



9479/01 Marking rationale – Example 3

Theme: Tasty Bites		Mark awarded = 35 out of 100
<p>AO1: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress</p>	<p>Satisfactory skill in recording observations and insights from a variety of sources, relevant to intentions Adequate ability to reflect critically on work and progress</p>	
<ul style="list-style-type: none"> • Research includes a range of methods of recording from a variety of primary sources. For example, the candidate records from fast food establishments in their locality, relevant to their intentions. They are interested in exploring the different types of fast food, so they visit takeaways and restaurants to record a range of different dishes. • The contextual referencing of Lichtenstein’s pop art paintings of different still-life foods and beverages shows a connection with the topic. This referencing is used to inform the candidate’s composition arrangements and the selection of subject matter, evident in the images of the fries and the takeaway cup, and the pizza with the salad. The work takes a graphic approach, but does not contain reference to relevant graphic designers, which would have more effectively informed ideas. • The gathering of visual evidence is connected to the chosen theme and has been carried out with purpose. For example, the candidate takes photographs and produces drawings and paintings of different foods and arrangements. The subject matter contains different forms, structures, colours and textures. • The candidate works from direct observation from primary sources through their camera, then translates their photographs into paintings and drawings. Shapes and colours are simplified, as in the cheese on the pizza and the tone in the fries, the pastry, as well as the pasta sauce. Different dishes are recorded from different viewpoints and alternative arrangements. Colour, texture and form are explored. The candidate demonstrates the ability to observe and translate detail. This is shown in the pencil and the watercolour study of the burger and the painting of the packaged fries, plus other still-life arrangements. Colour, shape and pattern within the different foods are explored. • There is an adequate ability to reflect critically on work and progress. 		
<p>Mark awarded = 10 out of 25 marks</p>		
<p>AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops</p>	<p>Adequate exploration and selection of relevant resources, media, materials, techniques and processes Satisfactory ability to review and refine ideas as work develops</p>	
<ul style="list-style-type: none"> • The candidate demonstrates some exploration of materials and processes, showing a sense of enquiry in their response. For example, the candidate has used paint and gel pens to explore the colour, shapes and patterns within the food, through marks or flat painting. 		

- A range of relevant processes and materials have been **selected** and explored, but the ability to manipulate these materials with control is inconsistent. For example, some materials were applied with sensitivity to show the candidate’s understanding of form, tone and colour. Other studies demonstrate less refinement in application. Some sensitivity in the rendering process can be seen in the painting of the container of fries; painting of the burger on the tin tray; and pencil study of the burger. All studies are produced on a white background which intensifies the use of colour, but trying out different background colours could have varied the effects of the media and expanded knowledge and skills.
- **Different processes** are explored but the candidate’s ability to refine their skills is not sufficiently developed to communicate ideas effectively. This is particularly evident in the final outcome where they have not been able to build on the more successful and sensitive qualities within the portfolio, such as shading or colour use. There is evidence of digital media use to take the work into graphic design, but this has not been explored or built upon to communicate effective ideas. The candidate could have referenced graphic designers to inform digital exploration such as colour and shape manipulation, through different layouts and digital processes.
- The refinement of **technical skill** is adequate but varies in consistency throughout the work. Some understanding of the visual elements is apparent. This is seen in the candidate’s ability to arrange the elements within a composition through photography, then translate into painted studies. They are able to explore colour, shape and form, as evident in the still-life arrangements and in representing the characteristics of foods.
- Connections between the **research** and exploration shows some clarity. This can be seen in the way influences taken from the style of Lichtenstein’s work has informed the candidate’s ideas for media application. The idea is predictable, but has encouraged a controlled application of flat colour, dots, lines and dark outlines, showing some ability to **review and refine ideas** as work develops.

Mark awarded = 8 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 some attempt to show **purposeful** development. References to contextual sources are apparent and used to inform ideas. For example, the candidate uses Lichtenstein’s work to develop their own compositions. Here, the candidate has simplified and flattened the colours and added lines, dots and dark outlines to their imagery.
- Written annotation is included and serves to support the visual information, but the visual imagery speaks for itself.
- **Idea** exploration is obvious, which indicates that the candidate’s critical understanding has not yet been developed. The imagery does not fully evolve from the initial research and references. For example, the links between the artist’s and the candidate’s work tend to be superficial, in the use of lines and dots etc., rather than understanding the intent behind Lichtenstein’s work and how this connects to their own intentions. Other development in the work is less connected to the recorded images. The candidate explores an idea for ‘Tasty Bites’ using an unknown image and explores text, font style, colour-ways and ideas for logos. Referencing other graphic designers in the recording could have enabled greater depth, to help connect the exploration of the design process to their research and recording.
- The **supporting studies** show alternative imagery in the exploration of font and logo, colour-ways and layouts for business stationary. There is a connection to the final outcome through the arrangement of food studies. This is seen in the portfolio work, along with influences from contextual references and the addition of the ‘tasty bites’ logo. However, there is less evidence of planning for the final piece to show alternative ideas.
- There is some evidence of idea **reflection**. This is apparent in the candidate’s decision to select and arrange specific images of food and integrate with ideas from contextual reference, showing adequate **analytical and critical** understanding.

Mark awarded = 7 out of 25 marks

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 a connection to the supporting studies, and is informed by the recording and contextual reference. However, it is less resolved and not progressed in any depth. This is due to insufficient exploration of alternative compositions; idea try-outs involving the research images; and planning for the final piece.
- The **creative journey** is apparent but is not fully resolved nor **intentions** fully realised.
- There is an attempt to refine ideas to show some understanding of the **visual elements**, though inconsistencies are apparent. There is evidence of the candidate's understanding of composition throughout the work, where they are able to organise various elements of their subject matter within a space. The final outcome demonstrates evidence of this, as do the photographs and studies of food on the table, and objects arranged into small groups. There is also understanding of colour and shape throughout the work.
- The **communication** of intentions and ideas are less clear. The ability to make effective critical decisions is inhibited by the decision not to develop their design ideas in relation to their primary recording. This prevented ideas from building in greater depth, purpose and range.
- Evidence of **analysis, reflection and evaluation** is present but lacks depth of development.

Mark awarded = 10 out of 25 marks