

Introduction

We are continually aiming to provide materials to support you in teaching and assessing our qualifications. We hope you find the example work and comments contained in this document useful.

This exemplar material focuses on Unit 2: Creative Project in Art and Design (20478E) and includes work from high and lower achieving learners. The work shows the creative journey the learner has undertaken throughout the project. Alongside the work you will find comments from the Lead Examiner explaining the value of the images shown and how the mark scheme has been applied.

This work is taken from the archive gathered by our senior moderation team during the summer 2013 assessment process. We would like to thank the centres and learners for producing the work that we are presenting in this document. Some of the images include a 30cm ruler to allow you to see the scale of the work produced.

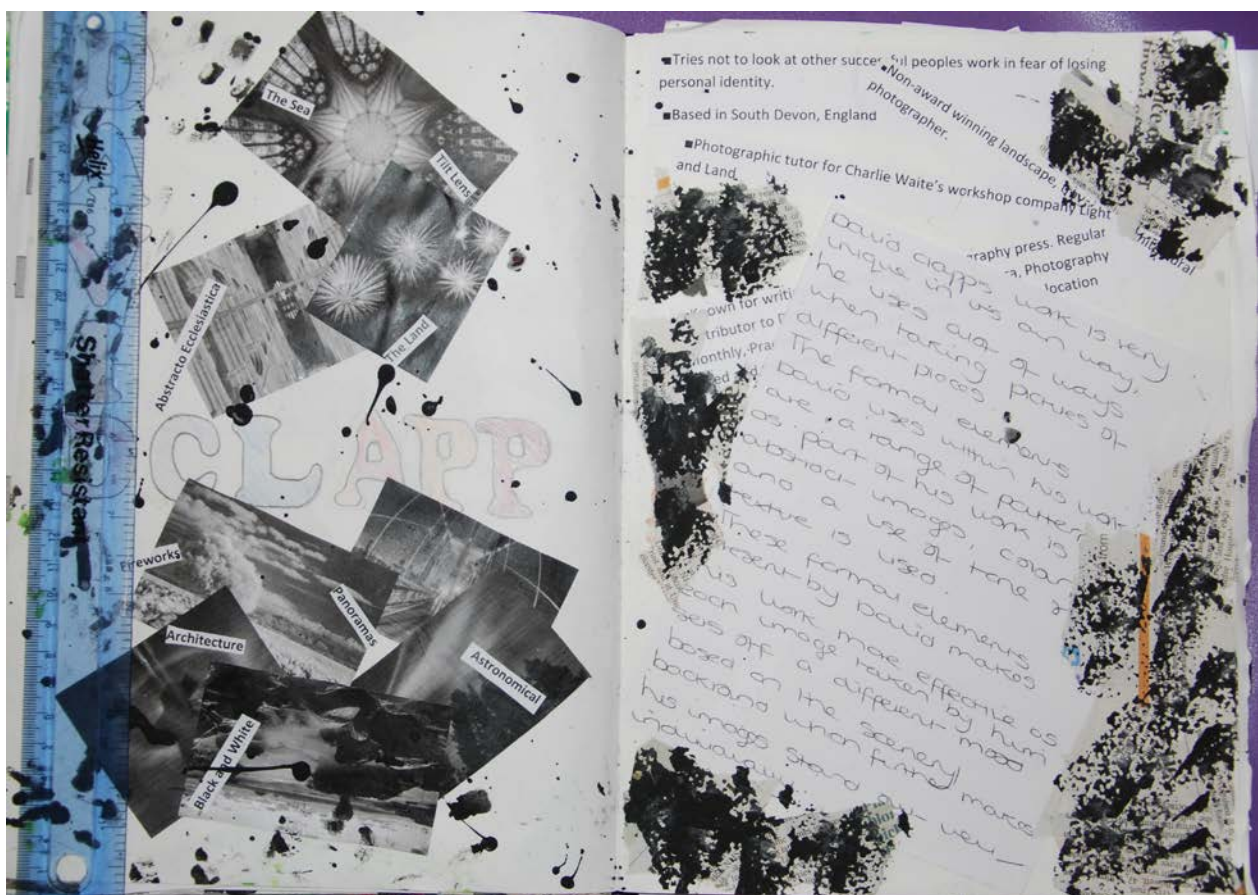
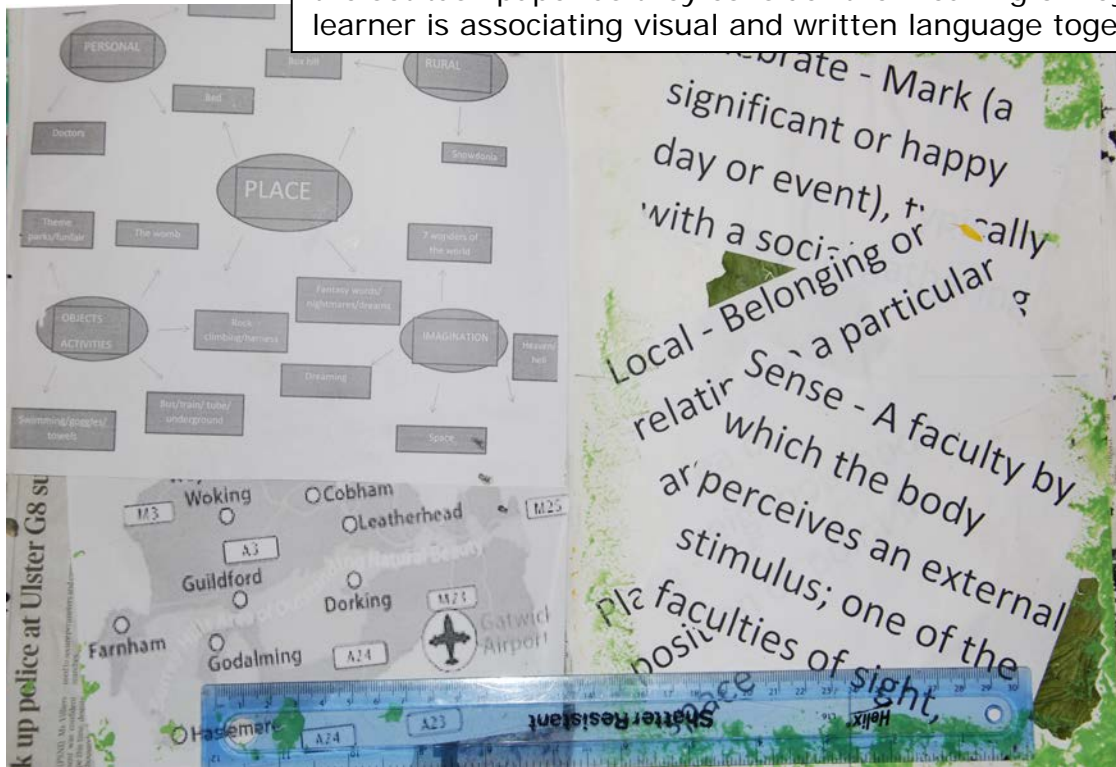
15 Marks

This learner has responded to the theme "A Sense of Place" under the Visual Arts pathway. The learner has combined observation and media manipulation to produce a final outcome in the form of a photographic collage. Throughout the development of the work the learner has commented in their own words on the techniques used and their reasons for selecting visual material. They have also effectively referred to the use of visual language in the work of selected photographers. There is a clear sense that the learner has worked independently towards their final outcome.

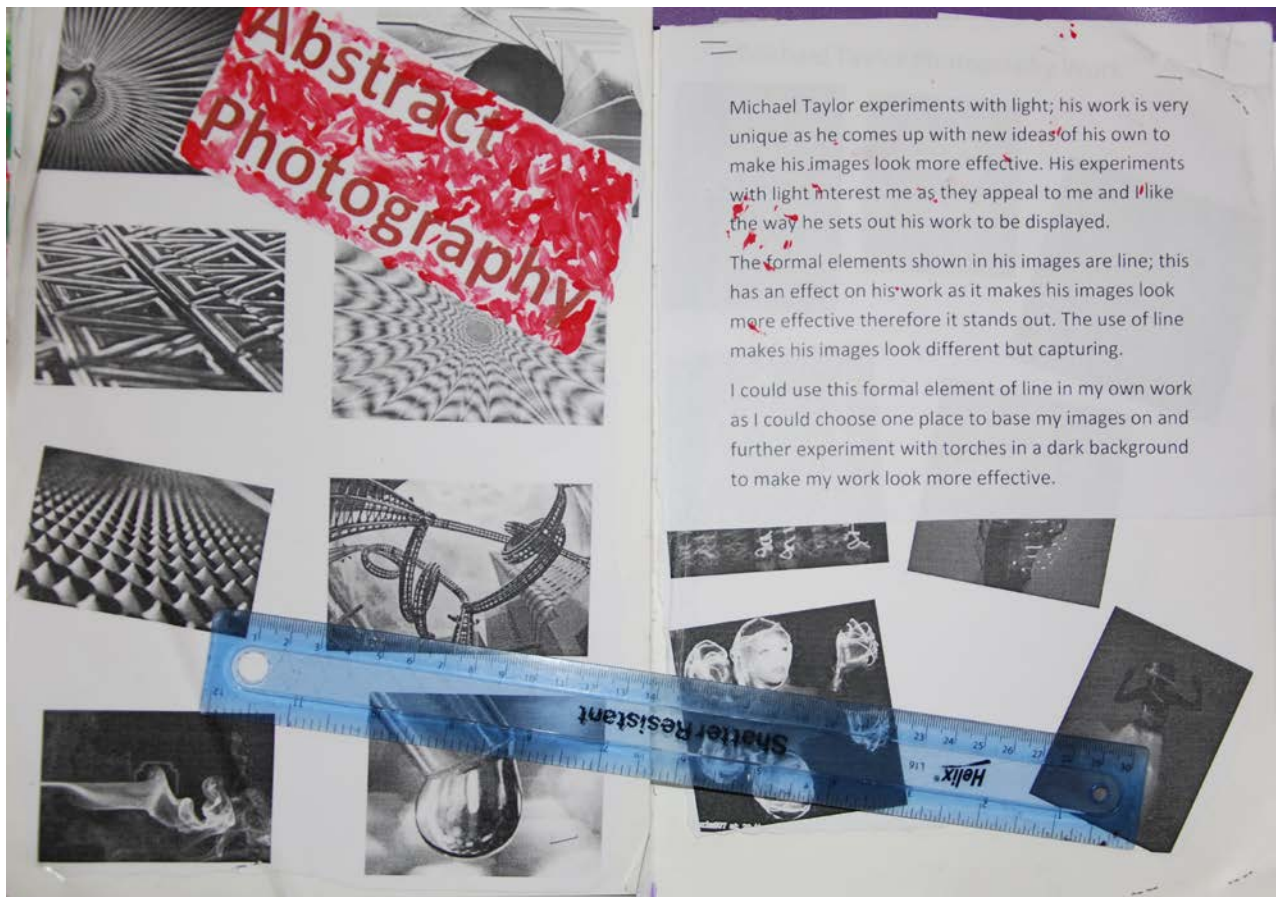


An engaging first page that has the qualities of a visual spider diagram.

This page clearly shows the learner engaging with the theme from the set task paper as they consider the meaning of key terms. The learner is associating visual and written language together.



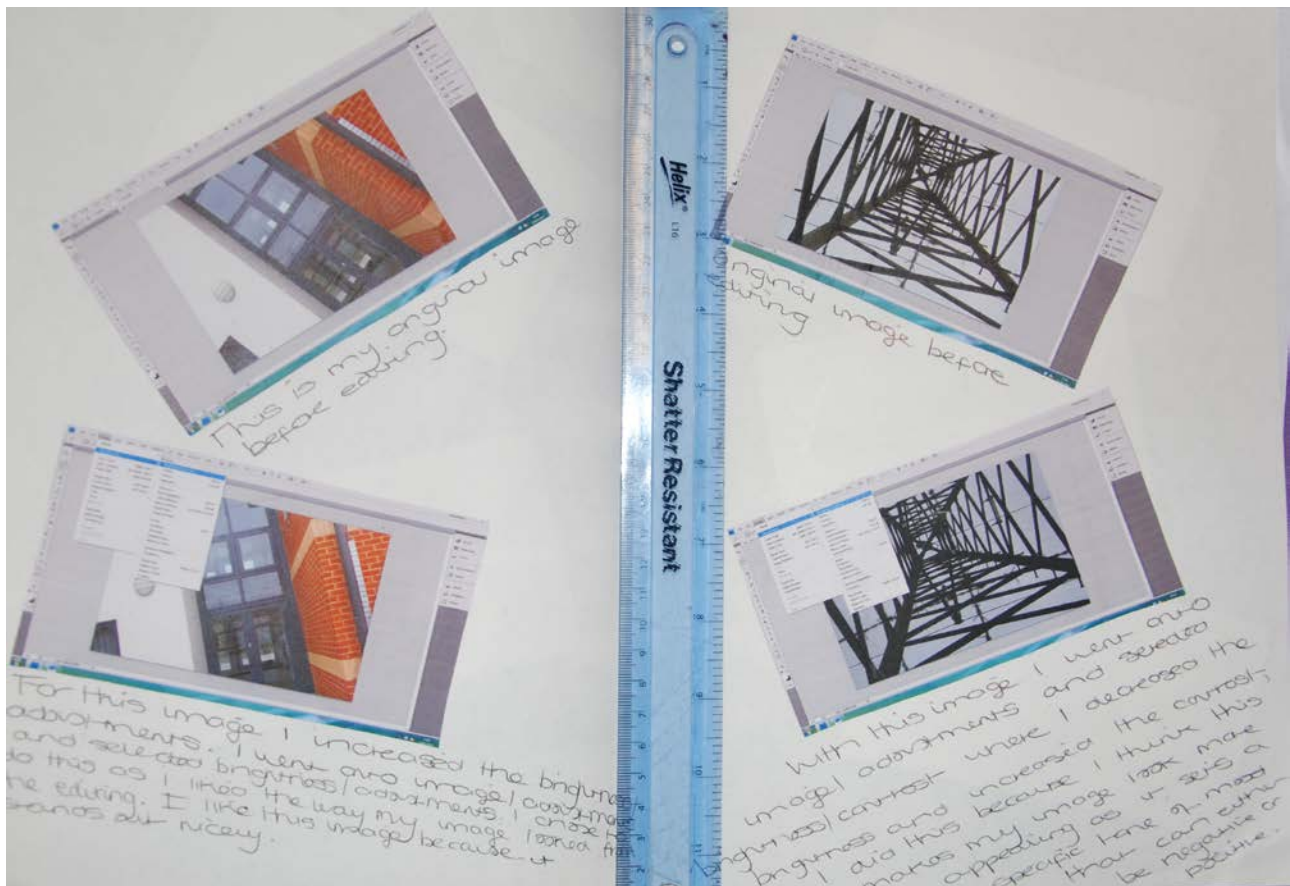
The learner here has gathered material from a chosen photographer and has evidenced some general research. They are beginning to explain their understanding of the creative intentions of the selected artist. The learner uses appropriate vocabulary.



The learner here is investigating a second artist's work and we can now see a sustained investigation being carried out that covers two or more sources. The learner has considered the layout of the page in presenting their work, maintaining an effective balance between visual and written material.



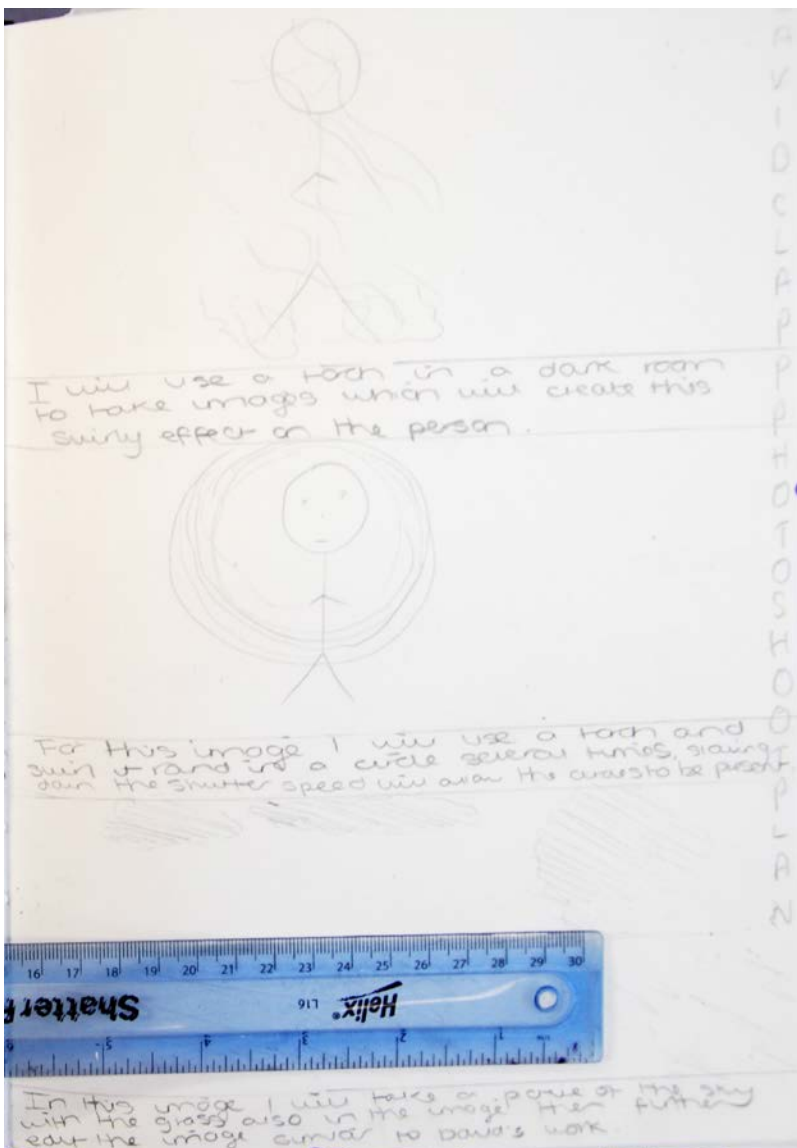
The learner has gathered their own primary sources to work from and shows clear evidence of appropriate selection. They also begin to explore the techniques and processes they will use to realise their own creative intentions. The learner has not shown evidence of analysis or evaluation at this point, for example we are not told why the selected image has been chosen.



The learner is considering variations in approach but does not pursue them in depth. More marks could not be awarded because the learner has not provided sufficient evidence of analysis and critical selection.



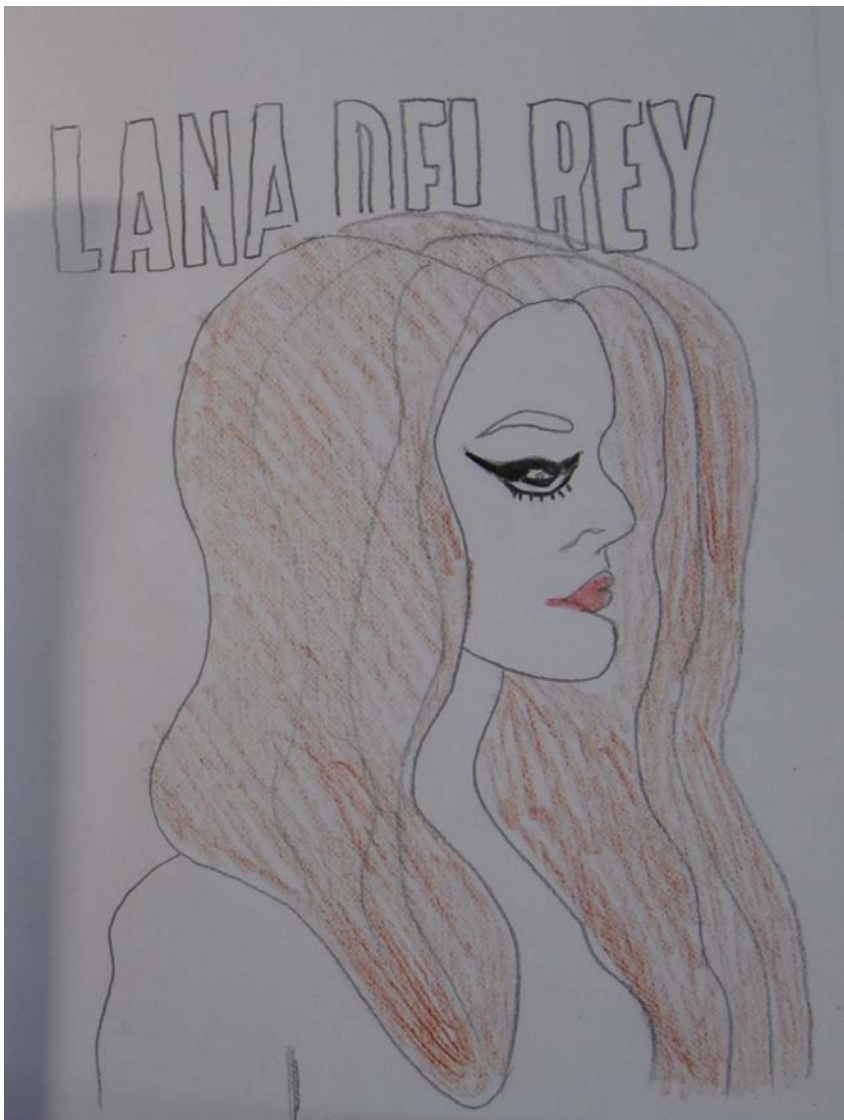
The learner is repeating an earlier image with no additional development or comment.

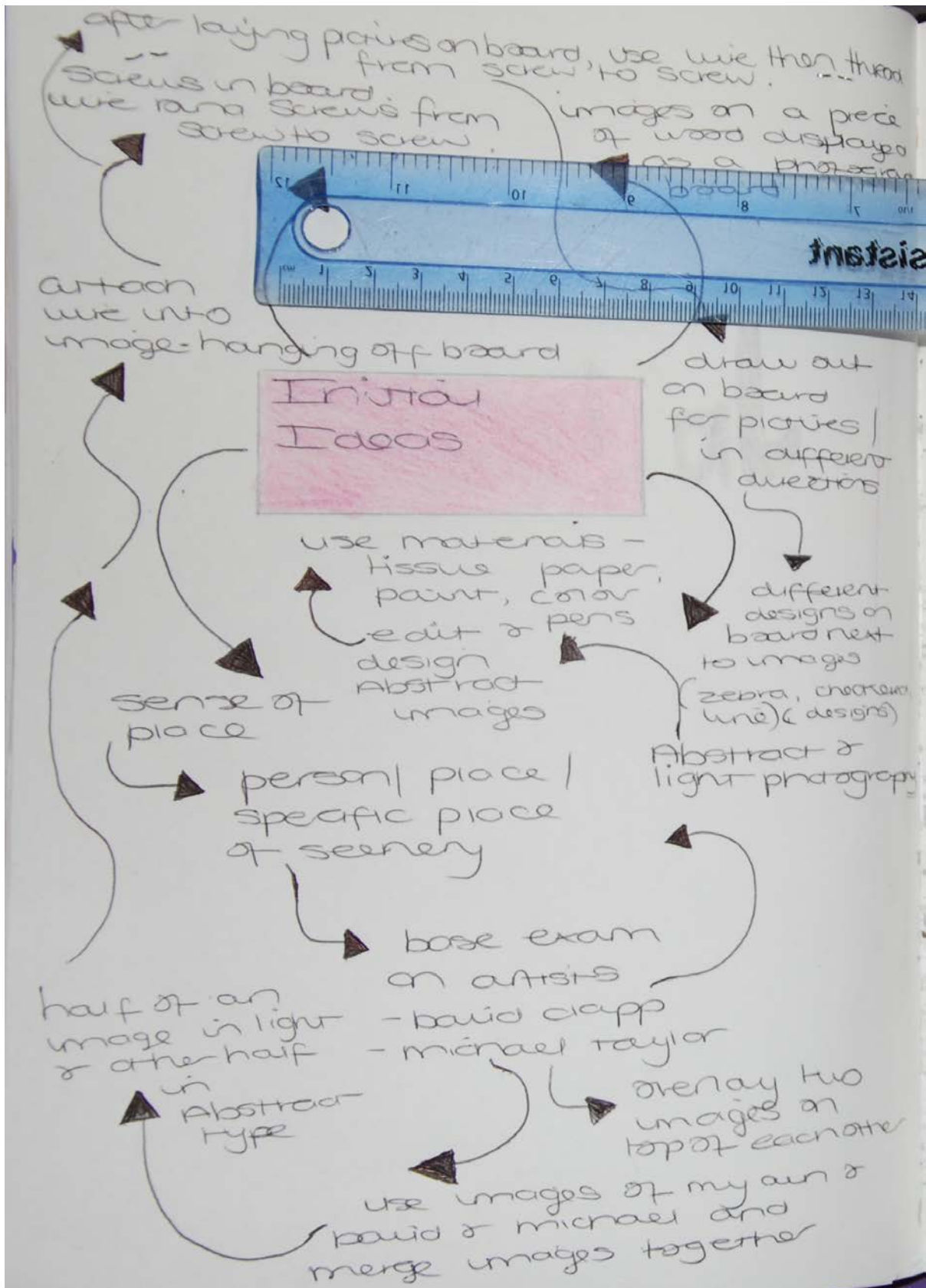


Here we can see the beginnings of another idea that the learner develops in the coming pages.

The character I have chosen is the well known Lana del Rey, reason being that I have chosen her is mainly because she fits in well with my design and research into my final idea being based on pop art. My character is a unique individual and stands out well within the art industry. I chose to base my drawing on pop art as this particular piece of work inspires and appeals to me as a whole. Pop art is a very different, interesting style of work that goes well with my final idea.

This page does not seem to be followed through towards the final outcome and this disjointed feature is occasionally apparent in work of learners at this level.



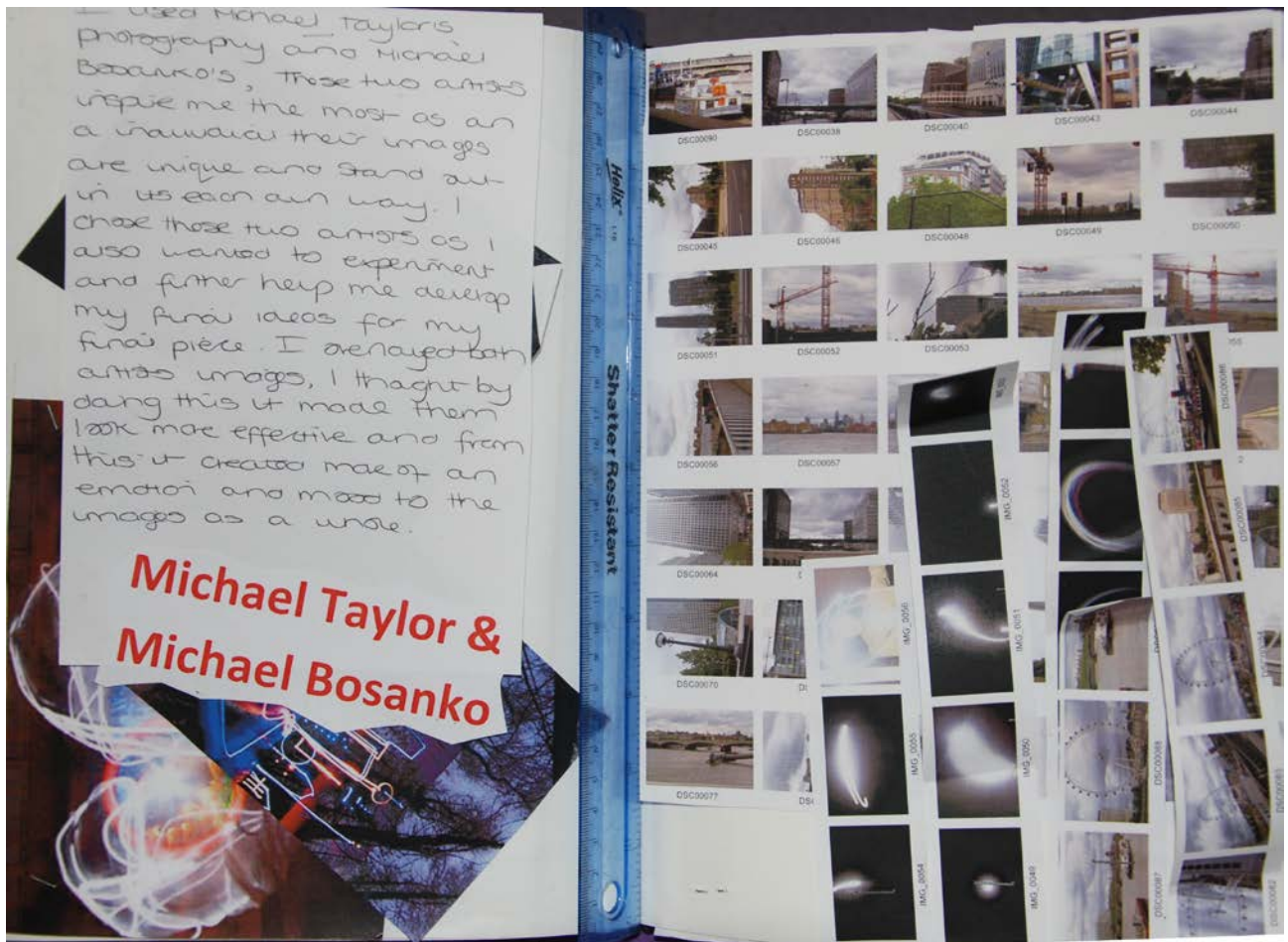


This diagram shows some understanding of the creative process but without further visual evidence it is difficult to see how these intentions are realised in the final outcome.

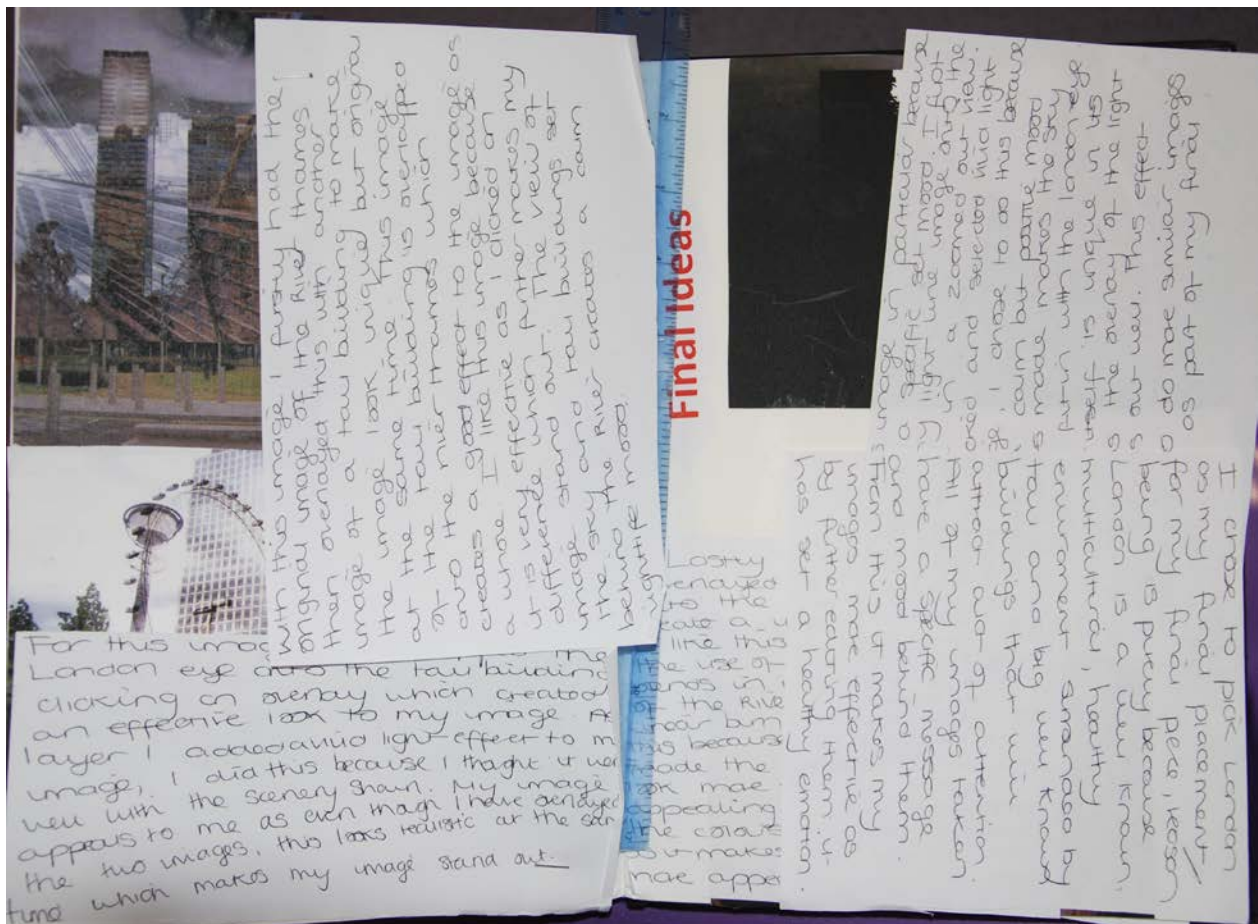


Michael Bosanko is a photographer that bases his work on light/graffiti. His work is unique and stands out from the other photographers I have searched as Michaels work inspires me to experiment with my images and make my photos look more vibrant and attractive. His work is bright and varies within light and graffiti. His range of work starts from abstract to orbs/sparks/portals so his work is varied. This specific photographer inspires me to use these similar images but to create it in my own work to further produce a final piece like one of Michael's images. With Michaels work I could take two of my abstract and light images and merge them together to make them look unique.

This page shows some additional research into other practitioners but does not add to the quality already achieved.



Here the learner is clearly selecting and applying appropriate techniques and processes and is exploring creative intentions towards the production of their final outcome.



(These comments are shown below and on the following pages, magnified to help reading)

With this image I firstly had the original image of the River Thames then overlaid this with another image of a tall building to make the image look unique but original at the same time. This image of the tall building is overlapped onto the river Thames which creates a good effect to the image as a whole. I like this image because it is very effective as I clicked on difference which further makes my image stand out. The view of the sky and tall buildings set behind the River creates a calm nighttime mood.

For this image I added the London eye and the tall building clicking on overlay which created an effective look to my image. As layer 1 added audio light effect to my image, I did this because I thought it was new with the scenery shown. My image appears to me as even though I have layered the two images, this looks realistic at the scene which makes my image stand out.

I chose to pick London as my final placement for my final piece, reason being is purely because London is a new town, multicultural, healthy environment surrounded by tall and big well known buildings that will attract a lot of attention. All of my images taken have a specific message and mood behind them. From this it makes my images more effective as by further editing them it has set a healthy emotion.

I chose this image in particular because it has a specific set mood. I first took a light line image and then I zoomed out and selected a new image, I chose to do this because it has a calm but positive mood. This made makes the story put in with the London eye. It is unique in its own way as the overlay of the light is our new. This effect is to do more similar images as part of my final

These sets of comment provide a detailed description of the processes and decisions that lead to the final outcome. In this case the presentation is not conducive to finding evidence presented by the learner.



The final outcome has a number of attractive visual qualities although the reasons for these features are not clear from the learner's development work.

This learner has worked consistently in line with the Level 2 Pass criteria throughout their submission and exemplify the features of Level 2 Pass. There is not evidence of working beyond Level 2 Pass and similarly does not fall into Level 1 – this supports the award of 15 marks.