	An understanding of the lithography technique is shown and is related to the effect on mass production.
	Bassford's design was hand drawn before being scanned onto her mac computer, she edited it and sent it away to be mass printed, hundreds of thousands were made.	1	A point is made on Bassford's digital technique which is related to the effect on mass production.
	<b>Visual Impact</b> Mucha's design is very eye catching due to the long flowing lines which act as a border and to catch peoples eye.	1	An understanding of visual impact in Mucha's piece is shown in relation to line and its effect is explained.
	The use of a dark background makes the contrasting gold stand out making the poster more attractive.	1	A succinct is point made about the contrasting colours in Mucha's piece and its effect on visual impact is explained.
	The beautiful picture of a woman in the centre of the poster is eye catching as she takes up most of the poster.	1	A point is made about the image of the woman which is simply justified.
	<b>Which of these two designs is the most effective?</b> I think Bassford's design is more effective as her drawings are simplified and bold which makes them stand out.	0	A point on Bassford's use of 'simplified and bold' drawings does not reflect the designer's style or its relationship to effectiveness convincingly.
	As Bassford's design is in black and white it makes the Starbucks logo (the only area with colour) stand out more making her design an effective advertisement.	1	The candidate relates the contrast of black and white in Bassford's design and its effectiveness on fulfilling its function.
	<b>Total</b>	<b>7/10</b>	
<b>7(b)</b>	<b>Alphonse Mucha</b> He moved to Paris in 1887 this meant he was influenced by their style and his work was in high demand.	0	The influence of Paris is identified, but is underdeveloped in relation to Mucha's work and practice.

	Women in society were becoming more empowered which inspired Mucha to paint them.	0	The influence of women in society is identified which is confused and not related convincingly to Mucha's work and practice.
	Art Nouveau was big at the time which can be characterised by flowing natural shapes and lines, heavily seen in Mucha's work	1	The influence of Art Nouveau is explained in simple terms showing an understanding of the style and its influence on Mucha's work.
	Lithography printing was new and 'modern' at the time which meant Mucha could produce more of his work.	0	The influence of lithography is identified, but the point is vague and not fully explained.
	Actress Sara Bernhardt influenced Mucha and he painted her often in his work.	0	The influence of Sarah Bernhardt is identified, but not fully developed.
	<b>Total</b>	<b>1/5</b>	
<b>8.</b>	<b>Layout</b> The poster has a very symmetrical layout with both text and images on both sides. The poster is split down the middle.	1	A point is made identifying a symmetrical layout and how this is achieved is explained.
	Most of the images and text are towards the bottom.	0	A descriptive point about imagery and text is made which is underdeveloped.
	<b>Imagery</b> The images aren't too complicated as the mountains are simplistic	0	A simple point about the mountain imagery is made, but is not developed.
	there are two people, one is skiing and one is climbing, each one is on opposite sides making it equal.	0	Another descriptive point is made about the images of people which lacks effective explanation and clarity.
	There are two skis which split the poster in half.	0	A further descriptive point is made about the skis which is underdeveloped and lacking in explanation.

	<p><b>Lettering</b> The lettering is mainly down the bottom and separate from the images. The title is in bold, simple lettering at the bottom which makes it stand out</p>	1	A point about lettering is made and its effect is explained in simple terms.
	The rest of the text is smaller and bolder. It is placed at the top	0	The style and placement of text is described, but not developed.
	<p><b>What is your opinion on the style of this poster?</b> I think this style is effective as it displays both seasons and what they can offer without it being too complicated or busy. The paler colour scheme isn't overwhelming and makes the bolder text stand out more.</p>	1	An opinion is given on the effectiveness of the style of the poster in relation to function and colour.
	<b>Total</b>	<b>3/10</b>	
	<b>Overall total</b>	<b>24/50</b>	