

## GCE A Level Advanced Art and Design

Photography Component 2

**IZZY** 

**Total Mark** 53

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	AO1 Develop	AO2 Explore and Select	AO3 Record	AO4 Realise		
Mark	14	13	13	13		
Performance Level	5	5	5	5		
			Total out of 72	53		



PERFORMANCE	Level 1			Level 2		Level 3		Level 4			Level 5			Level 6			
CALCULATOR A LEVEL PRACTICAL - SEPT 2016	LIMITED ABILITY			BASIC ABILITY	BASIC ABILITY EMERGING		TENT ABILITY	BILITY COMPETENT AND CONSISTENT ABILITY		ΓENT	CONFIDENT AND ASSURED ABILITY			EXCEPTIONAL ABILITY			
Taxonomy	y partial, inconsistent, literal, elementary, minimal, rushed, sporadic, naïve, little creative intent, disjointed, pedestrian, credible, lacks control over the formal elements, vague aims		straightforward, deliberate, just adequate, methodical, superficial, unrefined, crude visual language, simplistic reflection, plays safe, unresolved, contextual references explored but lack relevance, defines aims with some understanding, developing control over the formal elements		predictable, broadening, makes progress, relevant, description not explanation, demonstrates intentions, appropriate, sufficient control, emerging individuality, thorough, adequate control over the formal elements, contextual references inform journey, pursues aims with understanding		diverse, effective, purposeful, consistent, skilful, coherent, imaginative, informed, some perception, satisfies creative intent, engaged, consistent control over the formal elements, contextual references inspire creativity, realises some aims,			independent, realised, sensitive, creative, sustained, highly inventive, critical, perceptive, comprehensive, in-depth, insightful, original, genuine creative journey, refined, in-depth reflection, exciting, comprehensive control over the formal elements, contextual references shows some personal insight, fully realises all aims and objectives			inspired, surprising, unique, authoritative, genuine discovery, adventurous, accepting of the unexpected, challenging, fully informed, questioning, dexterous, erudite, highly intuitive, daring, insightful and comprehensive exploration of contextual references, ideas synthesised into highly sophisticated realisations, goes beyond aims to produce surprising realisations, control over the formal elements demonstrate fluent sensitivity and understanding				
AO1 Develop ideas	1 LIMITED	2	3	4 BASIC	5 6	7 8 EMERGING COMPE		10 COMPETENT	11 AND CONSIST	12 FENT	13 CONFIDENT	14 AND ASSURE	15 D	16 EXCEPTION	17 AL	18	AO1 total:
through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding											independen creative highly inver insightful original	t, ntive					14
AO2 Explore and select	1 LIMITED	2	3	4 BASIC	5 6	7 8 EMERGING COMPE		10 COMPETENT	11	12 TENT	CONFIDENT	14 AND ASSURE	15 -D	16 EXCEPTION	17	18	AO2 total:
appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops	LIMITES			BASIC		ENERGING COM E		consistent consistents,			independen original,			EXCELLION.			13
AO3 Record ideas,	1 LIMITED	2	3	4 BASIC	5 6	7 8 EMERGING COMPE		10 COMPETENT	11 AND CONSIST	12 TENT	13 CONFIDENT	14 AND ASSURE	15 ED	16 EXCEPTION	17 AL	18	AO3 total:
observations and insights relevant to intentions, reflecting critically on work and progress				2. 320				consistent conelements,		formal	genuine cre independen highly inver	rative journey t ntive references sho					13
AO4 Present a personal	1 LIMITED	2	3	4 BASIC	5 6	7 8 EMERGING COMPE		10 COMPETENT	11	12 FENT	13 CONFIDENT	14 AND ASSURE	15 -D	16 EXCEPTION	17	18	AO4 total:
and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements	LIMITED			DAJIC		LITERGING COMPE	ILINI	consistent			contextual i	references sho sight sative journey	ows some	LACEFIION	<b>1</b> L		13
						•											Total mark: 53

## **Examiner commentary**

This Photography submission consistently meets descriptors for a middle assessment position in Performance Level 5, Confident and Assured. Early responses to the theme of 'Variation and Similarity' display confident and original ideas initiated by both technical and conceptual issues to promote a genuine creative journey. A key element of this submission is the candidate's ability to make insightful and creative connections between diverse contextual sources such as Marc Quinn, Pop Art and 1960's graphic design styles. Whilst exploring a range of contextual references the candidate continues to pursue a sustained and independent investigation through inventive observation of first-hand sources, for example in the 'slug' and 'heart' photoshoots.

The analysis of contextual references is insightful and promotes exciting responses and connections. The selection of technical processes is inventive and imaginative, combining photographic and drawing techniques. Here some of the manipulations of skills and processes more closely meets descriptors from Level 4, with consistent control over the formal elements, establishing marks in AO2, AO3 and AO4 slightly lower in Level 5 and closer to the Level 4 boundary. The resulting outcomes for this playful investigation are original and inventive, bringing together diverse ideas to make appropriate and imaginative connections and securely place marks in Level 5.

**AO1:** AO1 is met most strongly, demonstrating the highly inventive and creative development of original and imaginative ideas, placing marks securely in the middle of the Performance Level 5 Confident and Assured assessment band. The submission is initially concerned with exploring the potential of the 'vapour wave' technique to create a sense of unease. Insightful analysis and critical review drive further independent development of ideas related to Gothic imagery, and the pursuit of images that promote disgust.



## **Examiner commentary continued**

**AO2:** In AO2 the exploration of media, materials and processes promotes a genuine creative journey. The candidate makes independent judgements in exploring and combining techniques, processes, and styles. Throughout the project the underlying development of 'vapour wave' techniques are selected and applied to enhance the unsettling qualities of chosen imagery and subject matter. The candidate revisits established images, reviewing, and refining to deconstruct and re contextualise them into original and exciting responses, informed by 1960's kitsch and graphic design styles. In this AO, the candidate's performance is placed lower in Level 5, achieving the consistent control of the formal elements more indicative of Performance Level 4, and bringing the mark closer to the 4/5 boundary.

**AO3:** In AO3 the selection of appropriate first-hand observation sources indicate the candidate's creative personal insight. Independent recording of observations and insights relevant to intentions inform a genuine creative journey and the sequential development of ideas and images. The candidate demonstrates a willingness to take risks with imagery and a highly inventive choice of subject matter in pursuit of creative aims and intentions to present the 'disgusting'. Insightful review of contextual references again inspires original juxtapositions of style and content. Similarly to the assessment of AO2, the candidate's performance is placed lower in Performance Level 5, achieving the consistent control of the formal elements more indicative of Performance Level 4, and bringing the mark closer to the 4/5 boundary.

AO4: The submission is resolved through a personal and meaningful response to conclude a genuine creative journey. The connection to contextual references shows some personal insight in a series of original and highly inventive photographs that visualise and consolidate the ideas concerning the 'disgusting 'and the 'unsettling' that have driven the project throughout. The assessment of AO4 securely meets descriptors from the Confident and Assured assessment level. As in the assessment of AO2, and AO3, the candidate's performance is placed lower in Performance Level 5 in respect of the manipulation of the formal elements achieving the consistent control over the formal elements more indicative of Performance Level 4 and bringing the mark closer to the 4/5 boundary.



# VARIATION + SIMILARITY

# THE VAPOUR WAVE MOVEMENT: DERIVATIVE?

When I was given the title, the term "similarity" made me think of photography trends and movements that are popular right now. I thought it would be interesting to explore modern trends rather than looking back at old ones . In my coursework I really enjoyed working with unique lighting so I want to continue with this into the realm of "vapour wave". I am cautious going into this movement as it is well known to be used in an uninspiring and derivative assets and not developing any kind of thought provoking or interesting journey. manner by students in the pursuit of an internet 'aesthetic, using other people's However, I think it will aid the 'uncomfortable' atmosphere in my work. I think it will be interesting to use it to photograph bugs or beasts to contrast (or offer a variation) to vapour wave's usual purpose of beauty. In my coursework I also worked with drawing over the top of my photography to add to that strange atmosphere and create another dimension or reality on top of the photo that

may or may not be related, I also want to carry this on in my exam work.

## STEVE ROE



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of fakeness, that detasement of fakeness, that leapioned in my coursework and that oozes from a lot of my work.

this image is especially interesting because Roe has used a kaleideoscope effect as an almost manual slitch, it's done by a mirror like lense attached to the camera which manipulated the neon light in a way editing could not.



### Here is unedited rersion Photo







## EDITING PROCESS

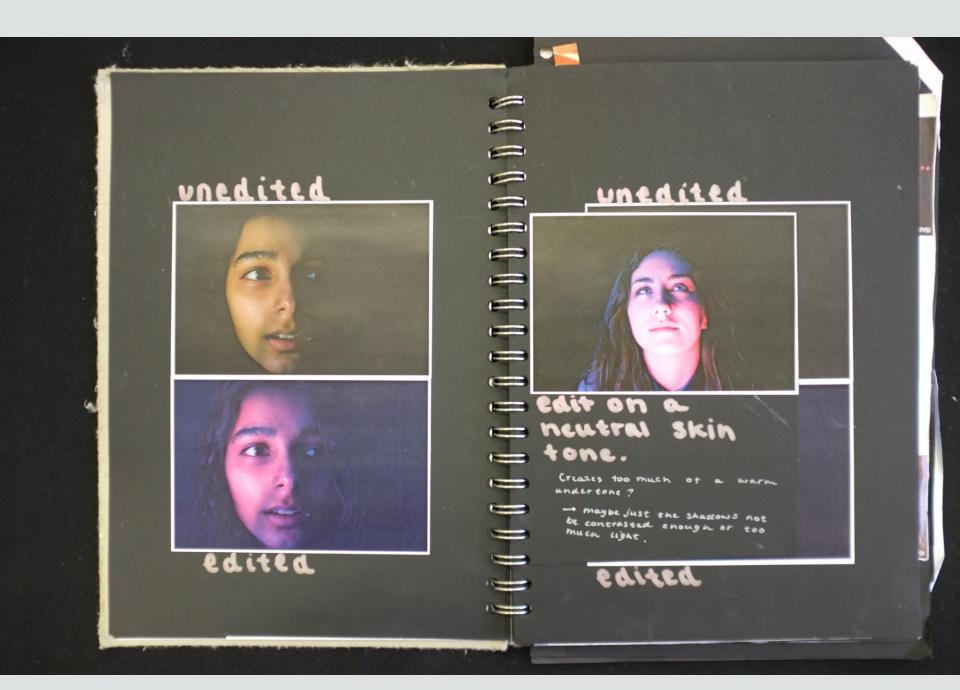


I wanted to achieve colours that still allowed contrast on the face so I focused on working with the shadow, midtone + highlights on colour balance.

The top photo shows me working on the highligh which I wanted to be a pinkish purple to emulate a purple light shining on the subjects face. I mostly increased the magenta and blue.

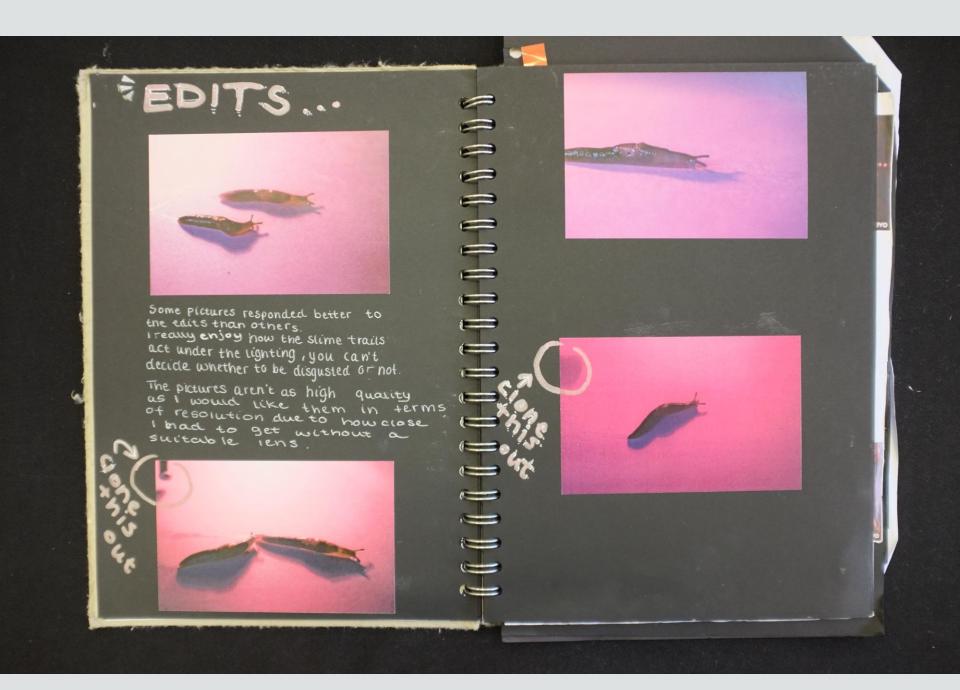
for the bottom picture you can see I was working on the shadows. I wanted these to be blue for the cool vapourwave colours but also a contrast to the magenta.

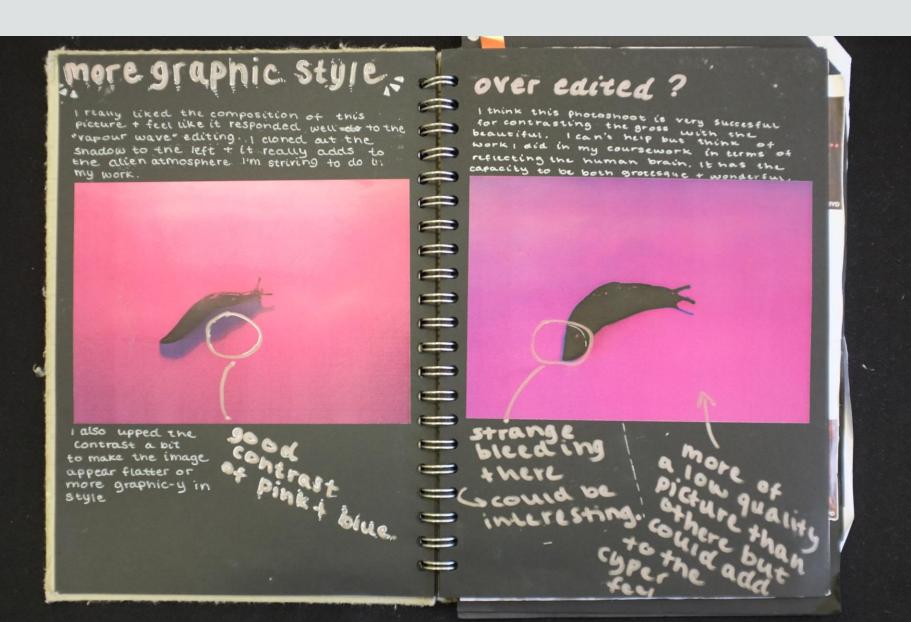












#### MASKS

I thought to carry on the concept of contrasting object I would look into masks as a possible arenue. However I did some experiments with making masks and the results seemed quite derivitive and so something I wanted to stray from. Nonetheless here is the areast I took inspiration prom. Max Ernst.

I especially like his work in relation to the time period. He contrasts the uptight of opposite victorian period with something animalistic. It feels like a reflection of the horrors of the period that hides behind the religious values. It also makes me think of once again, the contrasting human mind.

MAX ERNST





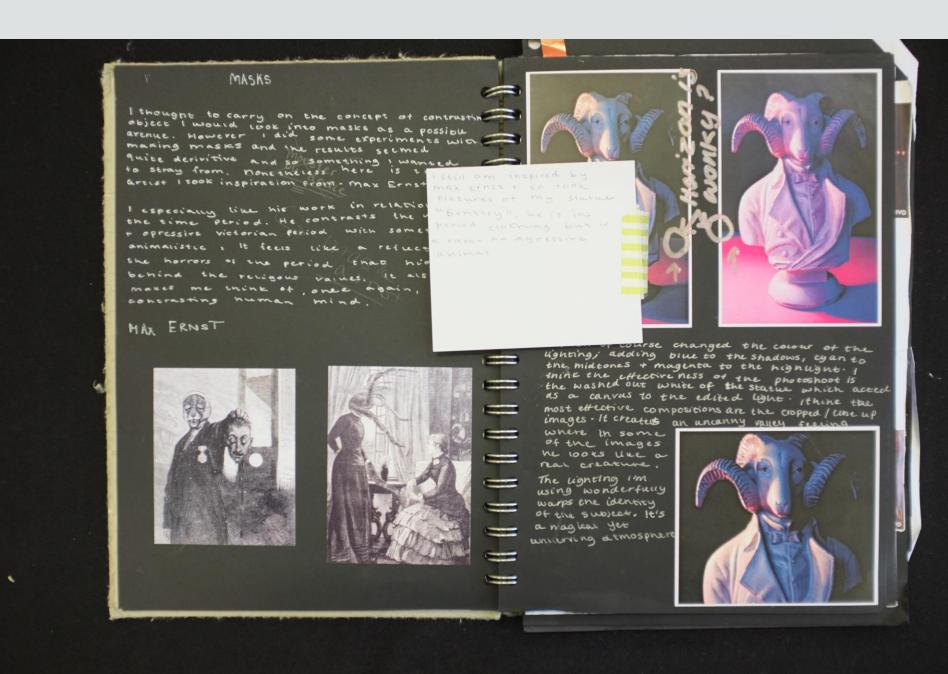


I then of course changed the colour of the lighting; adding blue to the shadows, cyan to the midtones + maginta to the nightight. I think the effective ness of the photoshoot is the washed out whith of the statue which acted as a canvas to the edited light. I there the most effective compositions are the cropped / liese up images. It created an uncanny valley feeling

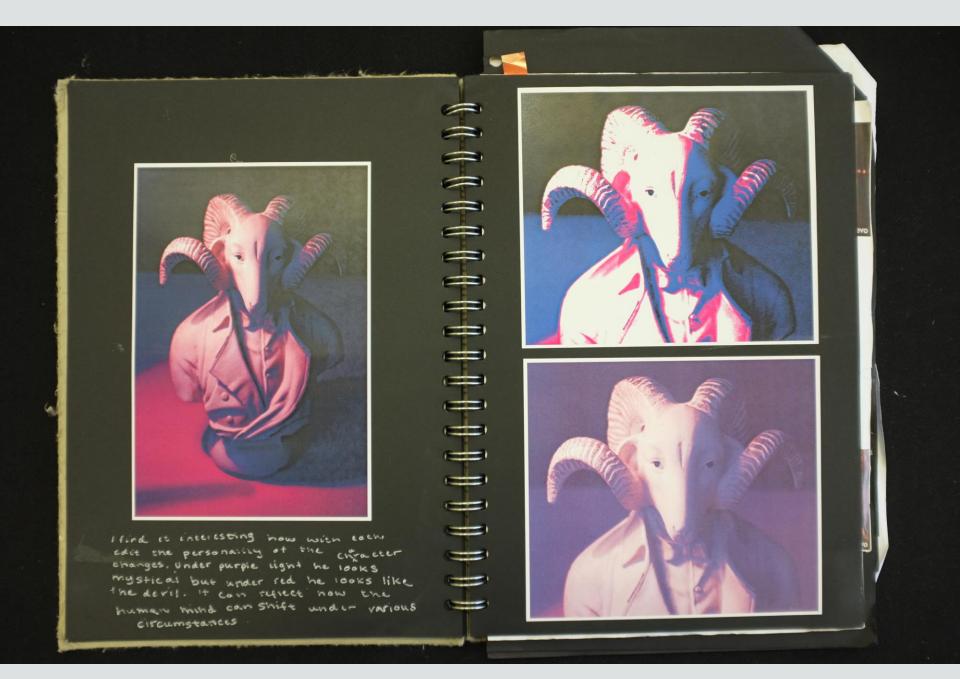
where in some of the images he looks like a real creature.

The lighting im using wonderfully warps the identity of the subject. It's a magical yet whiteving atmosphere

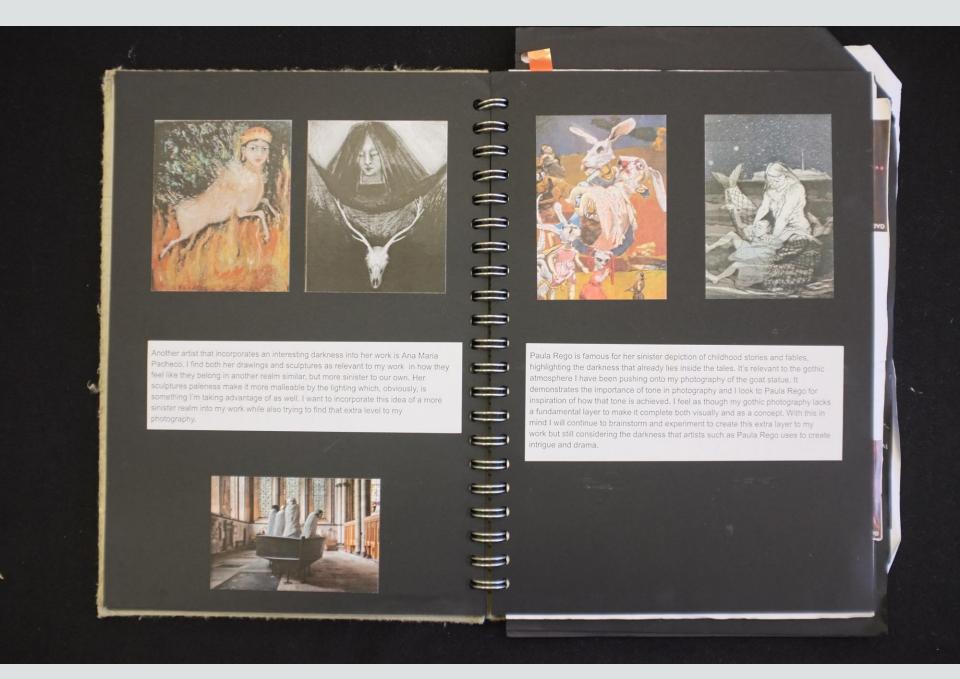


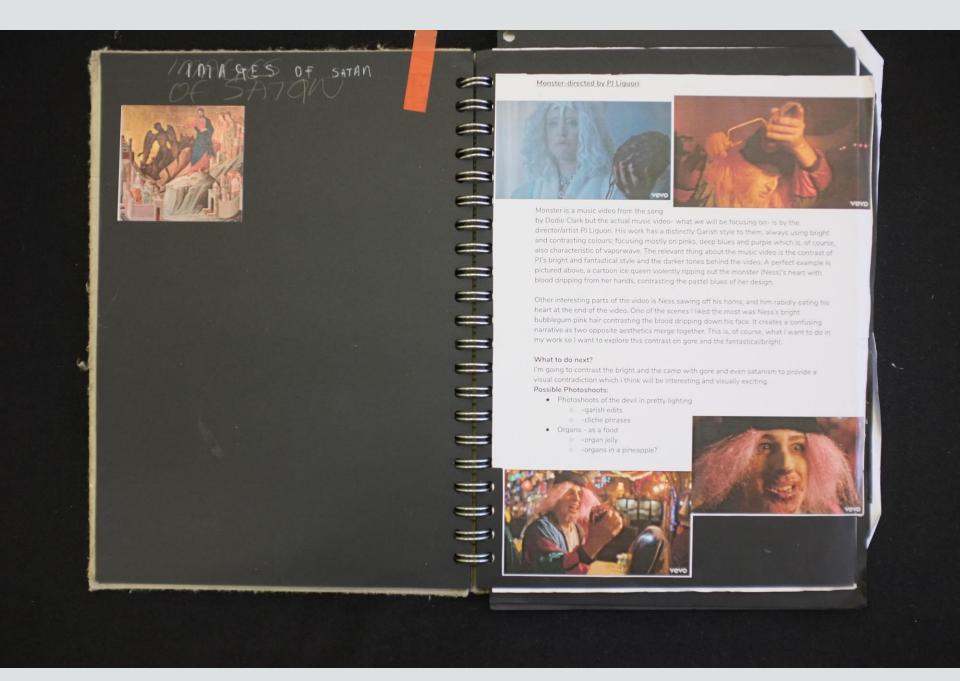


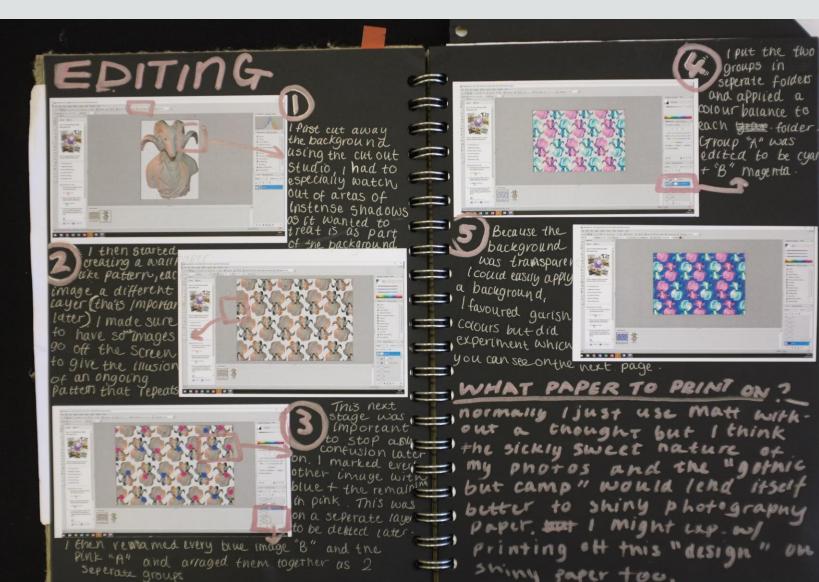




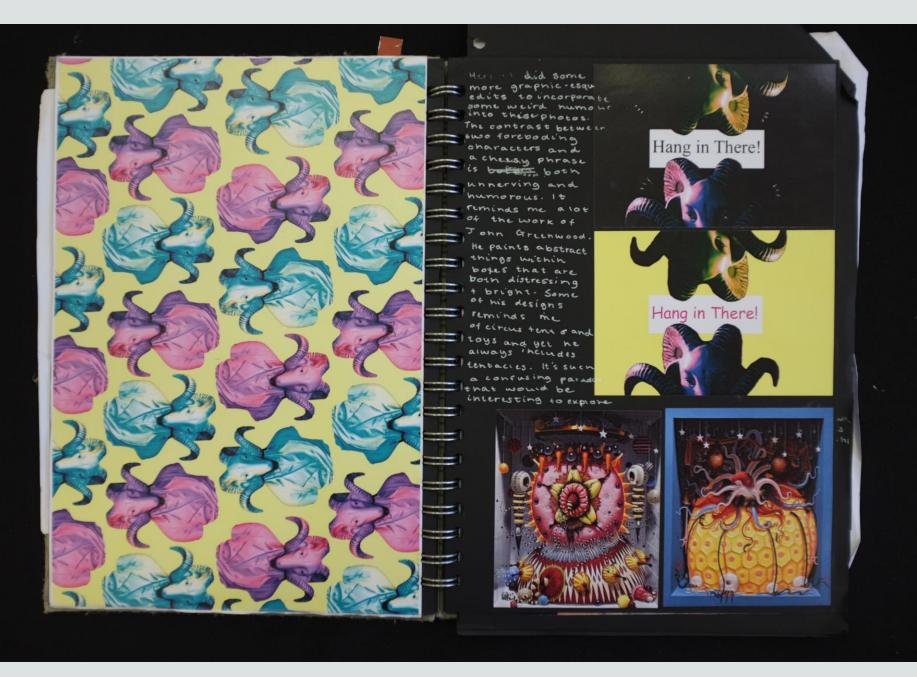


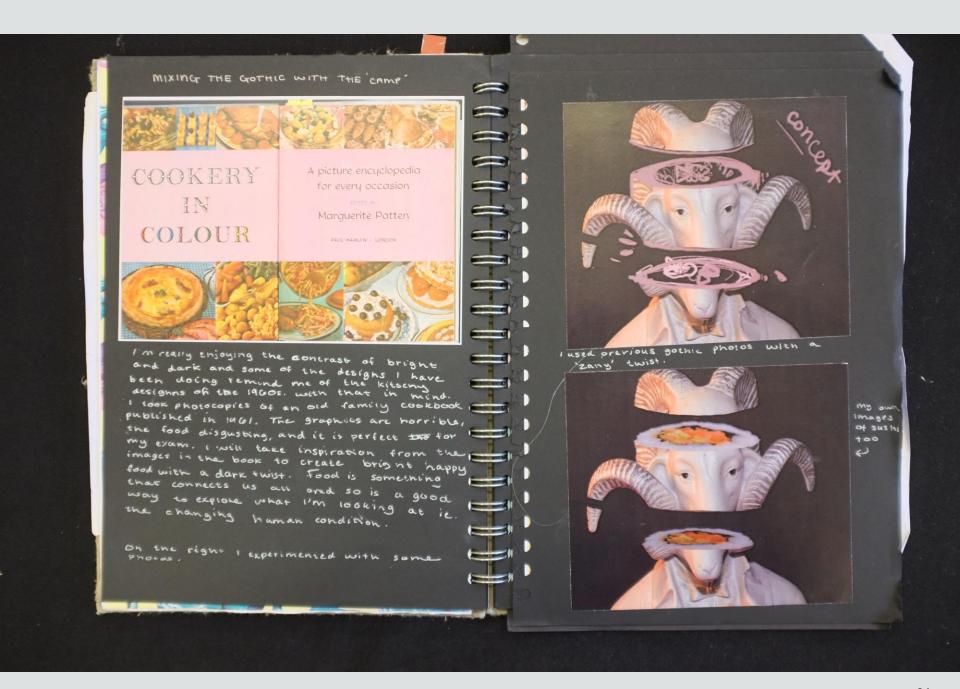




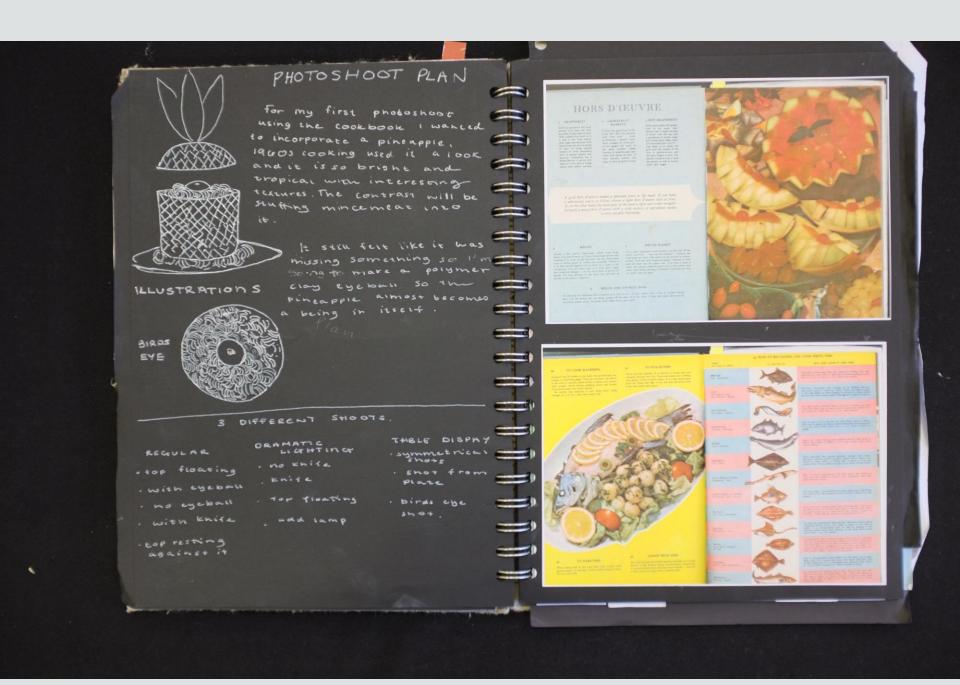




















#### What is my project now?

After exploring the contrast of the gothic and the bright by experimenting with my goatman statue I really wanted to further explore this. I looked at artists such as John Greenwood who also had this similar vibe of the humerus in the dark with an aim to capture something sinister and yet camp-v.

This made me think of the old family cookbook from 1960. Its a design nightmare with clashing colours, ugly fonts and disgusting food photography and it was perfect inspiration. From there I have begun combining the bright and yet disgusting 1960s cuisine with something darker and sinister.

What is represents, as well as just being a visual exploration, is something I find very fascinating. The 1960s represents the height of the nuclear family in a cookie cutter house with a white picket fence and perfectly maintained lawn. It's perfection always made me uncomfortable and it's a view shared by many as the "perfect 1960s family hiding something darker" has become a trope commonly explored within art. Amy Bennett- who I explored for my essay- does a similar exploration but I want to do it aggressively. Hearts in cakes, a housewife in red and other violent imagery. The 1960s were some of the saddest times for women, their place in the kitchen was still clearly defined and as new suburbs formed, deprived of community, they became isolated and depressed within their perfect house.

My photography is combining the camp, bright 1960s, cutting edge and perfect with a gothic underbelly that leaks from the period. The concept of the Yes Man, a corporate sheep, the perfect housewife, alone and bored, the red scare, where anyone nonconformist was labelled as a commie, and medical horrors of Thalidomide, the iron lung, and women's hysteria still being a valid concern. The aesthetics of the 1960s works perfectly with this dark layer and is perfect to explore. It also brings up questions about what changes decade to decade to see these aspect as darks parts of the 1960s. Does the human psyche truly ever change? My work extends past tangible information into the realm of the human mind, it's dark underbelly and bright dreams is an uncomfortable concept that's hard to grasp. Using the aesthetics of the 1960s and the dark events of the era becomes a metaphor for aspects of human condition.





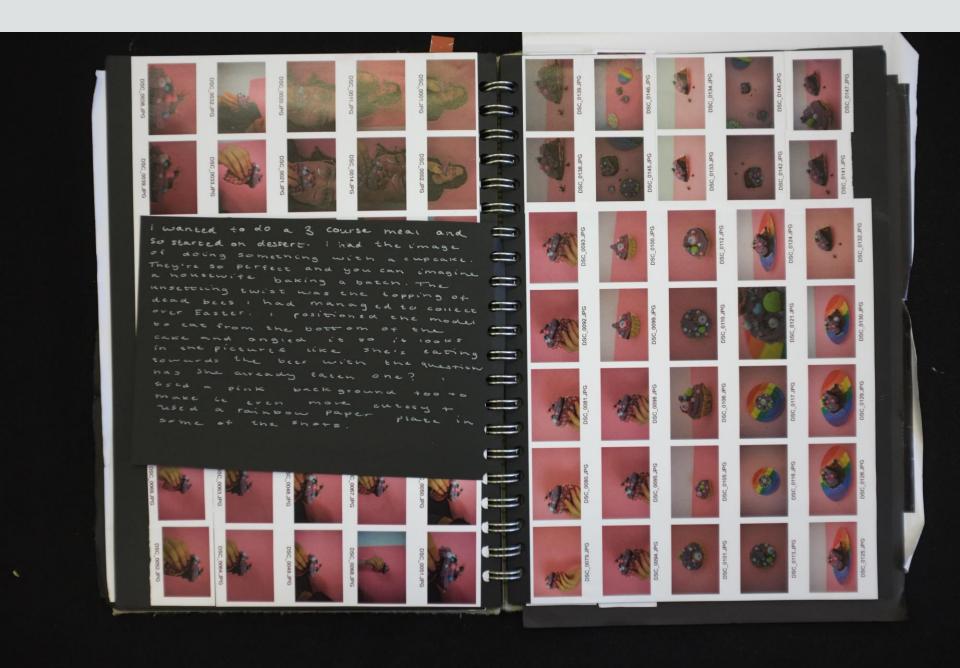




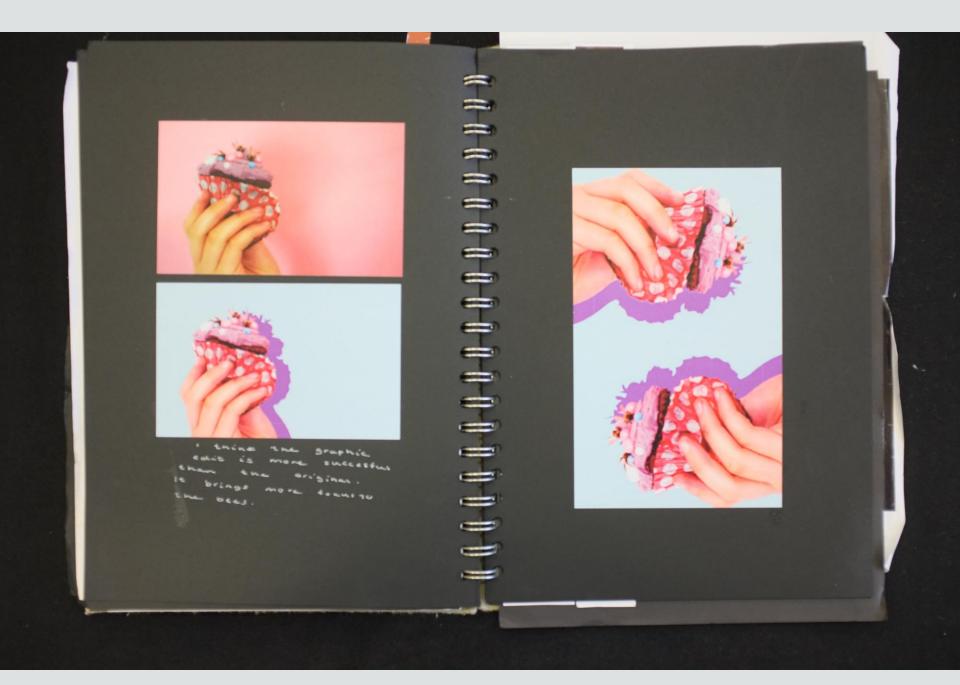


The still life paintings Wesselmann produces provides a snapchat of the pop culture of the 1960s and alludes to some of it's issues. He focuses on some of the issues surrounding the era as well which is, of course, what I'm exploring too. He looks at consumerism, alcoholism and blinding patriotism in America and reflects it in the modern take of the still life. This is also relevant to my work as my picture of food take on a composition reminiscent of still life due to the nature of the subjects. I will take on board both his commentary and his pop, zany style with my next round of shoots.

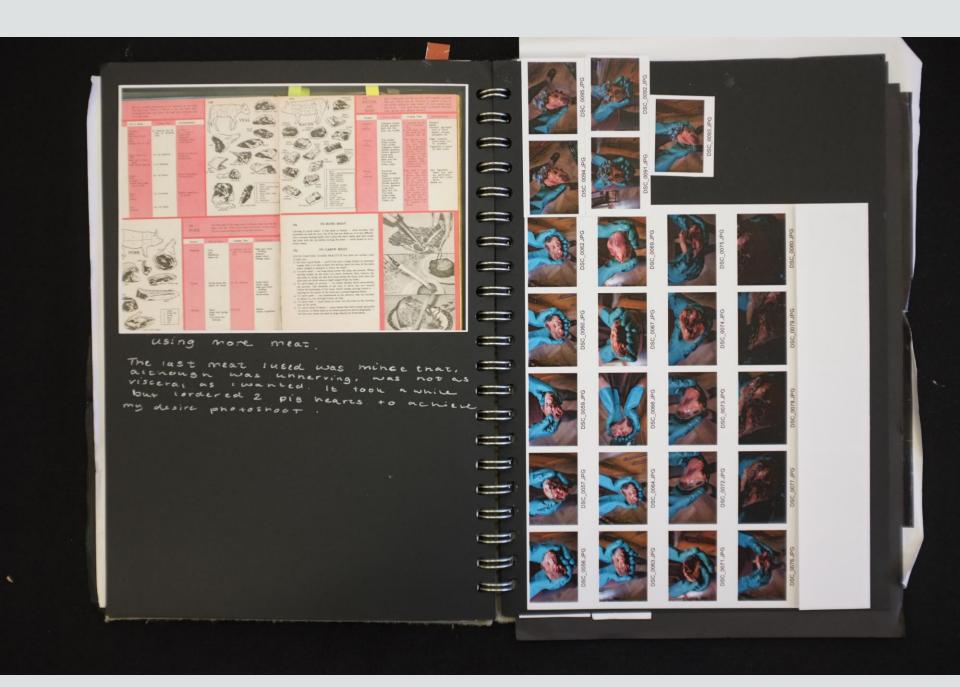




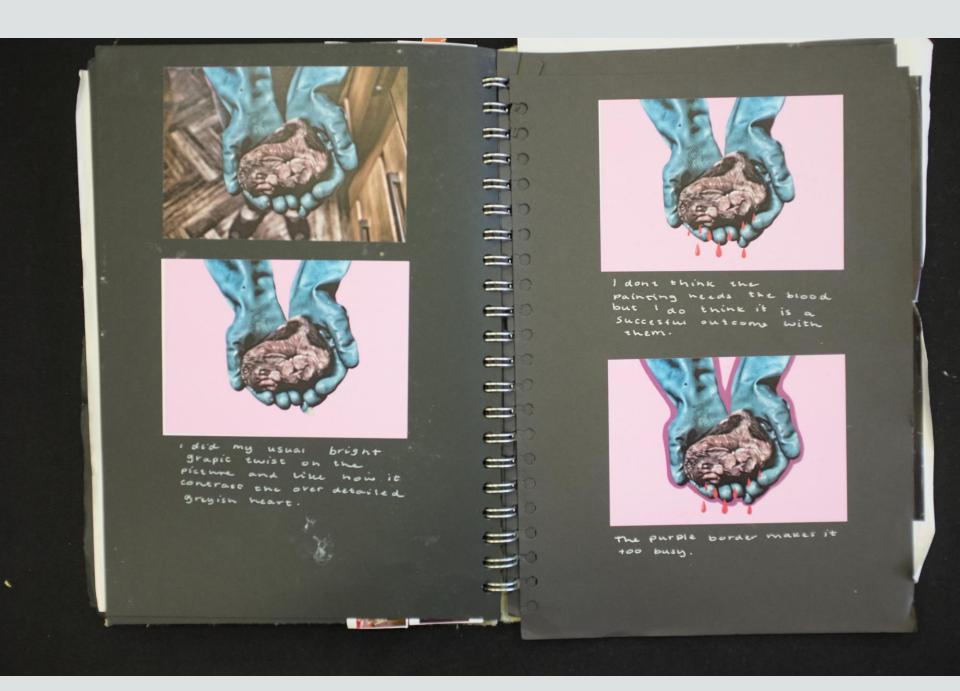












Something Less Bright + more Sinister



Fusci's nightmare.

I wanted this photosnoot with the heart to have a more sinister atmosphere with elements of the domestic sphere. I will take influence from fuseri's lighting and beck of draped fabric to give off a dramatic atmosphere. I also like how some of his subjects, such as the norse, glow and so will try and incorporate that.

