

# Component 2 Art, Craft and Design

## Standard Mark – 46

Performance Level 4: Competent and Consistent

|                   | AO1                                     | AO2                                     | AO3                                    | AO4                                    |
|-------------------|---|---|--|--|
| Mark              | 11                                      | 11                                      | 12                                     | 12                                     |
| Performance Level | 4                                       | 4                                       | 4                                      | 4                                      |
|                   | Mostly competent and consistent ability | Mostly competent and consistent ability | Fully competent and consistent ability | Fully competent and consistent ability |

Keywords from the taxonomy:

**Purposeful, Secure, Engaged, Skilful, Thoughtful, Cohesive**

# Moderator commentary

This Component 2 Art, Craft and Design submission consists of a square sketch pad and a mixed media outcome created during the 10-hour period of sustained focus in response to the theme of 'Power'. Images selected for this submission reflect the characteristics of work placed at the higher end of Performance Level 4, Competent and Consistent ability with a mark of 46/72. The strength of the submission lies in Assessment Objectives 3 and 4, Record and Present.

The preparatory period begins with the candidate creating visual and written mind maps alongside secondary source imagery reflecting their interest in the 'power of photography in fashion'. A 'statement of intent' accompanies a second visual mind map, evidencing an engaged approach to expanding their ideas further on 'the power of photography in society'. These images, along with a selection of Karl Lagerfeld photographs for Prada, inspire the candidate to plan a photoshoot of their brother, focusing on the potential and limitations of natural versus artificial light. This is followed by several skilful observational pencil drawings of cropped viewpoints from these images.

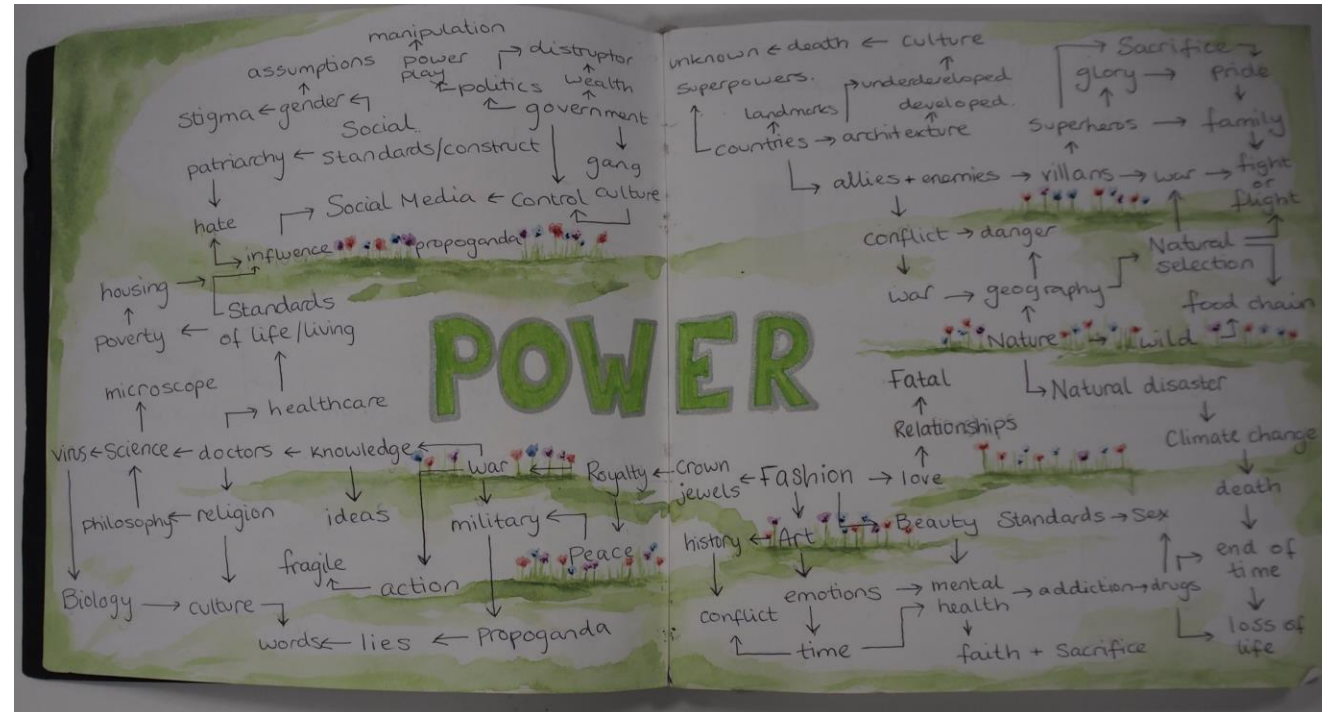
Photography plays a central role in the development and refinement of ideas for this submission, with purposeful investigations into the photographic styles of Julia Hetta and Eve Arnold, particularly emphasising the contrast between subject matter and background in natural light. A visit to London further inspires the candidate to explore this concept, through recording architecture, street scenes and figures through both photoshoots and observational drawings.

In preparation for the 10-hour period of sustained focus, the candidate refines their ideas and techniques on 'the power of photography in society' by responding to the collage work by John Measures, which combines multiple views of the urban landscape using layers of digitally edited photographs, drawings and paintings.

Annotation throughout the submission demonstrates a competent critical understanding of sources and an ability to express ideas, thoughts and intentions in a thoughtful and meaningful way. For example, the candidate writes: "I plan to use the idea of juxtaposition by collaging images in an out- of- the- box way using different perspectives and viewpoints."

The candidate's final mixed media outcome reflects a secure creative journey informed by their investigations and demonstrates a competent and consistent understanding of visual language through the application of formal elements.

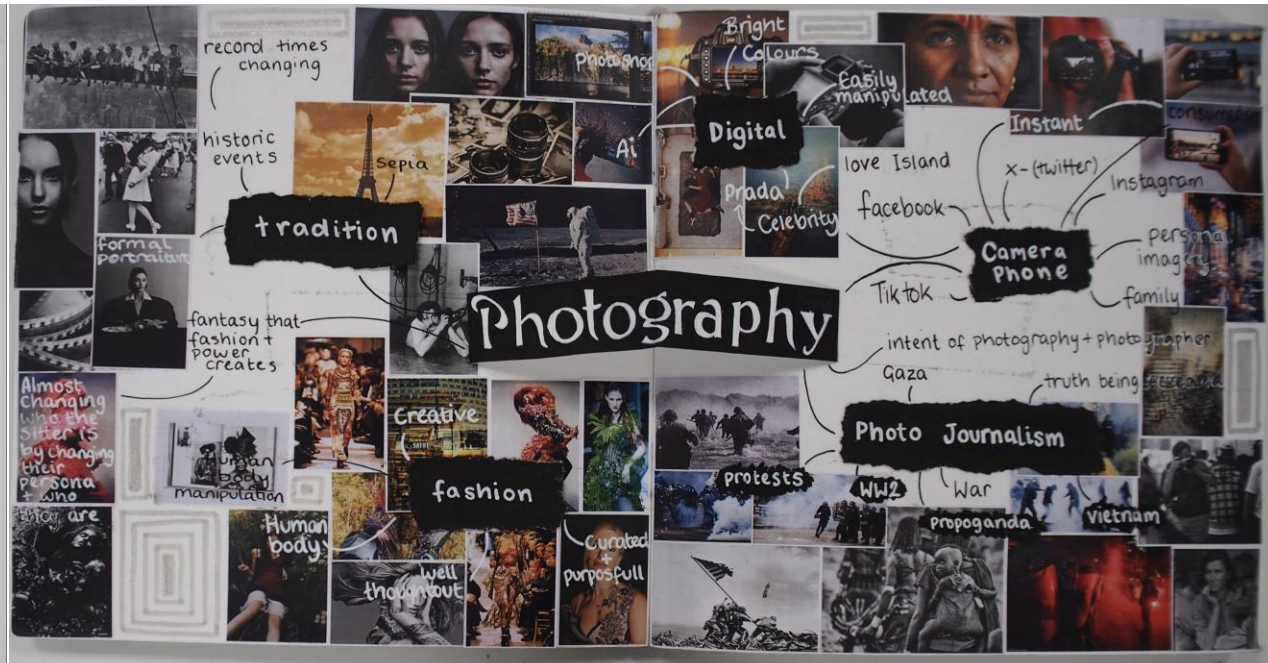
In order for the submission to move to the top of Performance Level 4, the candidate could demonstrate greater evidence of ability within AO1 and AO2, particularly by focusing on refining techniques and processes to fully realise their intentions.





# MY STATEMENT OF INTENT

My aim in this project is to explore the theme of power, to do this I will experiment with a variety of materials, techniques, colours, and subject matters. I will then evaluate which has been most successful and which suits the project best so that I can create a successful final piece. I will evaluate after every technique so that I can decide which works best for me. My main idea for the theme power, is the effect photography has on society. I will do this through looking at different types of photography, and how capturing an image is so important to art. I want to start off by looking at how photography is used in fashion, and how fashion can only influence through the use of photography. I will use a variety of materials, they include DSLR, printed photos, paints, watercolours. I will use these materials because they suit the project and the right way to experiment with the idea of power of photography. For example, I want to use my camera to take as many pictures as I can. What I can do with this is manipulate photos the way I want to. On the other hand, I can also manipulate the images through collage and painting on them. I can add lines and extra pictures onto the photos. However, I can also replicate the photos with watercolours and other paints. I can also sketch the images to plan a photoshoot, or some of the pictures from the photoshoot. Throughout the project I will use a variety of techniques they include photography, photoshop, drawings, paintings, and collage. I will try many different techniques because it is good to experiment and find new ways to get my desired effect. For example, I can use photoshop to edit my photography. I will experiment by trying assorted colour schemes, but the main colour schemes I will be using are muted tones and dark colours.

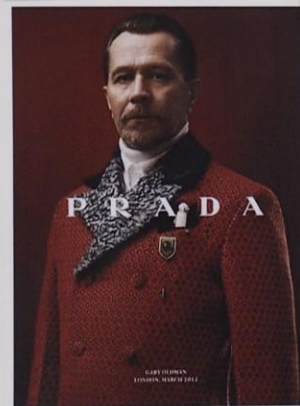




# OBSERVATIONAL STUDIES



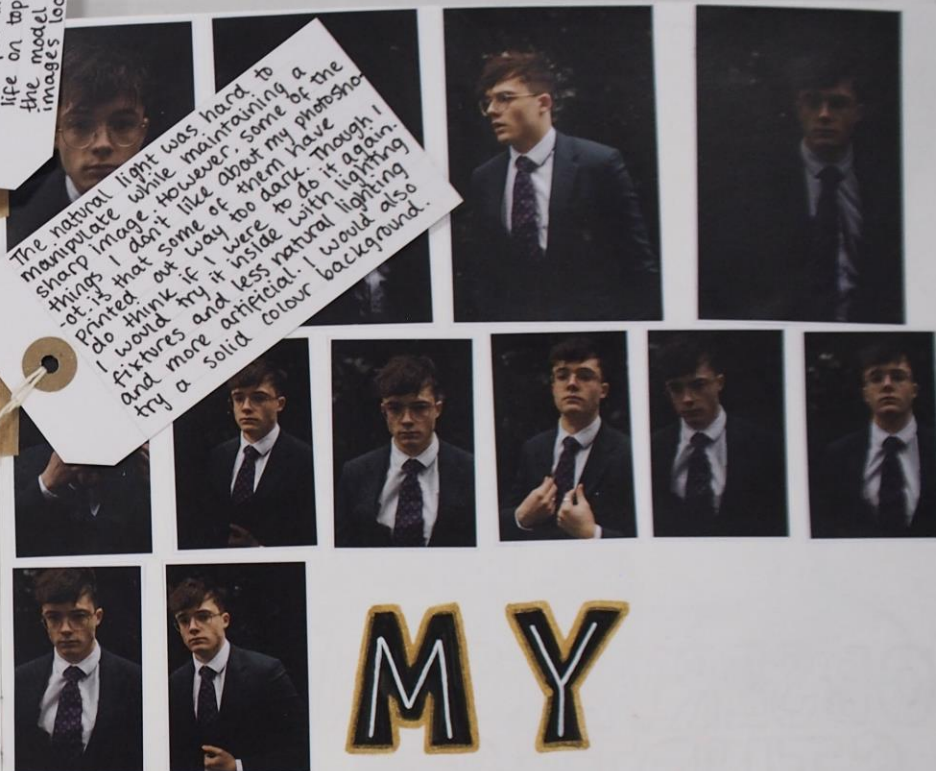




PRADA PHOTOSHOOT

What I have done is taken a series of photos of my brother in reference to Prada's photoshoot. I decided to do the whole photoshoot with a different colour scheme. I wanted to replicate the sharp dark lines in the original photoshoot. I used prompts like business man and life on top of the world. I wanted the model to feel powerful so the images looked powerful.

The natural light was hard to manipulate while maintaining a sharp image however, some of the things I don't like about my photoshoot - it is that some of them have printed out way too dark. Though I do think if I were to do it again, I would try it inside with lighting fixtures and less natural lighting and more artificial. I would also try a solid colour background.



MY  
PHOTOGRAPHY

# Julia hetta

I chose Julia Hetta as one of my artists for the theme of power because of her use of natural light and ideas. She has the ability to bring paintings and sculptures to life through her photography. She does this with her eye for lighting and shadows. I admire her work and would like to look at experimenting with light and shadows within photography. However, her work could be referenced in many ways. For example, you could look at observational drawings, or architectural paintings. These are all good key aspects of her work.

Hetta is a Swedish photographer, born in 1972. The photographer who captured Karl Lagerfeld's work for the MET catalog. She is particularly into her photographs using long exposures, and is particularly noted for translating the light and composition of old master paintings into her photographs. The influence of Nordic light is also at play in her work. Hetta's photography journey sprouted from painting and experimenting as a child. She went on to discover photography through her father's dark room and photography magazines. A lot of her inspiration comes from her painting. While studying art, mainly painting she was taught the importance of light and shadows. She always stayed true to her personal style which reflected in her work. She values researching and contemplating of projects deeply. When photographing she looked at making the clothes in her images become like sculptures, capturing the beautiful details. Hetta always took clothing seriously as she saw them as pieces of artwork.



What I plan to do is to create multiple references to Julia Hetta. I want to look closely at her separate aspects of her photography, building on each creating different pieces of development. However, some consistent. I will mainly focus on photographing looking at architecture, portraits and lighting. I want to create different photoshoots inspired by her work. When editing photos or creating pieces of artwork I want to experiment with different aspects to see how I can change the power of the images. This is important because all of her work is powerful and especially each aspect. However, I want to look at the power of each separate aspect.

# eve arnold

I chose Eve Arnold as my first artist for the theme of power because of her iconic work she has created in the course of her career. I wanted to focus on the power and



In this picture I can see a beautiful landscape. This has been captured on a very cloudy day. The main focus of this image is of Marilyn Monroe. Without knowing the context of this image. The photograph alone speaks volumes the framing of the image looks so natural. However, if you look closely.

Eve Arnold has used leading lines and great proportions to really frame Monroe in this image. The colouring of this image perfectly highlights Monroe. The colouring of the image is so simple it reduces any business. This is tall because of how dark Monroe is but the background is not. The background is extremely bright. This is important because it adds to the mystery of the image. Monroe's emotions in her face are almost covered up. This is done through not only the contrasting colours but her positioning. I think overall this is a very clever image. The very vast environment represents how empty parts of her life was. I still think the colouring of this image is very important to how good this image looks. However, some may dislike this image. This could be because of the simplicity of the image and the lack of excitement in it. Especially if no one knows the background information for this image, and the power it holds in Marilyn Monroe's life.





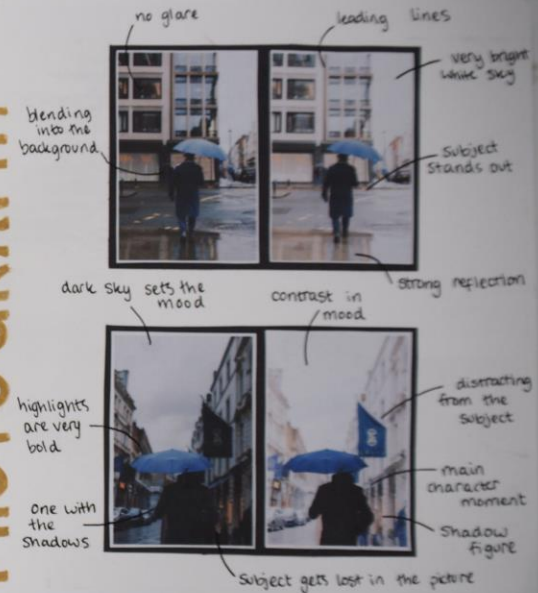




## OBSERVATIONAL STUDIES

What I have done here is taken a range of photographs linked to power. I have done this by taking pictures of unknown people. They each individually hold power. One of them is the door man for the richest hotels in London. He interacts with hundreds of wealthy people. a day, each one of them holding power in the world. He allows certain people in and out of the establishment. However, the other man I photographed on old Bond Street having just left Tiffany's. That already had you preassuming his wealth after the purchase he made. However, by photographing him from behind. This meant he lost all meaning and context of his character. You could look at this from two perspectives. One, that now he has no character and you can make it up. Or two, he had an originally powerful character which I took away. His outfit also has lots of power. The dark colours and expensive suit gave him power through his appearance. This was also done by the door man. When editing, I had multiple options. I could choose two ways of editing them. First choice is by making the subject darker than the background, creating an ominous feeling. On the other hand, I could highlight the subject and darken the background. However, this can be hard as I didn't want to brighten the subject too much. This then means you can't really see a contrast. Though it brings about this ongoing dark theme that I have been following. Especially with Julia Hetta and Eve Arnolds work.

## PHOTOGRAPHY





Jon Measures is a mixed media artist. Based in Los Angeles. He transitioned from working as a designer to a career as an exhibiting artist. Measures' work often combines multiple views of the Los Angeles urban landscapes. He has also produced work based on various cities around the US and the UK. His mixed media paintings are made by using digitally edited photographs, drawings and paintings.



These are then placed, printed and made into collages on wood panels. He then uses acrylic paint, glazes and spray paint. He uses paint to emphasise aspects of the

photographic materials to add texture and colour. Both on the computer and on the physical pieces of artwork layering is an important aspect. He does this to echo the layering of structures and history that takes place in our built environment. Measures' work walks closely between abstraction and representation. Blurring the lines between photography and painting. He looks into the view of the emotional nature of the places and our connection to them. Certain themes such as community and a sense of belonging recur in his work. His work both critiques and celebrates our constructed spaces.



# JON MEASURES

Juxtaposition of art and photography elements.  
In art, as in literature, juxtaposition refers to the side-by-side placement of two or more contrasting things. As with colour, shape and cropping, juxtaposition can become a key component of photographic compositions, helping to tell a story and emphasise differences or similarities between objects or people.

Juxtaposition of architectural objects / styles.  
Juxtaposition in architecture is seen in many places. For example, The Louvre in Paris juxtaposes the materials of its historic façade with the modern glass pyramid.

I plan to use the idea of juxtaposition by collaging images in an out of the box way using different perspectives and view points. Inspiration to the right.

## JUXTAPOSITION



= the fact of two things being seen or placed close together with contrasting effect.











