



## 9479/01 Marking rationale – Example 2

<b>Theme: Perfume bottle</b>		<b>Mark awarded = 26 out of 100</b>	
<b>AO1:</b> Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress		<p><b>Satisfactory</b> skill in recording observations and insights from a variety of sources, relevant to intentions</p> <p><b>Adequate</b> ability to reflect critically on work and progress</p>	
<ul style="list-style-type: none"> <li>• <b>Research</b> includes relevant primary and secondary sources, comprising the candidate's own photographs, drawings and paintings of flowers and other found imagery. This shows the candidate has considered different methods of recording to gather their visual stimulus. The research is focused, but not in depth.</li> <li>• A <b>contextual reference</b> is made to the work of artist Bosschaert, showing a connection to the candidate's recording of flowers. However, the contextual analysis and critical understanding is not sufficiently developed to influence additional ideas for research to progress ideas. Research into other packaging designs as well as text and font are notably absent.</li> <li>• <b>Gathering of visual evidence</b> is appropriate to the theme and the candidate's intentions. There is a satisfactory response to first-hand and secondary study while recording the flower subject matter. The recording is focused and shows a consistent level of observation. In the initial studies, the candidate is able to <b>observe</b> some of the detail within the construction of the flower petals through the visual elements of line and shaded colours. The candidate appears to have recorded from their photographs rather than from the subject directly in front of them. Studies of singular flowers are evident. Exploring compositions by grouping the flowers together or exploring different angles and set-ups could have added scope for research and idea exploration.</li> <li>• The response demonstrates the candidate's adequate ability to <b>reflect critically</b> on work and progress through their ability to select and focus on the observation of relevant sources.</li> </ul>			
<b>Mark awarded = 7 out of 25 marks</b>			
<b>AO2:</b> Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops		<p><b>Adequate</b> exploration and selection of relevant resources, media, materials, techniques and processes</p> <p><b>Satisfactory</b> ability to review and refine ideas as work develops</p>	
<ul style="list-style-type: none"> <li>• The candidate demonstrates a sense of enquiry and some <b>exploration</b> in the response. There are a range of relevant processes and materials, but the ability to manipulate these materials with control and refinement is inconsistent. This is apparent in the some of the flower studies using pencil and pastel.</li> </ul>			

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- The candidate has experimented with **different processes** to express ideas. This is evident in their rendering of paint, pencil, pastel and coloured pencils in the flower studies and idea exploration. They also experiment with paper manipulation to show layering, as well as Procreate in the development process. The materials were selected to investigate and interpret the colour, shape, texture and form within the flowers. This demonstrates a sense of enquiry and some understanding of the visual elements.
- The connection between the **research** and exploration is sometimes clear. Appropriate processes are selected by the candidate to interpret their theme and ideas. This can be seen in the candidate's choice of materials to represent the qualities within the flowers and idea expression. However, their ability to refine the manipulation of these materials is not sufficiently developed to communicate ideas with skill. The candidate demonstrates a connection between their contextual research and the subject matter, but this has not influenced further exploration or refinement of materials, media and techniques.
- The refinement of **technical skill** is inconsistent where the materials exploration is not developed or built upon. For example, the candidate's paper manipulation or their digital media techniques. Referencing other packaging designers could have informed and enabled further exploration of the design process, particularly in the concluding stages of the work to encourage digital layouts and manipulation of text through digital processes.
- There is some ability to **review and refine** ideas as work moves forward. This is evident in the simplification of the lily in preparation for the design, but the candidate's critical thinking is not resolved. They have not recognised other potential ideas in their exploration.

**Mark awarded = 6 out of 25 marks**

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

**Satisfactory** development of ideas through focused investigations  
**Adequate** analytical and critical understanding demonstrated through some referencing of personal, contextual and other sources

- There is evidence of some attempt to show **purposeful** development, but the potential in the recording and contextual referencing is not recognised, which prevents depth of ideas. For example, ideas in the patterns and shapes to simulate petal formations within the other flowers could have been explored. Recognising these strengths in the research could have influenced alternative ideas for the final design. The candidate explores a few compositions against coloured backgrounds, but these lack the purpose to inform development further. The reference to Bosschaert does little to move ideas forward. Vital contextual references to design, font, text, etc. which could have informed packaging development and original font design, are not included.
- The written annotation is relevant, informative and descriptive, showing some reflection on techniques and idea expression to support the visual information.
- **Idea** exploration is obvious, showing that the candidate's critical understanding has not yet been developed. The design imagery does not fully evolve from initial research and references. There is some evidence of the candidate's reflection in the way they consider alternative images showing simplification of the shape of the lily, through colour and monochrome, as well as different coloured backgrounds. The candidate integrates the flower with fire (from an unknown source of a lit match), showing swirly shapes in orange and red, connecting fire with the wildness

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of nature. In addition to this they show two similar design ideas for the box. The designs connect to the final outcome, with some reflection in the annotation.

- References to personal, contextual and other sources, demonstrate adequate **analytical and critical understanding**, but the work does not build sufficiently to reflect the promise in the supporting work, to fully resolve an idea.

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

**Satisfactory** realisation of intentions demonstrating an adequate use of visual language  
**Adequate** connections made between visual and other elements

- The **final outcome** demonstrates an adequate connection to the portfolio work. Influences taken from the research and recording enable the candidate to create the fiery flower design idea. However, the final composition try-outs are not explored or progressed in any depth from the possibilities in the research, to enable a resolved final outcome.
- The **creative journey** is clear and focused, showing connections between the natural subject matter and the candidate's ideas. However, these ideas are short, simple and lack the depth of development or insight, to take the design to the best possible outcome. For example, exploring alternative designs and compositions, using the colours, line, shapes or other flowers evident within the research could have enabled other possibilities to be considered.
- The candidate attempts to refine ideas to establish the final design, as is seen in the packaging designs and in the use of Procreate. There is some understanding of the **visual elements** in the use of colour and shape in the design, and in the initial studies and media experiments.
- The candidate's **communication** of intentions and ideas is clear, though lacking in depth of development. The ability to make effective critical decisions is not developed, as the candidate does not show evidence of considering alternative ideas from the research for further development.
- Evidence of **analysis, reflection and evaluation** is present through the visual qualities in the work. Adequate **connections** between visual elements are apparent.

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