



Marking rationale – Example 6

Theme: Communication		Mark awarded = 58 out of 100	
AO1: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress		Competent skill in recording observations and insights from a variety of sources, relevant to intentions Good ability to reflect critically on work and progress	
• Research includes a range of primary and secondary sources which are mostly relevant to the theme communication. For example, the candidate has photographed and drawn a still-life arrangement of objects that are chosen to represent certain emotions such as playfulness. The candidate has also included several secondary images such as the crying man and angry face. • The work includes relevant references to two artists who include text and image in their work and address ideas regarding communication • The candidate has competently recorded from relevant primary sources through direct observation. These studies show some exploration of visual elements such as colour, perspective and form. This is demonstrated by considering scale, viewpoint and perspective when drawing the toys and McDonald's packaging in the still life they composed. • A range of methods have been selected to carry out observational study, for example photography and pencil drawing.		Mark awarded = 14 out of 25 marks	
AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops		Competent exploration and selection of relevant resources, media, materials, techniques and processes Good ability to review and refine ideas as work develops	
• There is evidence that the candidate has explored materials and processes and that a sense of enquiry has been established. For example, the candidate has chosen to use paint and pen to highlight the sensitive and romantic qualities of flowers. • The response demonstrates an ability to explore and select a range of materials and processes to test alternative effects. For example, the candidate has used Photoshop to manipulate their own photographs to create different compositions and has explored oil pastel and paint to create a dynamic effect in the use of text as informed by their artist research. • Refinement is inconsistent, but ideas are clearly communicated through a range of relevant processes, such as photography, Photoshop and painting.			

Theme: Communication**Mark awarded = 58 out of 100**

- There is evidence of **technical skill** being refined, with an adequate understanding of the visual elements as seen in the ability to use Photoshop to manipulate their images and explore compositions, combining different drawn and digitally produced text into the signage.
- A connection between their **research** and exploration has been established, in terms of the use of the bold colours and photography to achieve a certain viewpoint in the image.

Mark awarded = 14 out of 25

AO3: Develop ideas through investigations informed by contextual and other sources, demonstrating analytical and critical understanding

Competent development of ideas through focused investigations

Good analytical and critical understanding demonstrated through careful referencing of personal, contextual and other sources

- Development is generally **purposeful** and builds from research, making use of appropriate contextual references to inform ideas. For example, the candidate has used their research into the artists' use of font type, colour and viewpoint to inform their own artwork, communicating ideas on the perception of male emotion.
- Written annotation makes use of informative and relevant language and vocabulary which supports the visual information.
- The candidates has **developed imagery**, considering some alternative compositions, angles, viewpoints and designs. This is seen in the different arrangements of text, image and colour combinations that the candidate has explored.
- The **supporting studies** connect to the final outcome and research, ideas and explorations progress towards their final outcome. This is evident in the subject matter which includes the candidate's own photographs and imagery gathered at the initial stage of the project as well as their explorations of viewpoint, text and colour use.
- There is evidence of **reflection**, and an ability to plan and explore alternative possibilities demonstrated in the range of different composition options explored in the supporting studies.

Mark awarded = 15 out of 25

AO4: Present a personal and coherent response that realises intentions and, where appropriate, makes connections between visual and other elements

Competent realisation of intentions demonstrating a good use of visual language

Good connections made between visual and other elements

- There is a clear demonstration of the **creative journey** in the response but decision-making and connections between ideas is not fully effective. For example, the candidate uses the secondary image of the man crying in their final outcome rather than using their own photography to explore other ways to communicate this idea.
- **Intentions** are generally clear but at times are not well documented. For example, it is not clear how the still life photographs have informed the progression of ideas in a visual way.

Theme: Communication

Mark awarded = 58 out of 100

- Ideas are communicated through understanding of the **visual elements** but this is not consistent in the work. For example, the use of lighting to create shadow and tone in the photographs of the still life objects has not been developed or explored.
- The response communicates an ability to **analyse, reflect and evaluate** to make decisions but this is not fully clear throughout the response. The candidate has not fully explored images that could represent perceived emotions in men, before deciding on an image used in the final composition, which is a secondary image only manipulated by the candidate in terms of changing the colour to blue. As a result, **connections** between visual and other elements are not always clear.

Mark awarded = 15 out of 25