

Candidate 1

Q	Candidate response	Mark	Commentary
1 (a)	Subject matter/Imagery The subject matter for Ralph Goings 'Donut 1995' is American Diners. This is seen as there is food like a donut and a cup of coffee that suggests that it is from an American Diner.	1	Subject matter is explained in terms of the objects suggesting an American Diner.
	The subject matter for Samuel J. Peploes painting "Still Life 1913" is morning breakfast at home we see objects like the white jug in the middle of the painting and the fruit spread about on a table. This suggests that it is a home for breakfast.	1	The candidate explains the subject matter in terms of what the objects suggest – a breakfast scene.
	There is also the subject matter of a middle class worker in 'Donut 1995' as the food seen in the painting and where it is set would normally be commonly consumed by a middle class worker.	0	Subject matter is confused with a speculative interpretation of who would consume the donuts. This point is not explained convincingly in relation to the subject matter in this painting.
	Tone The tone used in ralph Goings painting is very nutreal. this has been done to achive a very muted feel to the overall painting which is seen in the donut.	0	An understanding of tone in relation to its effect on this work is not demonstrated and the comment is vague.
	The tone in Goings painting is also very dark to add shadow in certain areas to achive a photorealistic painting.	0	An understanding of tone in relation to the use of light and dark in the painting and its effect in creating a photorealistic style is not fully explained.
	The tone used in Samuel J. Peploes painting is very bright and uses a mix of warm oranges and yellows and colder blues and greens to create contrast between different areas like in the fruit.	0	A comment has been made regarding colour and contrast but this has not been related to tone.
	Media Handling and/or techniques The media used in peploes painting is Acrylic paint.	0	This point on the use of acrylic paint is factually inaccurate.
	He has used painterly brush stokes using the dry brush techniques technique to create textures in areas like in the Geometric background.	1	Some knowledge and understanding of Peploe's painting technique is demonstrated in relation to this specific work.

	peploe also used thick dark outlines in certain areas to make the geometric look stand out. This is seen in the white jug where thick grey lines are added to make you look at it and for it to stand out.	1	The candidate gives an explanation of how thick dark outlines are used to make objects stand out, showing knowledge and understanding of a specific technique used in this work.
	The media used in Ralph Goings paintings is oil paints he has applied the paint in thin layers in order to achieve the photorealism he is known for this is seen especially in the donut.	1	The candidate shows an understanding of Going's oil painting technique in relation to this specific work.
	I think that Ralph Goings was the most visual Impact because his paintings are so photorealistic I also think that his paintings have more visual impact because you are made to believe that it is a photograph due to media handling.	1	The candidate makes a point suggesting that Going's painting has the most visual impact because it is photorealistic, and this is further developed, showing understanding of how the visual impact is achieved.
	Total	6/10	
1(b)	Samuel J. Peploe was apart of a group of scottish colourists who took inspiration from painter like Matisse and the artists involved in the creation of fauvism	0	The influence of Matisse and Fauvism is not explained in terms of its impact on Peploe's work or practice.
	The scottish colourists took big inspiration from the fauvist and developed and grew from one another.	0	This point is vague and the influence of the Fauves is not explained in relation to Peploe's work and practice.
	Samuel J. Peploe was fascinated by colour as he travelled around Spain he became obsed by the sun and how bright it was he also too inspiration from the fauvist since the used strong colour pallets and bright colours.	1	The point on Peploe becoming fascinated by colour as he travelled around Spain is misconstrued, as this happened on a visit to France. However, the second point on the inspiration of the Fauves on Peploe's work and practice is explained with reference to his colour palette.
	Total	1/5	
3. Composition	The composition of this painting is very busy with the jumbled houses in the background and the animals in the foreground.	1	The use of compositional terminology (background and foreground) in an attempt to describe the busy composition shows enough understanding to gain a mark.

	The main view point is a mix of the distant houses and the larger more dominant animals in the fore ground. This is done so that you are drawn to the whole painting and get to see the whole story of the painting.	1	The candidate explains in compositional terms that there is more than one focal point in the painting and the effect this has.
	The way that the houses are placed in the background suggests that the town is very busy and overcrowded due to the mix of large and small houses.	1	A justified point is made on the effect of the arrangement and scale of houses in the background showing an understanding of composition.
	Colour The colour used in this painting is very mixed and involves warm colours like red in the pig and oranges in the houses. The colour used is very dull and lacks vibrancy which is seen in the dark blues background and in the dark green on the animal.	1	A point is made on the warm colours explaining where they are in the painting. This combined with the simply justified comment on where colours are dull and lack vibrancy is enough to gain a mark.
	Mood and atmosphere The mood of this painting is very sad and gloomy which is seen in the cows eyes they look very sad and full of emotion.	1	The candidate's interpretation of mood and atmosphere is related to emotion in the cow's eyes.
	The atmosphere of this painting is very sad and creepy almost as if there has been something had to have happened in the town seen in the characters in the background.	0	This comment is descriptive, and the candidate does not explain in what way the characters in the background contribute to the 'sad and creepy' atmosphere.
	I like this painting a lot as it is very styleized and unrealistic which is seen in the houses and in the colour used.	1	A point is made on style, with the painting being described as stylised and unrealistic, specifically connecting this with the use of colour. This makes sense in the context of the painting.
	I also like it because it is rough around the edges this is seen in the paint as it is very dry and full of texture seen in the cow.	1	Another valid point is made explaining the rough, textural painting style used.
	Total	7/10	
7(a)	Function The function of George Carwardines angle poise lamp is to put focused light on specific areas needed.	1	The function of the lamp to focus light is explained, showing knowledge and understanding of its purpose.

	The ergonomic desingn of the design allows the arm joints to be moved very easily to where ever needed.	1	Function is related to ergonomics and this is explained giving specific details about the product, showing knowledge and understanding of this aspect of function.
	The function of louis comfort tiffanys lamp is to light a room and project coloured shapes onto the surroundings objects in the room this is achived by the colourful had cut and stained glass in the shade.	1	The candidate explains the way that the Tiffany lamp lights a room and how this was achieved, showing knowledge and understanding of its function.
	Style The style of the anglepoise lamp is very industrial as it was first designed to be used in factories.	1	A justified point is made on the industrial style of the lamp and this is related to its original function, being first designed for use in factories.
	The industrial desingn also stems from the time it was designed in, it was during the art deco movement which involved a lot of manmade industrial design.	1	The candidate explains the industrial style of the lamp with reference to Art Deco, showing an understanding of some of the characteristics of this style.
	The tiffany lamp has a nature like style to it as the shade contains floral shapes and colours with a tree like stand. the lamp was created during the art nuavue period contained organic lines and colour.	1	The tiffany lamp's style is described in relation to nature and Art Nouveau. The candidate shows some knowledge and understanding of the characteristics of this style.
	Materials and/or techniques The material used in the anglepoise lamp was a thin aluminium. This was used as it was very cheap so more lamps could be produced at a cheaper value.	1	The reason for the use of aluminium is related to cost and this is explained showing knowledge and understanding of materials.
	The techniques used in the tiffany lamp was by using cut glass that was hand coloured, joined together with lead to create dark outlined image and look.	1	The techniques used to create the Tiffany lamp are clearly explained.

		Total	8/10	The candidate has not attempted the last part of the question which required them to give their opinion on which design is the most effective with two justified reasons. This means there are 2 marks they cannot access.
7(b)	George Carwardine took inspiration from his profession in car suspensions. This is where he created the spring used in the lamp.		1	The impact of the designer working on car suspensions is related to his work and practice.
	The lamp was inspired by the art deco movement as it was created during the art deco period.		0	Art Deco is not explained in terms of its impact on the designers work and practice.
		Total	1/5	
9. Fitness for purpose	The headphones are fit for purpose as they have an ergonomic design paired with the light plastic and aluminium frame meaning that they are very light when wearing them.		1	Fitness for purpose is clearly explained with reference to the product being lightweight, showing some knowledge and understanding of this design issue.
	They are also fit for purpose because they are wireless which means that you won't become tangled in the wire while using them which means that they are more easily used.		1	The wireless feature of the product is simply but clearly explained in relation to fitness for purpose.
	The style of the headphones is very simplified as it lacks detail making it plain and simple.		1	A succinct justified point is made on the simplified style of the headphones.
	They are also very modern as the block colour and the curvature gives it a youthful and modern take on headphones.		1	The candidate makes a simple but justified point on style, describing it as 'youthful and modern' and explaining why.
	Target market the target market for these headphones could be for fitness fanatics, since they are wireless they would be easy to use when exercising.		1	A justified point is made explaining why the wireless feature makes the headphones suitable for fitness fanatics, showing knowledge and understanding of why the product is appropriate for this target market.
	The target market could also be for the everyday music listener due to their lightweight and portable design it is easy to travel with them and take them where ever you go.		1	A further justified point is made identifying everyday music listeners as the target market. This is justified in terms of weight and portability.

	The target market could also be for music producers and creators as the brand of headphones has a very good standard and could be used when listening or creating music.	1	Target market is identified as music producers and creators, and this is justified in relation to the brand and its standard.
	my opinion on the success of this project is that it has done very well. I think this because they continue to be sold and redesigned to have more features and capabilities. I also think that they have been very success full because it continues to be a well known brand that is continually bought by consumers to this day.	1	The candidate shows some understanding of the enduring success, relating it to product life cycle and the branding. Although neither point is explained fully, when considered together they show enough knowledge and understanding to gain a mark.
	Total	8/10	
	Overall total mark	31/50	