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# **GCSE Art & Design**

## **Exemplar materials**

### **Graphic Communication, Externally Set Assignment**



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**2012-2013**

Version 1.0

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## Introduction

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Welcome to the GCSE Art & Design exemplar materials. We will continue to add new examples of work aimed at covering a range of marks and endorsements. We hope they will be useful in helping you to develop your own assessment practice, and gain a better grasp of the standard required for each mark shown. All the work used is real candidate work and we hope you'll find it interesting to see the variety of work being produced.

This set of materials will focus on the GCSE Graphic Communication endorsement and will contain example work from the Externally Set Assignment unit. The work shows the creative journey of development and experimentation all the way through to final outcome. Alongside this will be comments from the Chief Examiner explaining the value of each item included and how this contributed to the marks awarded.

We hope that you find this a useful resource in approaching your assessment and delivery of GCSE Art & Design.

# Unit 2 – Externally Set Assignment

48 Marks

I think that these pages show the idea of scale best and how the character is seeing everything as extraordinary. The scale of the golf hole is larger. I enhanced the brightness and contrast of this image as well.

On this page, I particularly like that I included a flap, which adds fun to the book for children reading it. If I could do it again and be given more time I would have made this a pop up, however I did not have time to do this. Overall I am very pleased with this part of my storybook though.

Sophie found some fantastic hiding places  
...  
Open the flap to find her!

Sophie raced up the hill as fast as her legs would carry her.  
"HELP!" she screamed!  
Twisting and turning she fell into a dark, never ending hole on the ground!

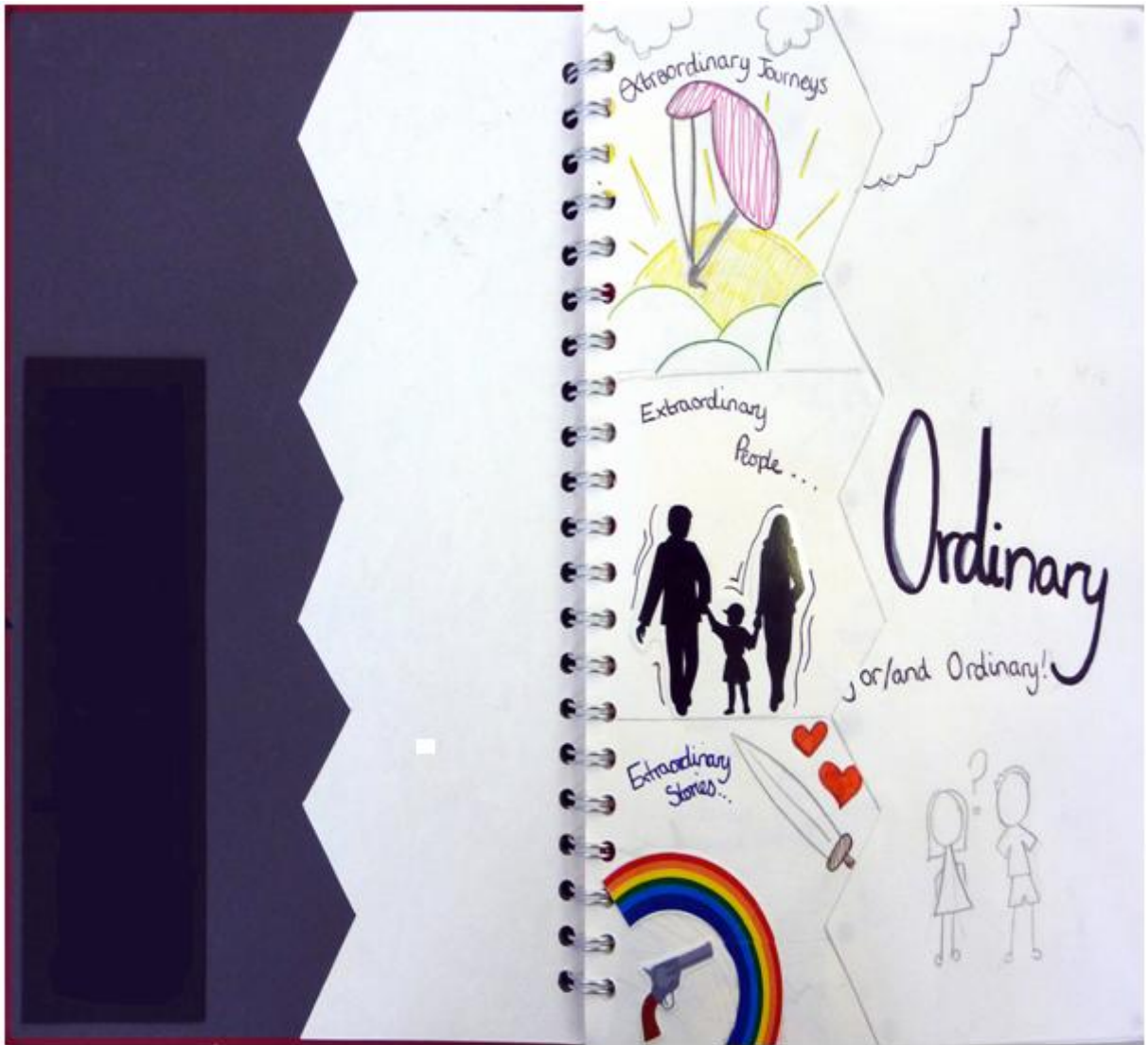
Sophie woke up, and all of a sudden, she was back in her bed..  
What an extraordinary dream she thought to herself..  
...or was it a dream?!

Sophie skipped up the pebble beach and before she knew it, she found a friend! The flower pot man told her to head up the hill and she would find a maze of wonders! So following his instructions, she set off up the hill...

Here are 3 of the writing pages in my book. I have tried to add borders and illustrations as much as possible. I added colour to the text and I also added borders to some pages. I think this makes pages more interesting and professional.

Overall I was extremely happy with my final piece. I liked how sturdy the book felt when it was made and for this reason, I am glad that I used card to assemble the book. I used the book making method of sticking the double pages back to back and then having a cover. Using the photographic paper made the book more tactile for young readers and

This outcome is a response to the theme "Ordinary and/or Extraordinary"







The candidate uses a mind map to consider possible responses to the theme.





She considers using 'Alice in Wonderland' as a source of inspiration for her work.



# Extraordinary Athletes



The olympics are also extraordinary because of the way they bring people and countries/nationalities together. The 2012 Olympics will be a fantastic event in London, but even the origin of the games is extraordinary. They began over 2,700 years ago in olympia

After researching extraordinary people, I realised that everyone has a story to tell, whether this be ordinary or not. All athletes have had to fight for their goals and I was inspired by famous athletes, and with the olympics this year, I feel this is extremely relevant. It is not only the extraordinary people who inspired me, but also the amazing buildings, venues, sports ect.


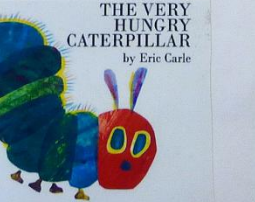
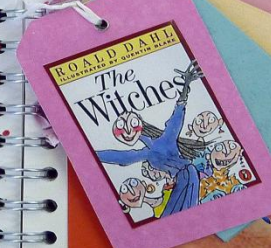
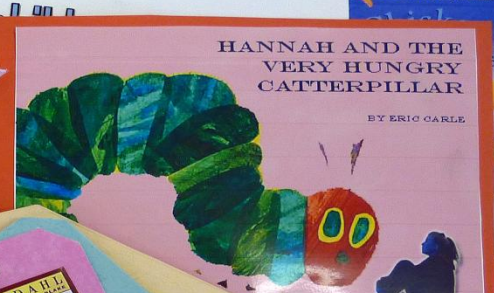
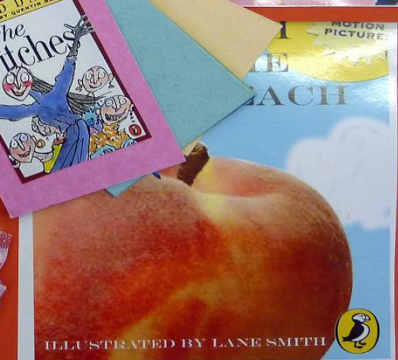



My Response →

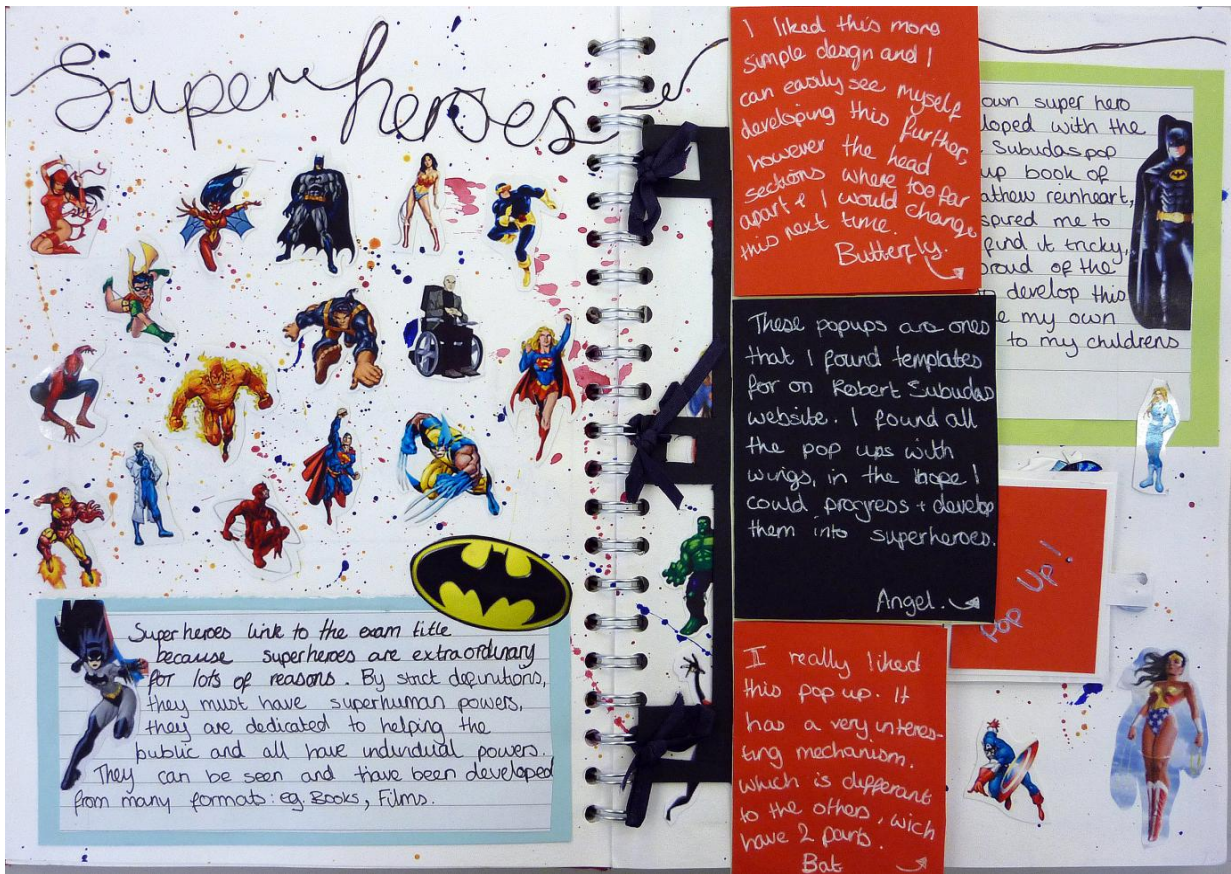


# Everything is possible in

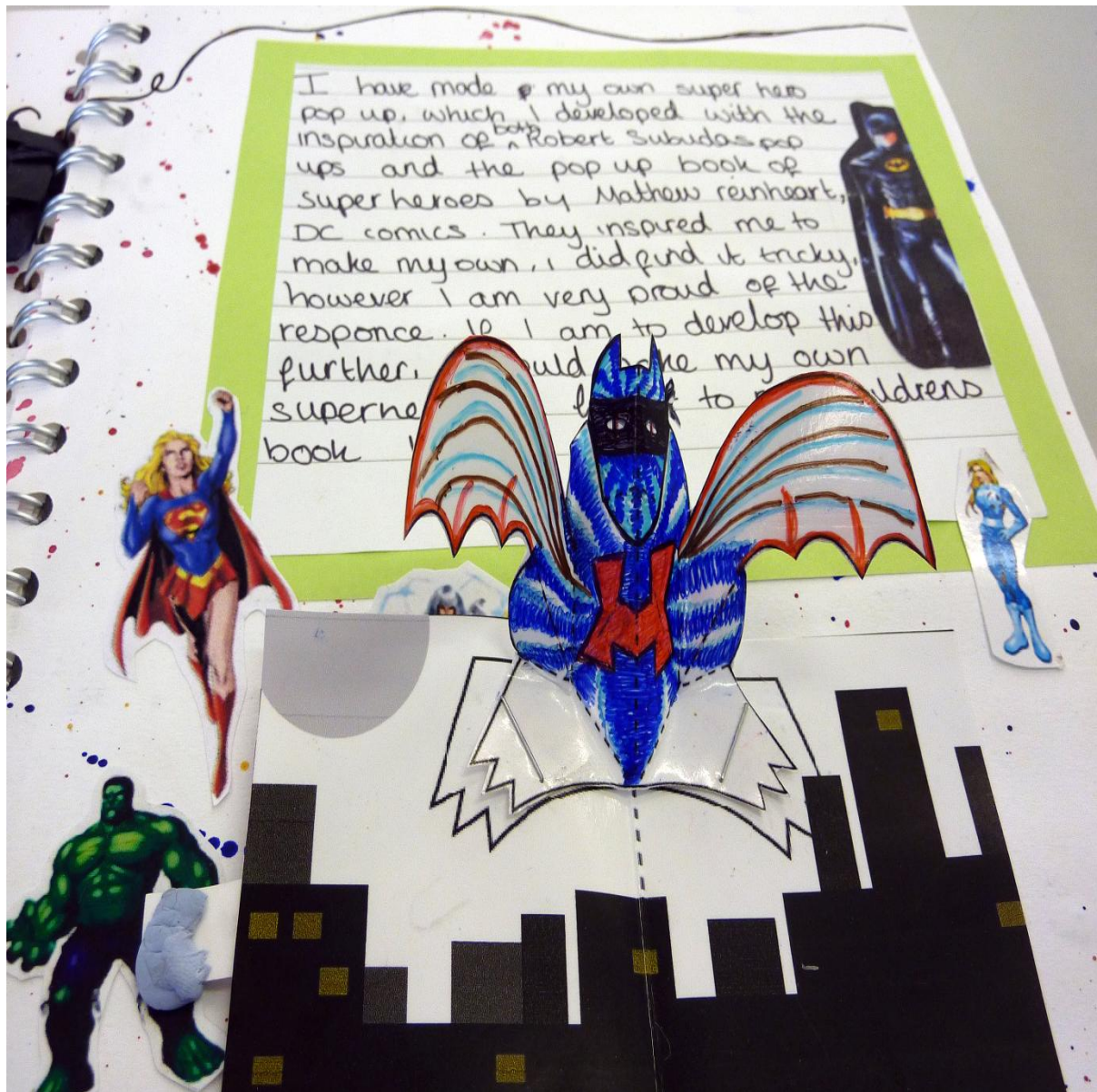
I chose to look into childrens books and literature because of the wide range available. They often take you from an ordinary world, to a world where anything is possible and everything is extraordinary. They inspire young children that anything is possible + often give a good moral. The stories and illustrations are often exaldrated, which is where I will use my graphics.



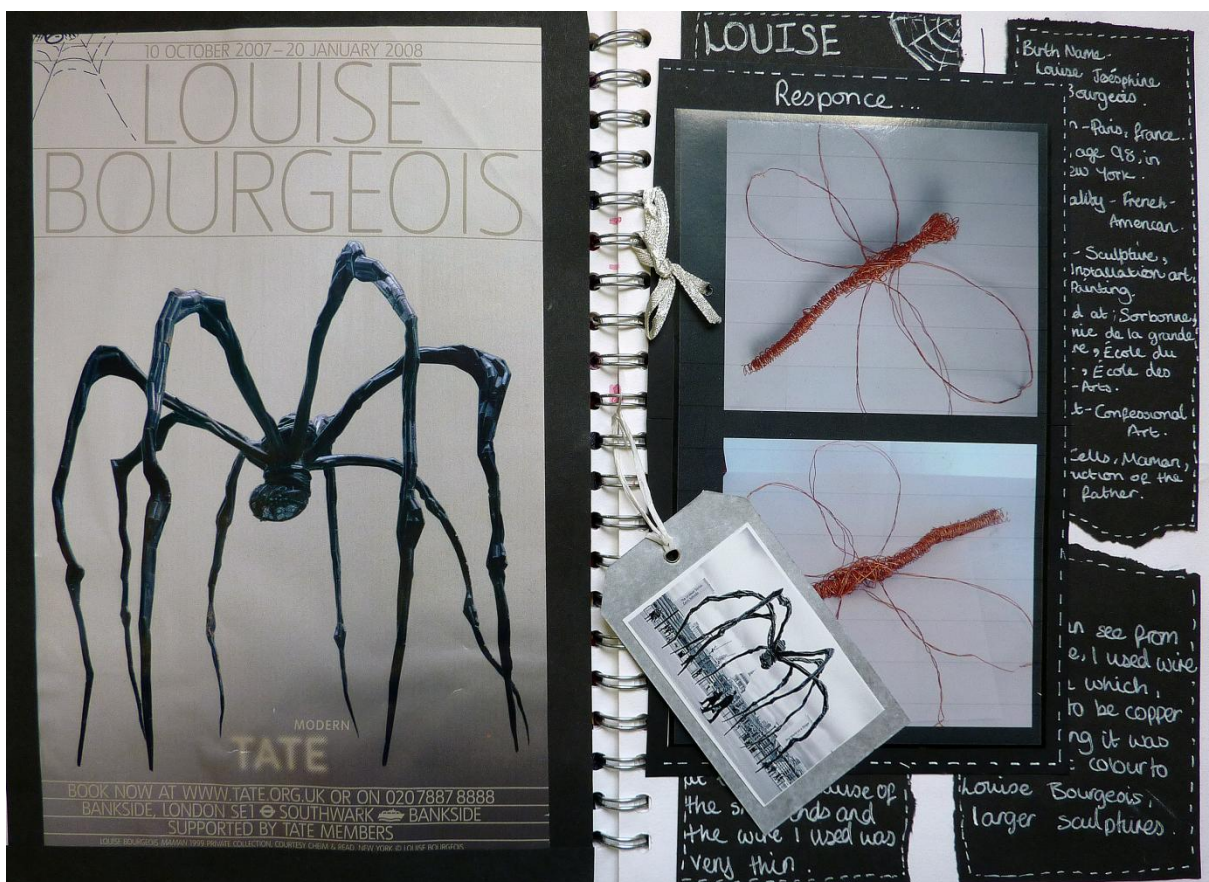






The candidate investigates and responds to collages by Patrick Bremer, a video by musician Wouter De Backer (stage name GOTYE) and the work of John Baldessari to inform the possible development of her own ideas for the theme.







# Animals, Ordinary to Extraordinary

I really wanted to make one response during this process of ordinary-/extraordinary, I created this on 'Flash' because I find it much easier to draw on than other programmes. I tried to include lots of animals, thinking that the more



animals I included, the more interesting/extraordinary it would seem. I think this is an extraordinary fiction, as it would never occur in the real world, however, parts of it are very common.



My Response...

There are many stereotypes around the world. Parts of stereotypes <sup>is</sup> and the way they present themselves, for example, 'Goths' wear black, dark clothing. A stereotype can be embedded in a word such as;



'Goth', 'Nerd' or 'Jock', 'hippie' or an image. They can also simply be people's opinions.

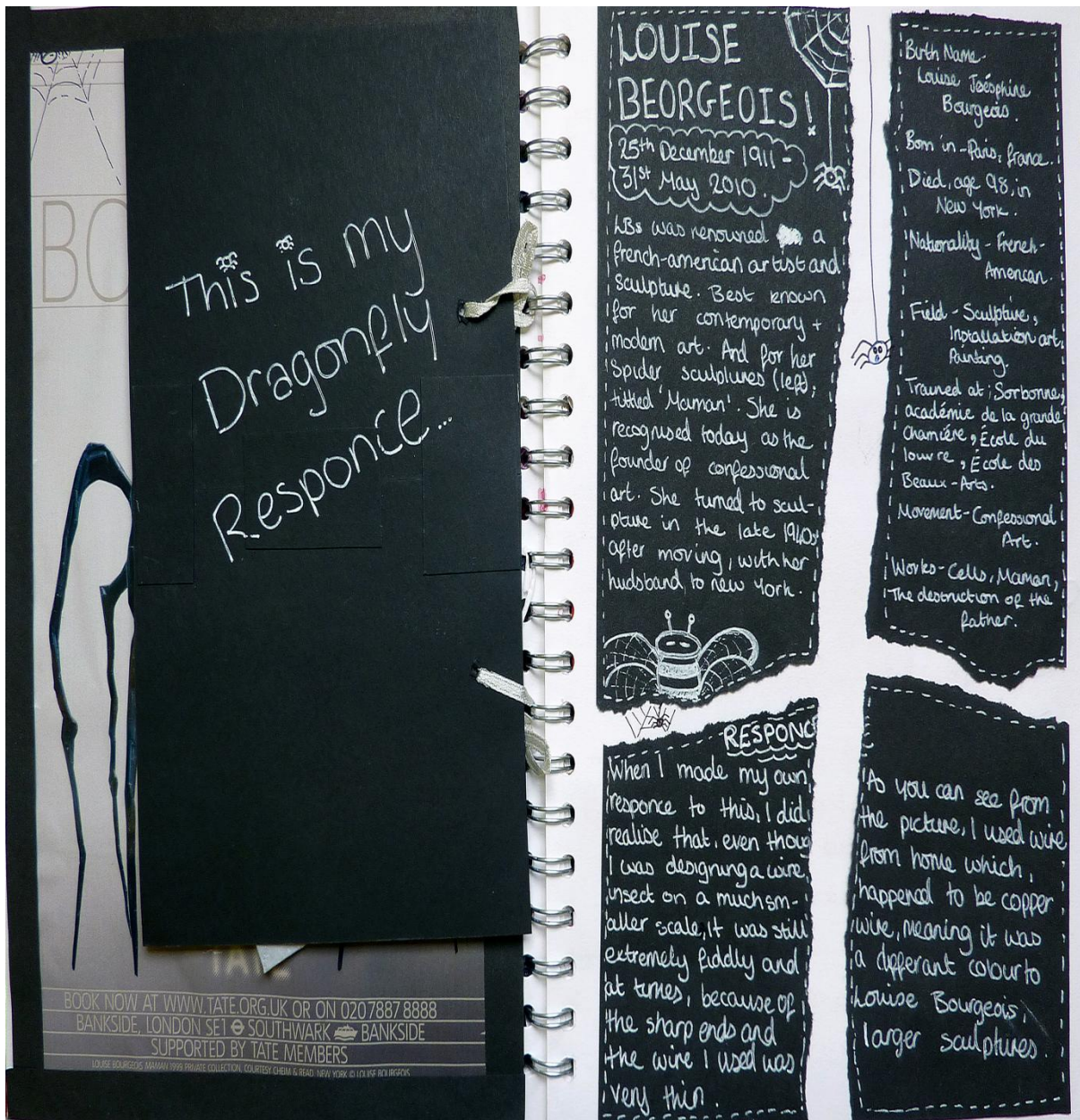
... For example, they could either be positive (black men are good at basketball) or negative (women are bad drivers). You could say that Stereotypes paint all members of a group with the same brush.

This is my response (bottom of page). I took two pictures of my face, one was very plain, I wore no makeup and deliberately kept my hair flat. This side is ordinary, simplistic and some will say boring. I then added the other side so that they appear as one. I backcombed my hair and drew on (almost graffiti) to enhance the image and make myself stand out, just as stereotypes do.

# STEREOTYPES

She demonstrates that pop-up books could be a possible avenue to be explored for development in response to the theme inspired by 'The Chronicles of Narnia'.





Extraordinary thoughts emerge as a possible direction for the candidate as makes clear in saying 'I would like to use the idea of thoughts but do it in collage, and use myself so that it is more personal'











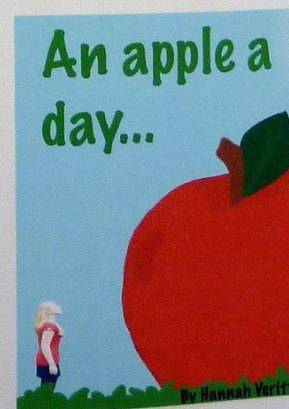
## Graphics Evaluation

I was very happy with my overall graphics work on “Ordinary and/or Extraordinary”. I think I worked well and managed my time to the best I could. I began everything with a brainstorm on ordinary/extraordinary which was extremely helpful to me because it made me think of ideas and topics that I might not have thought of had I not written it all down. I started my progress and development work in my book and tried to use a range of different Medias. For example, when I made my response to the Olympics I used magazine cuttings and card in a collage type media. The other Medias you can see throughout my book include sculpture using wire on my response to Louise Bourgeois. Working in 3D was interesting but not something I felt I wanted to develop. I used paper engineering to make my superhero pop up. I also used flash animation to create my extraordinary animal response. I then moved on to using Photoshop in my final piece.

The process towards my final piece and ideas which inspired me included my children story books idea and the superheroes idea. I went on to creating my own storybook with these ideas in mind. I started with a basic storyboard of my idea, which helped me because it meant I had a very good idea of what I needed to do. This is another example of good time management. If I had not done this I could have been much more indecisive. This meant I could move on quickly.

I then decided that instead of drawing it all like most story books, I would also include some photography, so I decided I would include myself in the story. This links to the ideas of films such as “The Muppets” and “Alice in Wonderland” where real life people are mixed with fantasy and fiction characters. Each picture was based of a real picture meaning that for lots of the pages I had edited and used the paint and selection tools to make the images more cartoon like. I used all of my own pictures and photographs which I am proud of.

Here is a print screen of a cover to my book which I designed originally, however I decided that I would not use this and instead I made my own front cover out of card and I was far happier with this decision. I think the second cover I made was colourful to appeal to my target audience, presentable, neat and professional.



Although other possible developments were considered the candidate chose not pursue them saying, '*I tried some compositions involving someone looking over my shoulder, this was done in the style of David Bailey.....but it still looked too crowded*'.





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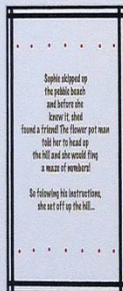
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"HELP!" she screamed!  
Twirling and turning she fell into a dark, never ending hole in the ground!

Sophie woke up, and all of a sudden, she was back in her bed.  
What an extraordinary dream she thought to herself...  
...or was it a dream?!

zzzZ...



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professional. Using my local environment, the beach, park and gardens, made the experience more enjoyable and relevant. If I was to do this again I don't think that I would do very much differently other than, possibly include a pop up image or two. The title of the exam was exciting and stimulating because I was able to explore and develop a wide range of interesting topics and media. I thoroughly enjoyed the process from the beginning to the conclusion and I am very proud of my final piece.





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In the final piece the candidate's collage combines with text to realise a graphic response that highlights the personal significance of extraordinary thoughts.



**Final mark:**

AO1 - 12, AO2 - 13, AO3 - 12, AO4 - 11

Total - 48