



Marking rationale – Example 8

Theme: Communication		Mark awarded = 73 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	
<ul style="list-style-type: none">• Research and recording are clearly relevant to intention and shows depth of investigation from a range of sources. For example, the candidate has photographed different people against different coloured backgrounds and in a variety of positions in the process of communicating with each other using different objects. They have changed the clothing and objects that the figures hold in the photographs. They have also gathered images from secondary sources to explore modes of communication from past times.• Referencing the work of others has been used to influence original ideas. The candidate has used their research into a relevant artist to inform their use of line in their own work, linking it to the lines of communication and inspiring further recording of phone lines and telephone wires.• Gathering of visual evidence is clearly related to the chosen theme of communication. For example, recording different items used to communicate such as a tin can phone and a smart phone, and other forms of communication such as sign language, body language and facial expression.• There is consistent evidence of the candidate recording from primary sources, with the subject in front of them. This is seen in the range of photographs taken by the candidate.• Observational study is purposeful and recording explores a variety of visual elements such as colour, light and form. This is demonstrated by exploring different angles, viewpoints, scale and light sources in their photographs of the models throughout the supporting studies.• The candidate demonstrates a highly effective ability to reflect critically on their work and progress. For example, they make the decision to use lines to wrap around the figures as well as connecting the figures to each other, making links with the phone cords and the artist's use of line.		Mark awarded = 17 out of 25 marks	
AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops		Confidently explores and selects relevant resources, media, materials, techniques and processes Highly effective ability to review and refine ideas as work develops	

Theme: Communication**Mark awarded = 73 out of 100**

- The work demonstrates consistent evidence of **exploring** materials and processes. There is a willingness to take creative risks with media exploration to test alternative effects. For example, using different media to describe the varying thickness of line, such as wool, thread, pen and ink, pastel and paint.
- There is **purposeful** selection and exploration of materials to express ideas. For example, the candidate explores different lighting effects in their photography to create atmosphere and to make the model stand out.
- The candidate demonstrates confident **technical skill** in the explorations, showing good understanding of the visual elements. For example, the use of pencil and cross-hatching techniques to describe form in the drawings of the tin cans. This is also evident in the use of brush work to create strong contrast and tones in the painting of the model, accentuated by strong and bold colour use.
- There is evidence of an effective ability to **review and refine ideas** as work develops. The candidate recognises the strengths of their photography work to create a successful composition and the effective qualities of painting, alternating between very straight and wavy lines and altering the thickness with extremely good control in the final outcome.

Mark awarded = 18 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 mostly **purposeful**. Initial recording provides an effective and considered basis for thorough exploration of concepts. Contextual referencing consistently informs ideas, and clear ideas lead to effective decision-making. This is clearly seen in the artist influence to incorporate and explore the use of straight and wavy lines in the candidate's own **original** composition.
- Written annotation is included and language and vocabulary is personal, informative and appropriate, serving to support the visual information throughout the supporting studies.
- There is consistent evidence that the candidate has **developed imagery**, considering alternative compositions, angles, viewpoints and colour combinations showing how their ideas and imagery moves forward. For example, the candidate has tried placing the figures in different positions: standing, sitting, one figure, two figures, one farther away than the other and placing the lines across the figure as well as just in the background.
- The **supporting studies** lead to and inform the final outcome. The candidate has explored a range of ideas, informed by their research and has refined these ideas to plan their final outcome. This is evident in the choice of the models' position and considerations of how to incorporate line in the image, including what colour and thickness to use.
- There is thorough and careful referencing of personal and contextual sources, demonstrating effective **analytical and critical** understanding. For example, the candidate is able to use their artist research to inform their decisions on how best to communicate ideas on how new technology can make us feel more or less disconnected and isolated by incorporating line, colour and figures in their own composition.

Mark awarded = 19 out of 25

Theme: Communication**Mark awarded = 73 out of 100**

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

Confident realisation of intentions demonstrating an effective use of visual language

Highly effective connections made between visual and other elements

- The **final outcome** is an appropriate conclusion to the response and is clearly informed by the supporting studies. This is evident in the subject matter of the composition, choice of colours and use of line.
- Understanding of **visual language** is consistently demonstrated throughout the work. For example, the candidate has demonstrated understanding of colour, proportion, perspective, line and tone in the media studies and photographs throughout the supporting studies and in the final outcome
- The response clearly and thoughtfully **communicates** the candidate's ability to **analyse, reflect, and evaluate ideas** and make critical decisions. For example, they have tried out many different positions of figures, and explored the effect of different weight and direction of line, as well as media use before deciding on the most effective way to communicate their ideas in the composition produced in the timed test.

Mark awarded = 19 out of 25