



9479/03 Marking rationale – Example 6

Theme: How Fashion Designers use Clothing to Reflect Social Issues		Mark awarded = 66 out of 100
AO1: Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress	Confident skill in recording observations and insights from a variety of sources, relevant to intentions Highly effective ability to reflect critically on work and progress Confident use of specialist language and appropriate technical vocabulary	
<ul style="list-style-type: none"> • Research and recording are clearly relevant to intention and show depth of investigation from a range of sources. This will be carried out through visual and written observations. The candidate has referred to three designers, making strong links between the theme and the underlying concepts or motivation explored. • Gathering of evidence is clearly related to the chosen theme. • There is consistent evidence of the candidate recording from primary sources, with the subject in front of them. • Observational study is purposeful and shows recording of visual elements. • Different methods of recording are apparent and investigated thoroughly. • They possess a mostly secure command of art terminology when analysing their chosen references and studies. • The written element is descriptive and fact-based. A direct link either through written or visual element is not made clear between the designs selected and those created by the candidate. They have not made use of their approaches or techniques. • The written element lacks critical analysis or reflection of the work of chosen designers or the candidate’s own work. 		
Mark awarded = 16 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 Confident communication of ideas through visual and other forms	
<ul style="list-style-type: none"> • Consistent, effective evidence of exploring materials and processes. Demonstrating a sense of enquiry in exploring and expanding their knowledge and skills. A willingness to take creative risks with media exploration to test alternative effects. 		

**Theme: How Fashion Designers use
Clothing to Reflect Social Issues**

Mark awarded = 66 out of 100

- The candidate has taken an explorative approach to their use of materials. Their use of shrinkable sheets to reflect the impact of cosmetic enhancement is appropriate both in terms of creating 2D to 3D designs as well as its conceptual link to plastics in the body.
- **Purposeful** selection and exploration of materials to express ideas. Ideas are consistently explored through different processes and techniques. They demonstrate a good understanding of the visual elements and are able to manipulate paint, digital media and photography to inform and develop their ideas.
- Candidate has demonstrated clear understanding of the **inherent qualities** of media, making informed choices in relation to their ideas.
- Confident **technical skill** evident in the explorations, demonstrating good understanding of the visual elements.
- An effective ability to **review and refine ideas** as work develops.
- Confident **communication** of ideas through visual and other forms throughout their explorations.
- Although the exploration of materials is relevant to the theme and carried out to a competent standard, the candidate does not make use of their research into the work of others. Stronger links to use of materials and design/concept development would have expanded their ideas and use of media.

Mark awarded = 18 out of 25 marks

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

Good integration of practical and written elements

- Development is generally **purposeful** and makes use of appropriate contextual references to inform ideas and the development of personal responses. However, the observations made of others work is in a separate document to the development of personal ideas. The link between the two if not fully explored or made explicit. The connection is made in relation to using fashion as means of reflecting society or a form of critique on society.
- Intentions are clear and encourage the purposeful development of the **candidate's own compositions/designs**. The candidate presents different designs, but they are all informed by the same imagery, they are not diverse. They would have benefited from closer, more analytical understanding of a wider range of designers.
- Ideas from research and explorations connect to inform the **body of work**. Further first-hand imagery from a different source would have led to a range of ideas and responses.
- There is evidence of **reflection**, and an ability to plan and explore alternative possibilities. Critical reflection would have supported more selective approach and recognising strengths and weaknesses.
- Good **integration** of practical and written elements.

**Theme: How Fashion Designers use
Clothing to Reflect Social Issues**

Mark awarded = 66 out of 100

Mark awarded = 14 out of 25 marks

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

Work demonstrates a **highly effective** level of engagement and independence

- The **response overall** is an effective illustration of the investigation, making appropriate use of research, recording, explorations and developed ideas to realise intentions.
- There is a consistent and coherent **creative journey**, clearly informed by initial research and contextual study. Stronger links to the contextual references would have benefited the development of ideas. Analysis of the work of others may have led to a range of more diverse outcomes.
- Understanding of **visual language** is consistently and effectively demonstrated throughout the work.
- Effective critical reflection may have helped to identify direction for further development.
- Final photoshoot and written statement demonstrate clear intention and realisation.
- Work demonstrates a highly effective level of **engagement and independence**.

Mark awarded = 18 out of 25 marks