

Pearson Edexcel Level 3 GCE

Summer 2020

Period of sustained focus: 15 hours

Paper Reference **9AD0/02**

Art and Design

Advanced Level

Paper 02: Externally Set Assignment

You do not need any other materials.

Instructions to Teachers

Hard copies of this paper will be posted to centres on receipt of estimated entries. The paper should be given to the Teacher-Examiners for confidential reference as soon as it arrives in the centre in order to prepare for the Externally Set Assignment.

This paper may be released to candidates on 1 February 2020 and it is also available for download on the GCE Art and Design section of our Pearson Edexcel website from this time.

There is no prescribed time limit for the preparatory study period.

The 15-hour period of sustained focus under examination conditions should be the culmination of candidates' studies.

Instructions to Candidates

This paper contains the theme and suggested starting points to be used for the preparatory studies and the period of sustained focus. You are advised to read the entire paper.

This paper contains the Externally Set Assignment for the following titles:

9AD0/02 Art, Craft and Design

9FA0/02 Art and Design (Fine Art)

9GC0/02 Art and Design (Graphic Communication)

9TE0/02 Art and Design (Textile Design)

9TD0/02 Art and Design (Three-Dimensional Design)

9PY0/02 Art and Design (Photography)

Turn over ►

P63213A

©2020 Pearson Education Ltd.

1/1/1/1/1




Pearson



BLANK PAGE



Assessment Objectives

You should provide evidence that fulfils the four Assessment Objectives:

- AO1** Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- AO2** Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops
- AO3** Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress
- AO4** Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

Preparatory studies

Preparatory studies will respond to the Externally Set Assignment theme and may include sketchbooks, notebooks, worksheets, design sheets, large-scale rough studies, samples, swatches, test pieces, maquettes, digital material... anything that shows fully your progress towards your outcomes.

Your preparatory studies should show evidence of:

- your development and control of visual literacy and the formal elements (tone, texture, colour, line, form and structure)
- an exploration of techniques and media
- investigations showing engagement with appropriate primary and secondary sources
- the development of your thoughts, decisions and ideas based on the theme
- critical review and reflection.

Period of sustained focus

During the 15-hour period of sustained focus you will produce your final outcome(s) responding to the Externally Set Assignment theme, based on your preparatory studies.

The period of sustained focus may take place over more than one session. You will not be able to access your work outside of these sessions. Once the 15-hour supervised period has ended you will not be able to add to or alter your work.

The theme is: CHANGE AND/OR STABILITY

The changing patterns and surface qualities etched by time on animate and inanimate objects has continuously fascinated artists from the very beginning of mankind. The visual impact of these transformations has frequently been recognised and documented, through many different techniques and mediums. The breadth is impressive, from Rembrandt and Stanley Spencer's self-portraits executed throughout their lifespans, to Sam Taylor-Johnson's decaying fruit in her film *Still Life*. Sculptors often accelerate the process of ageing on their work to create unique and fascinating 'patinas', for example Robin Holliday's *Synapse*. The Boyle Family attempts to capture the effects of erosion through casting actual decayed surfaces.

Catastrophic world events such as volcanic eruptions, mass-migrations and hurricanes have often generated powerful works of art that provoke deep emotions. Works such as *Gesture* by Manju Shandler and Hiroshige Kagawa's tsunami murals follow Picasso's *Guernica* and Géricault's *Raft of the Medusa* in a long tradition of memorial work created after shocking events. In contrast, the photographer Luc Delahaye's images of conflict capture the immediacy of the horrors and their impact on human life. Major global and regional events affect everyone, but some disasters are very personal. For example Lovis Corinth's stroke and Frida Kahlo's accident when riding in a bus that collided with a trolley car, were events that changed the artists' lives and work in dramatic ways.

Subtle change, whether by passage of season or hours of the day, has also inspired artists to create powerful pieces. Probably the most well-known are Monet's studies of haystacks and Rouen Cathedral through different lighting and weather conditions. Christian Marclay's *The Clock* is a contemporary film installation that plays with similar concepts that record and observe the impact of time.

Rigid parameters and oppressive rules often provoke and inspire change as artists seek to free themselves from them. One of the major turning points in art history occurred when James Abbott McNeill Whistler challenged the renowned art critic John Ruskin over his perception of what constituted proper art. It resulted in a courtroom libel case that seriously shook traditional values. It is interesting that this historic debate was almost re-enacted when the Stuckist art movement challenged the conceptual Young British Artists in 2000.

In the world of fashion design change is the driving force with each new season's catwalk collections striving to find new and unique solutions for clothing. Major societal change and the development of new technologies often drives design. In 1947 Christian Dior introduced his 'New Look' in women's wear as a complete move away from the post war austerity. An increase in young people's incomes and a growing awareness of self-identity led to the main influences of street fashion during the 1960s. Innovation in manufacturing processes enabled Robin Day's stacking polypropylene chair to be mass-produced and this is still available today. The revolutionary 'Kindle' has had a massive impact on the way we read and store literature.

Here are some other suggestions that may stimulate your imagination:

- politics, revolution, invention, government, protest, unions, elections, referenda
- night and day, spring, summer, winter, autumn
- fashion, ornamentation, decorating, refurbishing, car boot sales, charity shops
- evolution, life-cycles, mutation, genetics, disease
- ageing, plastic surgery, restoration, make-up, masks
- scrapyards, recycling depots, upcycling, scrap stores
- fungi, decay, lichen, maggots, bones, rust, deforestation
- pit-stops, costumes, clowns
- building sites, cliff erosion, glaciers, snow, ice, climate change.

Theme: CHANGE AND/OR STABILITY

Title: 9AD0/02 Art, Craft and Design

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

For 9AD0 Art, Craft and Design you will have been working in two or more of the titles 9AD0/01–9PY0/01 in Component 1. For this Externally Set Assignment, you can choose to work in just one of the 9AD0/02–9PY0/02 titles or continue to work in more than one.

You may wish to begin developing ideas by reading the starting points in the title (9AD0/02–9PY0/02) that you are most familiar with.

The five titles are:

9FA0/02 Fine Art – pages 8, 9, 10 and 11

9GC0/02 Graphic Communication – pages 12, 13, 14 and 15

9TE0/02 Textile Design – pages 16, 17, 18 and 19

9TD0/02 Three-Dimensional Design – pages 20, 21, 22 and 23

9PY0/02 Photography – pages 24, 25, 26 and 27

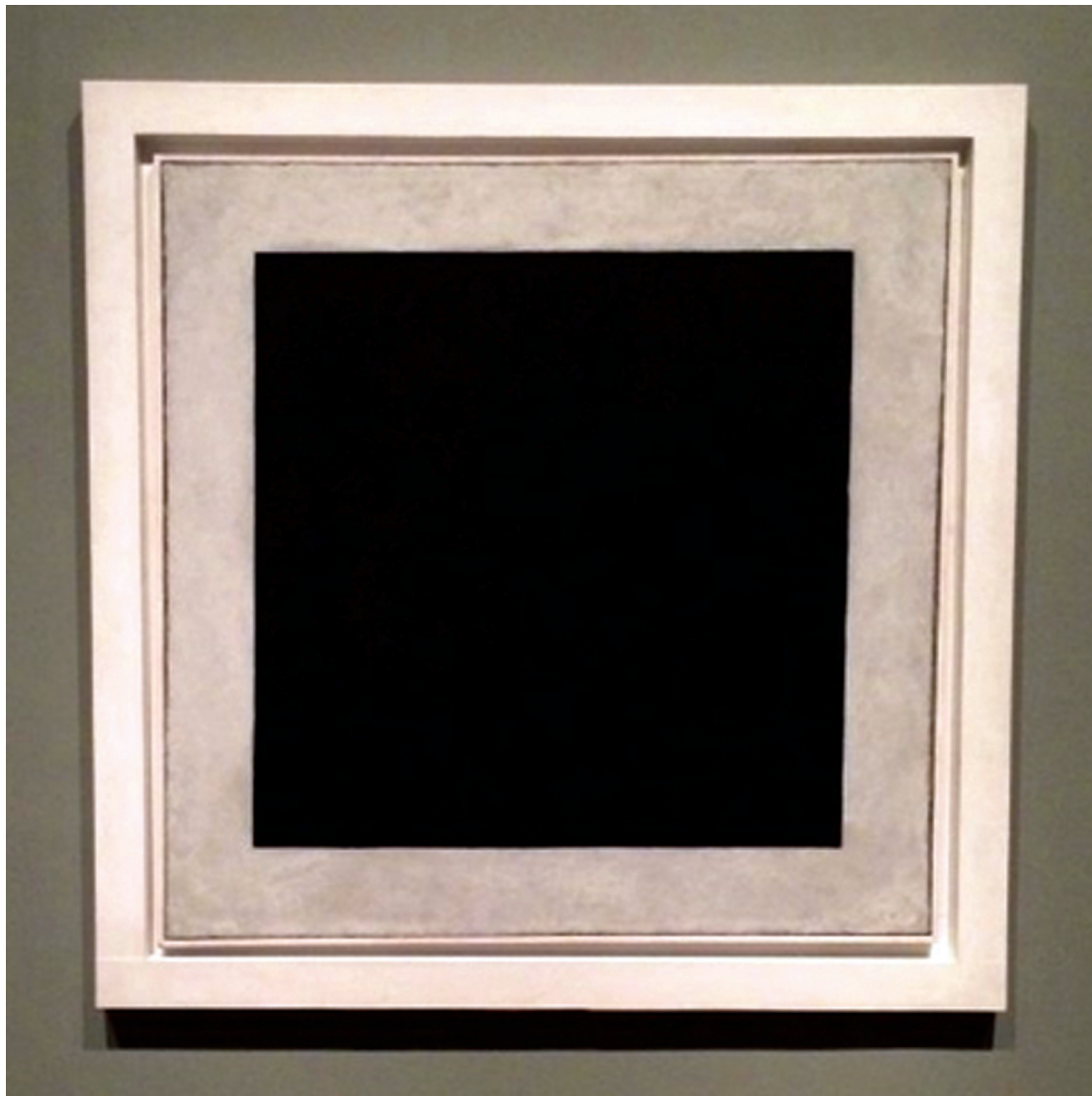
BLANK PAGE

Theme: CHANGE AND/OR STABILITY

Title: 9FA0/02 Fine Art

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

Kazimir Malevich's black square on a white background still has the power to shock and cause consternation. Stripped to bare essentials, it represents a kind of pictorial 'day one'; a revolutionary urge to wipe away all the bad and outdated figurative art of a previous age linked to the inequalities of life in Russia under the Tsar. It was intended to be hung in the corner of a room, occupying the place previously taken by religious icons. Manet's *Olympia*, Picasso's *Les Femmes d'Alger* and Marcel Duchamp's *Fountain* are other artworks that were deliberately intended to change our point of view and challenge the accepted order.



(Source: © Azoor Photo / Alamy Stock Photo)

Kazimir Malevich
Black Square
painting

Theme: CHANGE AND/OR STABILITY

Title: 9FA0/02 Fine Art

Many artists make works that have a direct engagement with the land. In her fleeting site-based *Silueta* series Ana Mendieta intended to make a fusion between the earth and her body, permanence and change, ritual and art. She did this in deliberate opposition to the kind of grand-scale 'land art' that male artists such as Robert Smithson and Walter De Maria were doing at the time. Other female artists concerned with reconnecting with the land include Agnes Denes, Lita Albuquerque, Mary Miss, Nancy Holt and Maya Lin.



(Source: © The estate of Ana Mendieta, courtesy Galerie Lelong, New York)

Ana Mendieta

Untitled (*Silueta* Series, Mexico), 1974–1976

photograph

Theme: CHANGE AND/OR STABILITY

Title: 9FA0/02 Fine Art

A small change in the formal elements of a painting can activate a composition and lend meaning. In *Nighthawks* by Edward Hopper the small white triangle of the café attendant leaning forward is one of only a few elements of the picture that suggests any movement. This emphasises the isolated stillness and sense of weariness pervading the rest of the scene. Bridget Riley in her Op Art paintings also relies on small changes of shape and colour to energise a dynamic sense of movement in her pictures.



(Source: © FineArt / Alamy)

Edward Hopper
Nighthawks, 1942
oil on canvas

Theme: CHANGE AND/OR STABILITY

Title: 9FA0/02 Fine Art

British Pop Art often reacted to the spread of American culture into Britain after the Second World War and the social change it caused. Peter Blake's self-portrait is a positive reaction, he saw himself literally as a fan; his jeans, sneakers and badges being emblems of American culture. Derek Boshier was more critical; the Americanisation represented by the red stripes in toothpaste creates an 'identikit' clone. Robert Rauschenberg, Andy Warhol, James Rosenquist, Idelle Weber, Romare Bearden and Wadsworth Jarrell explored social change from the American point of view.



(Source: © Derek Boshier)

Derek Boshier
The Identi-Kit Man
oil on canvas



(Source: © Peter Blake 2019.
All rights reserved, DACS)

Peter Blake
Self-Portrait with Badges
oil paint on board

Theme: CHANGE AND/OR STABILITY

Title: 9GC0/02 Graphic Communication

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

Transformation has provided the theme for many great novels, films and comic books, from the aptly named *Transformers* to Bram Stoker's *Dracula* and Stan Lee's *X Men*. Many of these lucrative current film franchises have been developed from comic book characters. These original concepts and ideas are still being developed by traditional methods of illustration and their popularity is confirmed by the huge crowds of fans drawn to Comic-Con events all over the world. Some of these seemingly impossible mutations are inspired by the natural world such as the transformation of caterpillar to butterfly and tadpole to frog.



(Source: © Survivalphotos / Alamy Stock Photo)

A Blue and White Longwing Butterfly Hatching
photograph

Theme: CHANGE AND/OR STABILITY

Title: 9GC0/02 Graphic Communication

Humour is a potent device to use in advertising. The power of modern software image manipulation programmes such as Photoshop has revolutionised the potential to distort reality and create amusing adverts. The breadth of subject matter distorted to comic effect is limitless, but animals continue to be a favourite subject. A good contemporary example of this is the Samsung Official Ostrich Commercial from the brand's *Do What You Can't* campaign advertising the Galaxy S8 VR.

A great advert has such appeal that it sticks in the mind for generations. A classic example of this prior to the invention of digital manipulation, was the Smash Instant Potato advert that used aliens watching earth and ridiculing our species for eating fresh potatoes.



(Source: © Telephoto Images / Alamy Stock Photo)

The Guinness Toucan Pint Glass
graphic design

Theme: CHANGE AND/OR STABILITY

Title: 9GC0/02 Graphic Communication

Major political events implement sweeping changes. Whilst immensely distressing for many, they often result in powerful graphic propaganda. The iconic poster of the revolutionary, Che Guevara, by Jim Fitzpatrick was so powerful it has become a symbol used to inspire many activists since the revolutionary's death in 1967. The Russian propaganda posters of the Second World War continue to inspire graphic designers today with their simplification of images but powerful visual impact. The longevity and strength of this could be witnessed in the Brexit campaign in recent times. During the referendum people on either side of the argument were using posters in the street or in their windows to promote one side of the argument or the other. It is also intriguing to see how the slang term, Brexit, was instantly taken up by the media and how clever typography influenced the poster designs.



(Source: © Robert John / Alamy Stock Photo)

Jim Fitzpatrick
Che Guevara
poster

Theme: CHANGE AND/OR STABILITY

Title: 9GC0/02 Graphic Communication

Products that have an established market and a loyal customer base prove quite challenging for designers instructed to refresh the brand. Major change may damage the market-share so designers have to work within tight parameters. Recently Heinz did a U-turn on the proposed renaming of its salad cream to 'Sandwich Cream', scrapping all the associated labels and advertising. However, the labelling is still being redesigned retaining characteristics of the original. Cadbury's Dairy Milk had a similar makeover in 2008 supported by a £17 million marketing campaign to prevent customers seeking other brands. It is interesting to compare the original packaging with the redesigned version to see what key markers it retained. Kellogg's cereal box designs have frequent makeovers but always retain key visual triggers that are unique to the product such as the tiger on its Frosties cereal and the rooster on its Corn Flakes packaging.



(Source: © Ian Dagnall / Alamy Stock Photo)

Kellogg's Corn Flakes Packaging
graphic design

Theme: CHANGE AND/OR STABILITY

Title: 9TE0/02 Textile Design

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

Societal change has a major impact on all aspects of fashion. Over time the ups and downs of the economic climate can be represented by changes in skirt and dress hemline length. This was noticed by George Taylor as far back as the 1920s, where, after the stock market crash of 1929 skirts lengthened from the heady days of the 'flapper' era. In our own time Victoria Beckham's full length gowns reflect the post 2008 period of austerity, after the exuberance, fun and optimism of the 'Cool Britannia' Britpop era of the 1990s.



(Source © WENN Rights Ltd / Alamy Stock Photo)

Victoria Beckham
Winner of Designer Brand,
The British Fashion Awards 2011
fashion design



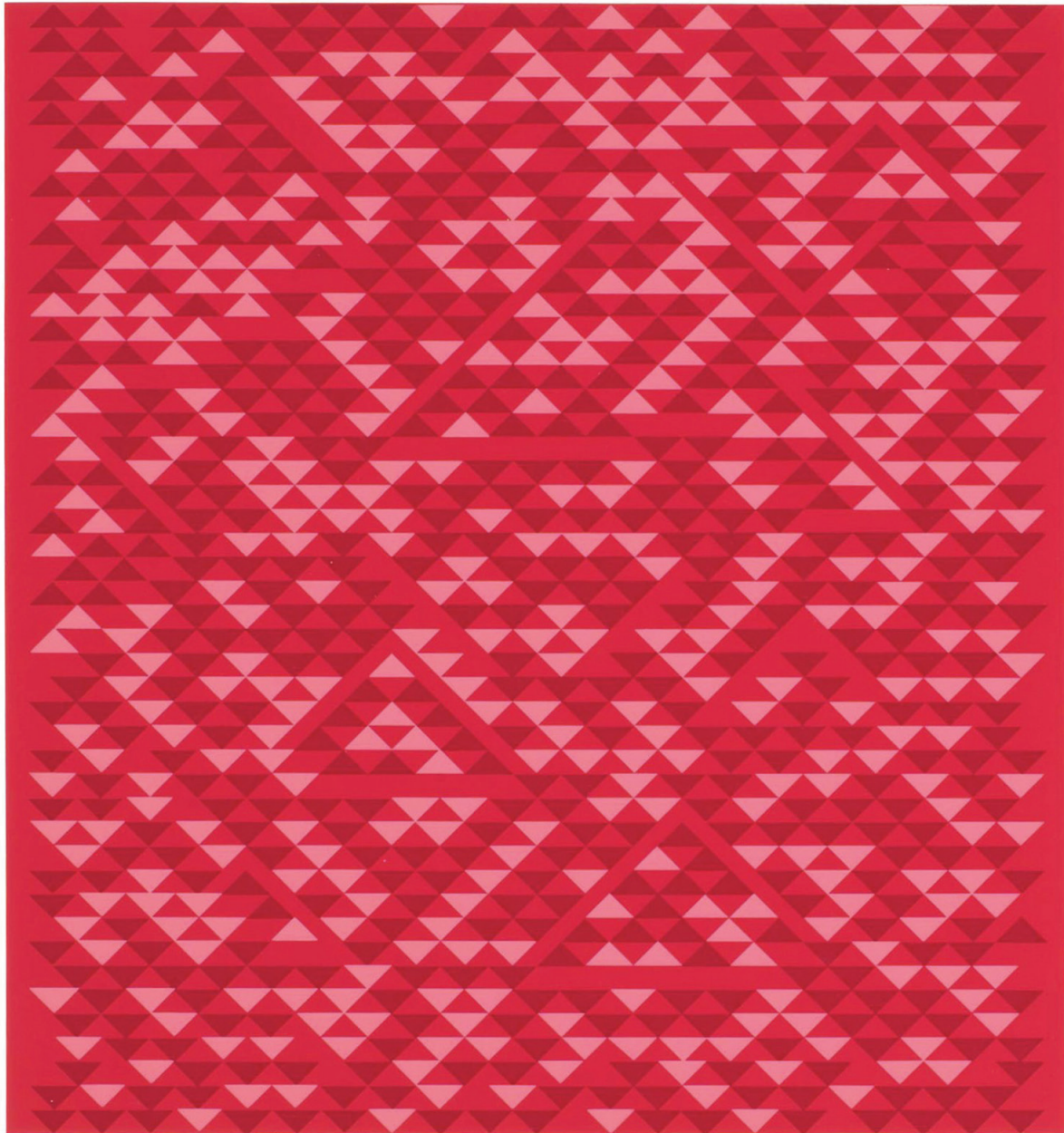
(Source © Everett Collection Inc / Alamy Stock Photo)

Victoria Beckham as Posh Spice
fashion design

Theme: CHANGE AND/OR STABILITY

Title: 9TE0/02 Textile Design

Subtle variations of shape and colour, form and pattern offer endless possibilities to designers. Anni Albers experimented with simple modernist shapes and plain colours, influenced by artists such as Paul Klee. Staying true to the Bauhaus aesthetic she created variation and pattern with a rhythmic, almost musical quality. Her work has been hugely influential, inspiring past and contemporary pattern makers such as Lucienne Day, Sheila Bownas, Neisha Crosland, John Piper, Stig Lindberg and many of the current designers hosted on Spoonflower.



(Source: Camino Real, 1967-69 (screenprint on paper), Albers, Josef (1888-1976) / Private Collection / © The Joseph and Anni Albers Foundation / © Alan Cristea Gallery, London / Bridgeman Images)

Anni Albers
Camino Real
screenprint on paper

Theme: CHANGE AND/OR STABILITY

Title: 9TE0/02 Textile Design

In the debate about gender identity clothing plays a crucial role. Discussion about what defines masculine and feminine is a particularly sensitive contemporary issue that continues to evolve. Yohji Yamamoto has consistently challenged and changed expectations about what constitutes fashion. Issey Miyake, Alexander McQueen, threeASFOUR, Gareth Pugh and JW Anderson also explore these issues.



(Source: © dpa picture alliance / Alamy Stock Photo)

Yohji Yamamoto
Coat from Fall 2014 Ready-to-Wear Collection
fashion design

Theme: CHANGE AND/OR STABILITY

Title: 9TE0/02 Textile Design

Designers often play with contrasting properties and preconceived expectations of materials. Nancy Koenigsberg works with the delicacy of very thin wire to investigate the idea of stability in her fragile sculptures. She is interested in what can be achieved by creating a paradox between strength and fragility. In fact her work has strength due to the nature of the steel and copper used in its construction. Other makers such as Dana Barnes, Joana Vasconcelos, Linda Green and Jane Harper explore contrasts of change and stability through constructed textiles.



Joana Vasconcelos

*Valquíria
sculpture*

Theme: CHANGE AND/OR STABILITY

Title: 9TD0/02 Three-Dimensional Design

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

Multipurpose practical items that are created to transform have presented some exciting challenges for designers. Unique products such as the Topeak *Bikamper* tent, the Motionperformance *Essentials* walking stick that converts to a seat and the Made *Haru* chair that transforms into a bed are just some examples of innovative design.



(Source: © Dmitriy Moroz / Alamy Stock Photo)

White Leather Sofa Bed
product design

Theme: CHANGE AND/OR STABILITY

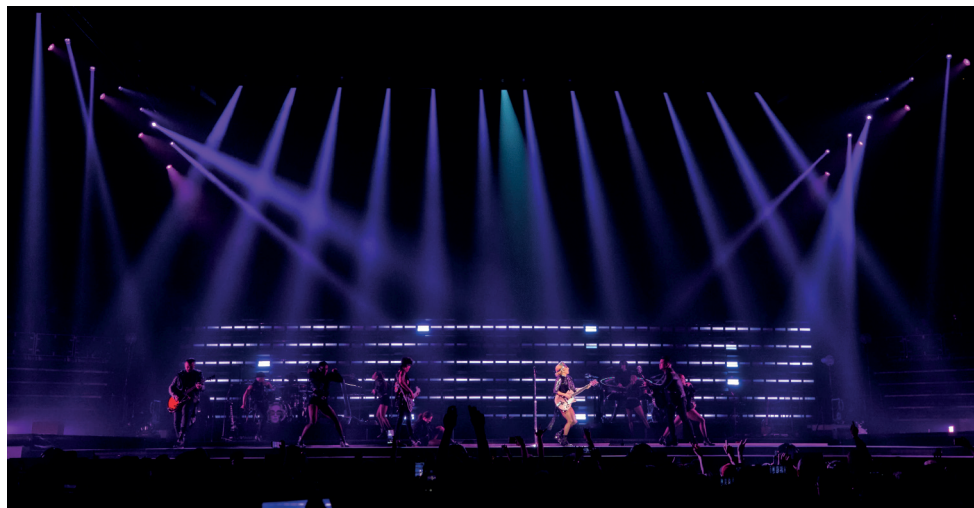
Title: 9TD0/02 Three-Dimensional Design

Many set designers use clever mechanisms and devices to rapidly change staging in plays or rock concerts, altering the mood and creating a fresh visual spectacle. One of the most exciting examples of this was used in the Stephen Daldry's production of the play *An Inspector Calls* with set design by Ian MacNeil. In this production a whole house is tipped towards the audience complete with sounds of smashing crockery. Lady Gaga's *Joanne World Tour* featured a unique and spectacular shapeshifting stage designed by LeRoy Bennett and Matthew Lotito involving multiple flying bridge platforms.



(Source: © Bettina Strenske / Alamy Stock Photo)

Stephen Daldry
An Inspector Calls
set design by Ian MacNeil



(Source: © Scott Legato / Contributor / Getty Images)

Lady Gaga Joanne World Tour
stage design by LeRoy Bennett and Matthew Lotito

Theme: CHANGE AND/OR STABILITY

Title: 9TD0/02 Three-Dimensional Design

The transformation of soft, fluid, transient clay into stone-like permanent ceramic has always fascinated artists from the beginning of civilisation. You can see potters exploiting this fluidity in the decoration of some of the earliest fragments of manmade vessels with wavy patterns and swirling sprigs of coiled clay. Contemporary ceramic artists continue to be excited by this unique ability to permanently capture movement. Keiko Masumoto's sculptural pieces exemplify this idea of freezing a moment in time in pieces such as *Octopus Vase*. John Calver's teapots and other semi-functional wares seem to be held in a state of suspended motion.



(Source: © i creative / Alamy Stock Photo)

Traditional Bulgarian Plate
ceramic

Theme: CHANGE AND/OR STABILITY

Title: 9TD0/02 Three-Dimensional Design

Landscape designers are often given the challenging task of re-developing land that has been ruined through industrial use or quarrying. The Eden Project's design exploits the topography of a disused quarry. Each dome sits on a different level to create visual interest. The huge power stations along the Thames are steadily being transformed, with the Tate Modern being a good example of one of these refurbishments. The landscape around the building was as important as the interior. The architects' appreciation of this can be seen by the inspirational and sympathetic use of the Millennium Bridge footbridge. This forms a physical and visual link with St Paul's Cathedral, effectively uniting two very diverse structures.



(Source: © Kevin Williams / Stockimo / Alamy Stock Photo)

Eden Project
Botanical Complex, Cornwall, UK
architecture design

Theme: CHANGE AND/OR STABILITY

Title: 9PY0/02 Photography

The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.

Our experience of life changes as we get older. In her *Into Oblivion* series Maja Daniels documents the increasing prevalence of dementia as our population ages. Photographers have shown all the stages of life, from childhood through teenage years to middle age and senility. Phillip Toledano, Nicholas Nixon, Rineke Dijkstra, Nan Goldin and Jim Goldberg have all documented different stages of life.



(Source: © Ian Shaw / Alamy Stock Photo)

Elderly Lady
photograph

Theme: CHANGE AND/OR STABILITY

Title: 9PY0/02 Photography

Photographers have frequently documented the changing social landscape of Britain. In the 1960s Charlie Phillips photographed the experience of living in west London. His photograph *Notting Hill Couple* combines a sense of hope, optimism and watchful vulnerability.

Martin Parr, Nick Waplington, Daniel Meadows, Elaine Constantine, Tom Wood, Ken Grant, Tabitha Jussa, Jennie Baptiste, Ingrid Pollard and many others have made records of the changing nature of life in the UK.



(Source: © Charlie Phillips / Contributor / Getty Images)

Charlie Phillips
Notting Hill Couple
photograph

Theme: CHANGE AND/OR STABILITY

Title: 9PY0/02 Photography

The meaning of one image can change when juxtaposed with another. In 1922 the Russian theorist Lev Kuleshov discovered that the meaning of the same image could be altered when it was influenced by the context of different images placed next to it. John Hilliard explored this effect in his still image sequences. This has become the basis of much cinematic theory, demonstrated to great effect in films such as Alfred Hitchcock's *Vertigo*, Stanley Kubrick's *The Shining* and Orson Welles' *Citizen Kane*. Montage, cut and reaction shots form part of the grammar of cinema. Steven Spielberg, George Lucas, Andrei Tarkovsky and Spike Lee are all masters of the Kuleshov effect.



(Sources: © Victor Koldunov / Alamy Stock Photo; © Brent Hofacker / Alamy Stock Photo;
A Collapsed Building from the Earthquake, Port-Au-Prince, Haiti (photo) / Reynold Mainse /
Design Pics / Bridgeman Images; © R. McShane)

photographs

Theme: CHANGE AND/OR STABILITY

Title: 9PY0/02 Photography

Photographers have often explored quiet moments of contemplation in their work. Joss McKinley's photographs have a timeless, still quality that link back to the centuries old tradition of the 'Vanitas' image. The pale colours and simple shapes allow an unhurried interpretation, where possible meanings and contexts slowly unfold. Other photographers who have explored these ideas include Minor White, Alfred Stieglitz, André Kertész, Josef Sudek, Maisie Maud Broadhead and Penny Klepuszewska.



(Source: © Christie's Images / Bridgeman Images)

Josef Sudek
Still Life With Bread
photograph



(Source: © Untitled, c.1950-54 (bromoil print), Sudek, Josef (1896-1976) / Museum of Fine Arts, Houston, Texas, USA / Museum purchase funded by the Alice Pratt Brown Museum Fund / Bridgeman Images)

Josef Sudek
Untitled, c.1950-54
bromoil print



BLANK PAGE

