



9479/02 Marking rationale – Example 3

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| Theme: City View | | Mark awarded = 39 out of 100 |
| AO1: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress | <p>Satisfactory skill in recording observations and insights from a variety of sources, relevant to intentions</p> <p>Adequate ability to reflect critically on work and progress.</p> | |
| <ul style="list-style-type: none"> • Research in the submission includes a range of sources and is slightly unbalanced with an overreliance on secondary sources. The candidate includes images from secondary sources of fashion models, fashion imagery and examples of punk fashion. They also include their own photography of people wearing a variety of fashion. • There is some evidence of recording from primary sources. This is mainly in photographic form: a variety of clothes worn by people in the candidate’s urban locale. The candidate includes an observational drawing of a hair clip and a scarf. These are done in pencil. • Referencing the work of others is included and the candidate focuses on Vivienne Westwood. The candidate includes some examples of her designs and makes a copy of one of them. • The gathering of visual evidence is mostly connected to the chosen theme. Everything the candidate looks at links with their urban fashion theme. • There is a little evidence of the candidate working directly from their primary-sourced photographs. For example, the fashion drawing of the adidas oversized T-shirt. • The range of methods of recording is slightly limited and does not fully consider the most effective processes to be used. • There is an adequate ability to reflect critically on work and progress. The candidate annotates where they took their photographs and why they selected the people. They discuss how the clothes reflect the wearer’s identity. <p>Mark awarded = 9 out of 25 marks</p> | | |
| AO2: Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops | <p>Competent exploration and selection of relevant resources, media, materials, techniques and processes</p> <p>Good ability to review and refine ideas as work develops.</p> | |
| <ul style="list-style-type: none"> • There is evidence that the candidate has explored materials and processes and that a sense of enquiry has been established. This is evidenced in the fashion drawings of the designs from found images and their own photography. The candidate mainly uses gouache, markers and pen. • Refinement is inconsistent, but ideas are clearly communicated through a range of relevant processes. The candidate correctly uses the ‘9 heads’ method for their fashion drawings in order to suitably elongate the figure. This gives their drawings a definitive fashion ‘look’. | | |

Theme: City View**Mark awarded = 39 out of 100**

- There is some refinement of materials and ideas as work progresses. The final outcome shows refinement in the layout, designs and control of media. There is evidence of **technical skill** being refined and the work demonstrates an understanding of the visual elements of colour, shape and form.
- A connection between their **research** and exploration has been established, though this is not fully realised in parts. This is seen in the focus on urban fashion in their photographs and their final designs.
- The candidate produces annotation that demonstrates a good ability to **review and refine** ideas as work develops. The candidate clearly explains their choices and their intentions.

Mark awarded = 12 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. Some references to contextual sources are apparent, with attempts to inform ideas. The candidate incorporates their research of urban fashion into their final design ideas. They include urban symbols such as graffiti, tags and stickers and aim to design outfits for people who 'dare to express themselves differently'. The written language and vocabulary included are relevant to ideas and serves to support the visual information.
- **Idea** exploration is a little obvious, and critical understanding has not yet been developed. For example, the links to Vivienne Westwood in their final design is a pastiche of her early punk styles. The **imagery** does not fully evolve from their initial research and references. The candidate does not sufficiently design their own ideas.
- A little **alternative imagery** is shown on the last page but this is not sufficiently explored before the candidate progresses to the final outcome. The candidate includes a plan of the layout of their final outcome but not the designs. So, there is only adequate evidence of **reflection** and planning to explore alternative possibilities.

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

Competent realisation of intentions demonstrating a good use of visual language

Good connections made between visual and other elements

- The **final outcome** clearly follows on from the supporting studies but is not fully resolved. The candidate designs three outfits based on their research. This includes their own photography of outfits they have seen in the city, but the candidate does not design their own outfits.
- There is a clear demonstration of the **creative journey** but decision making and connections between ideas is not always effective. For example, it is not clear how the candidate decided upon the final designs because evidence of their planning has not been included.

- Ideas are communicated through an understanding of the **visual elements**. The candidate produces a competent final outcome which demonstrates a good grasp of the visual elements by considering a background and a dynamic layout in which to place their designs.
- The response **communicates** an ability to analyse, reflect and evaluate to make decisions but this is not fully clear throughout the response. For example, the candidate includes annotation in the submission and discusses intentions well but there is not a clear reason why the three particular designs are selected for the final outcome.
- **Mark awarded = 11 out of 25 marks**