

International GCSE Art and Design

Graphic Communication
Component 2
Total mark = 45



	AO1 Develop	AO2 Refine	AO3 Record	AO4 Realise intentions
Mark	11	10	12	12
Mark band	Band 4 Mostly competent and consistent ability	Band 4 Just competent and consistent ability	Band 4 Fully competent and consistent ability	Band 4 Fully competent and consistent ability
			Total	45

Mark band:

Mark band 4 – competent and consistent ability

Key word descriptors from the taxonomy:

Purposeful, skillful, effective

Centre number:

Title:

Subject code:

Candidate name:

Candidate number:

International GCSE assessment grid – Examiners will use this assessment grid to assess all student work for both components and all titles

Assessment Objectives	Mark Band 1 LIMITED ABILITY <i>Insufficient knowledge, understanding and skills; minimal evidence or, and lack of structure in, the development and recording of ideas</i>			Mark Band 2 BASIC ABILITY <i>Some knowledge, understanding and skills demonstrated but they are simplistic and deliberate; some structure and repetition in the development and recording of ideas</i>			Mark Band 3 EMERGING COMPETENT ABILITY <i>Knowledge, understanding and skills are generally adequate but safe</i>			Mark Band 4 COMPETENT AND CONSISTENT ABILITY <i>Knowledge, understanding and skills are secure and cohesive throughout</i>			Mark Band 5 CONFIDENT AND ASSURED ABILITY <i>Knowledge, understanding and skills are effective and focused throughout</i>			Mark Band 6 EXCEPTIONAL ABILITY <i>Knowledge, understanding and skills are in-depth, perceptive and accomplished throughout</i>		
	Just	Mostly	Fully	Just	Mostly	Fully	Just	Mostly	Fully	Just	Mostly	Fully	Just	Mostly	Fully	Just	Mostly	Fully
AO1 Develop ideas through investigations, demonstrating critical understanding of sources	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<ul style="list-style-type: none"> Development of ideas through investigations shows limited ability. The investigation process shows limited critical understanding of the context of own ideas and the sources that have informed them. Limited attempts are made to analyse and make connections. 	<ul style="list-style-type: none"> Development of ideas through investigations shows basic ability. The investigation process shows basic critical understanding of the context of own ideas and the sources that have informed them. Basic understanding of some issues when analysing and making connections. 	<ul style="list-style-type: none"> Development of ideas through investigations shows emerging competence. The investigation process shows emerging competent critical understanding of the context of own ideas and the sources that have informed them. Emerging competent consideration of issues shown when analysing and making connections. 	<ul style="list-style-type: none"> Development of ideas through investigations shows competent and consistent ability. The investigation process shows competent and consistent critical understanding of the context of own ideas and the sources that have informed them. Competent and consistent judgements shown when analysing and making connections. 	<ul style="list-style-type: none"> Development of ideas through investigations shows confident and assured ability. The investigation process shows confident and assured critical understanding of the context of own ideas and the sources that have informed them. Shows confident and assured understanding of complex issues, heightened analysis, informed connections. 	<ul style="list-style-type: none"> Development of ideas through investigations shows exceptional ability. The investigation process shows exceptional critical understanding of the context of own ideas and the sources that have informed them. Exceptional analysis and connections. 													
AO2 Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<ul style="list-style-type: none"> Limited ability to refine work, driven by insights gained through exploration of ideas and reflection. Ideas are consolidated too early and not fully realised. Limited ability to explore ideas through a process of experimentation and review. Limited ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 	<ul style="list-style-type: none"> Basic ability to refine work, driven by insights gained through exploration of ideas and reflection. Basic ability to explore ideas through a process of experimentation and review. Basic ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 	<ul style="list-style-type: none"> Emerging competent ability to refine work, driven by insights gained through exploration of ideas and reflection. Emerging competent ability to explore ideas through a process of experimentation and review. Emerging competent ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 	<ul style="list-style-type: none"> Competent and consistent ability to refine work, driven by insights gained through exploration of ideas and reflection. Competent and consistent ability to explore ideas through a process of experimentation and review. Competent and consistent ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 	<ul style="list-style-type: none"> Confident and assured ability to refine work, driven by insights gained through exploration of ideas and reflection. Confident and assured ability to explore ideas through a process of experimentation and review. Confident and assured ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 	<ul style="list-style-type: none"> Exceptional ability to refine work, informed by insights gained through exploring and reflecting on ideas. Exceptional ability to explore ideas through a process of experimentation and review. Exceptional ability to select and experiment with media, materials, techniques and processes appropriate to personal intentions. 													
AO3 Record ideas, observations and insights relevant to intentions as work progresses	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<ul style="list-style-type: none"> Limited ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Limited ability to record relevant to intentions. Limited use of skills and techniques while recording from observation, experience and ideas. 	<ul style="list-style-type: none"> Basic ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Basic ability to record relevant to intentions. Basic use of skills and techniques while recording from observation, experience and ideas. 	<ul style="list-style-type: none"> Emerging competent ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Emerging competent ability to record relevant to intentions. Emerging competent use of skills and techniques while recording from observation, experience and ideas. 	<ul style="list-style-type: none"> Competent and consistent ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Competent and consistent ability to record relevant to intentions. Competent and consistent command of skills and techniques while recording from observation, experience and ideas. 	<ul style="list-style-type: none"> Confident and assured ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Confident and assured ability to record relevant to intentions. Confident and assured use of skills and techniques while recording from observation, experience and ideas. 	<ul style="list-style-type: none"> Exceptional ability to record ideas, observations and insights related to personal work and the work of others through visual and other methods. Exceptional ability to record relevant to intentions. Exceptional use of skills and techniques while recording from observation, experience and ideas. 													
AO4 Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<ul style="list-style-type: none"> Limited ability to produce a personal and meaningful response. Limited ability to realise intentions. Realisations demonstrate limited understanding of visual language through application of formal elements. Little appreciation of aesthetic consideration in personal style. 	<ul style="list-style-type: none"> Basic ability to produce a personal and meaningful response with a tendency to repeat ideas. Basic ability to realise intentions. Realisations demonstrate basic understanding of visual language through application of formal elements. A lack of technical competency frustrates personal style. 	<ul style="list-style-type: none"> Emerging competent ability to produce personal and meaningful response. Emerging competent understanding to realise intentions. Realisations demonstrate emerging understanding of visual language through application of formal elements. Demonstrates methodical personal style. 	<ul style="list-style-type: none"> Competent and consistent ability to produce personal and meaningful response. Competent and consistent ability to realise intentions. Realisations demonstrate competent and consistent understanding of visual language through application of formal elements. Demonstrates imaginative personal style. 	<ul style="list-style-type: none"> Confident and assured ability to produce personal and meaningful response. Confident and assured ability to realise intentions. Realisations demonstrate confident and assured understanding of visual language through application of formal elements. Demonstrates independence and exciting personal style. 	<ul style="list-style-type: none"> Exceptional ability to produce a personal and meaningful response. Exceptional ability to realise intentions. Realisations demonstrate exceptional understanding of visual language through application of formal elements. 													

Recording of marks for all International GCSE work							Total marks out of 72 for each component		
Component	AO1 marks: indicate a mark out of 18		AO2 marks: indicate a mark out of 18		AO3 marks: indicate a mark out of 18		AO4 marks: indicate a mark out of 18		
Component 1 Personal Portfolio		AO1 mark		AO2 mark		AO3 mark		AO4 mark	Total COMPONENT 1
Component 2 Externally Set Assignment		AO1 mark		AO2 mark		AO3 mark		AO4 mark	Total COMPONENT 2

Total

Pearson – International GCSE Art and Design Taxonomy

How to use the Taxonomy in conjunction with the Assessment Grid

Both components in this qualification are 100% externally assessed, however centres will find it helpful to use the taxonomy and assessment grid to provide feedback on student's progress.

- When assessing work for each component, examiners will make a holistic judgement using the descriptors in the taxonomy, to establish which performance band matches most closely the candidate's work.
- Candidate's work that falls between two performance bands must achieve all the keyword descriptors in the lower band and some in the band above. Where this happens, examiners will use their professional judgement to decide which performance band is most appropriate using a 'best-fit' approach.
- After a performance band has been established, the next stage is to use the assessment grid to decide a mark within the performance band. Read through '*Applying the Assessment Grid*' on page 41 of the specification prior to establishing a mark for each assessment objective and total mark.

Performance bands	BELOW INTERNATIONAL GCSE STANDARD (0)	LIMITED		BASIC		EMERGING COMPETENT		COMPETENT & CONSISTENT		CONFIDENT & ASSURED		EXCEPTIONAL
			LIMITED / BASIC		BASIC/EMERGING COMPETENT		EMERGING COMPETENT / COMPETENT & CONSISTENT		COMPETENT & CONSISTENT / CONFIDENT & ASSURED		CONFIDENT & ASSURED / EXCEPTIONAL	
Consider the keyword descriptors to the right carefully. Has the candidate achieved all, most or some of the descriptors?	No rewardable material	Unstructured Clumsy Disjointed Minimal Rudimentary	The candidate has achieved all of the keyword descriptors in the lower band and some of those above.	Deliberate Methodical Superficial Partial Unresolved Simplistic	The candidate has achieved all of the keyword descriptors in the lower band and some of those above.	Reflective Predictable Broadening Repetitive Intentional Adequate	The candidate has achieved all of the keyword descriptors in the lower band and some of those above.	Informed Purposeful Diverse Sustained Skilful Effective	The candidate has achieved all of the keyword descriptors in the lower band and some of those above.	Advanced Comprehensive Perceptive Exciting In-depth Fully resolved Risk-taking	The candidate has achieved all of the keyword descriptors in the lower band and some of those above.	Highly skilled Inspired Intuitive Sophisticated Insightful Powerful Daring Unexpected Outstanding
	0 marks	1 – 12 marks	13 14 15 marks	16 – 24 marks	25 26 27 marks	28 – 36 marks	37 38 39 marks	40 – 48 Marks	49 50 51 marks	52 – 60 marks	61 62 63 marks	64 – 72 marks

*Please note that as of November 2023, the Level 1 key word descriptor 'Crude' has been changed to 'Rudimentary'

Escape

My component 2 in digital communication I choose to make an advertisement on promoting an energy drink named as Escape. This is a drink that is a substitute or an alternative from drinks such as Red Bull for people in many different countries.



Strawberry Sweet would be a drink with the milk mixed with fresh strawberries which can be drunk when working that can improve the rhythm of your work or enjoy what you're doing.

With many flavours available such as Strawberry Sweet, Choco-Delight, Lime Crush, Ice Chill, Grape Twister, Jungle Buss and Orange Spice these can be drunk on many instances that would boost your energy on the occasions.

Choco Delight is a flavor that would be your companion when on the beach. With the rich coco beans being used to make the product it can be enjoyed that you would crave more for the taste.

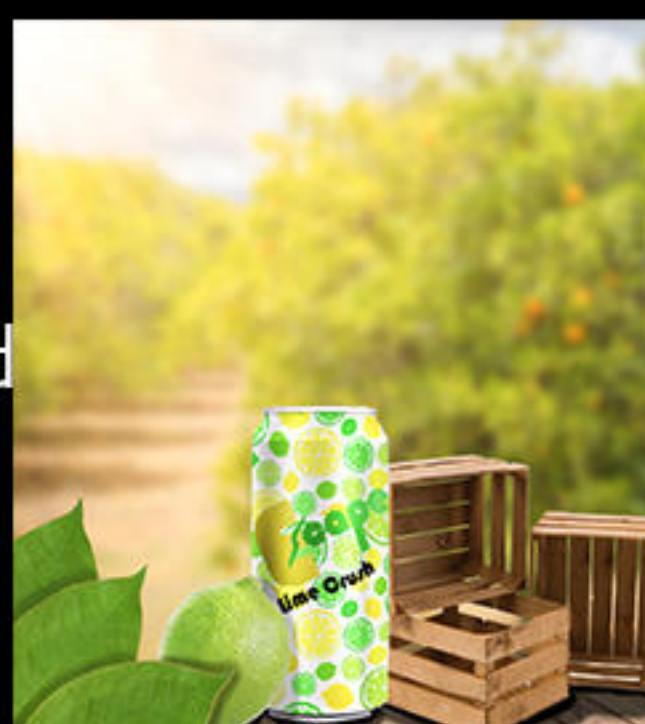
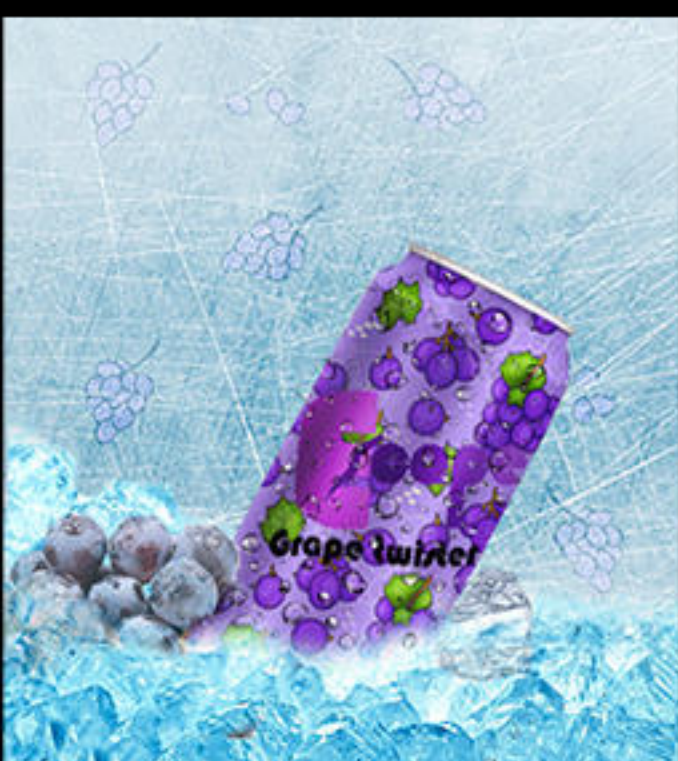
Ice chill is a flavour that can be drunk when travelling on sea or when near the sea. This when taken would enlighten all the senses that make you enjoy more of the scenery or the oceanic life in the area.

Jungle Buss is a flavour that can be taken when hiking the tall mountain forests. This would boost your energy encouraging you to hike more on the mountains helping in finishing your hike.

Purple Twister is also similar to Ice Chill however with the rich grapes used it brings a calm and cool feeling when being taken.

Orange Spice is the strongest energy drink of all flavours. This would brighten the scenery or the environment around you that you feel more alive and joyful at the same time.

Lime Crush too is similar to Orange Spice that with its juicy lime and sweet taste can help too boost your energy levels.



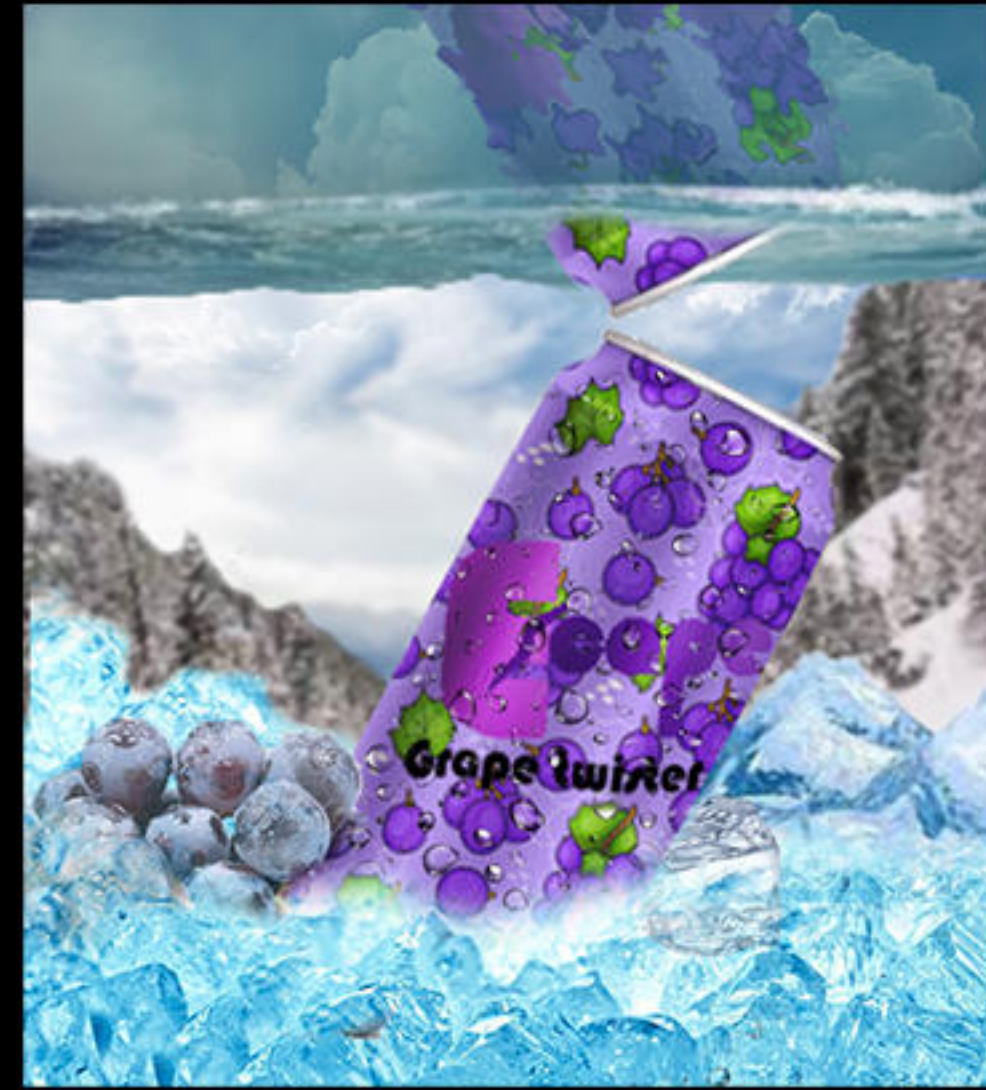
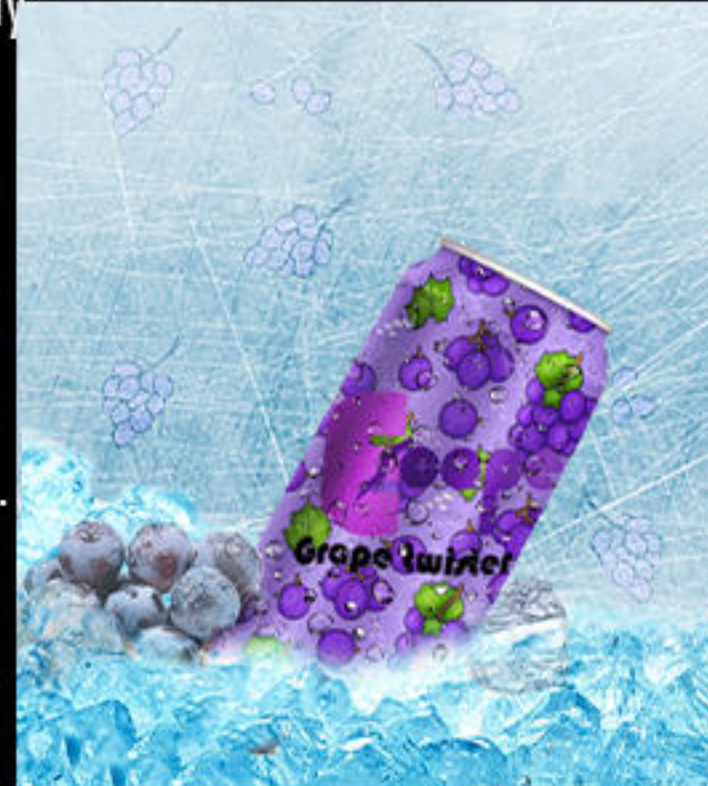
Erik Johansson



Erik Johansson (b. 1985) is a Swedish photographer and visual artist based in Prague, Czech Republic. He is known for creating surreal worlds through the combination of photographs. He primarily focuses on personal projects and exhibitions, and his approach to photography is unique in that he seeks to capture ideas rather than moments.

As to the artist i added on how he has used the sky as a reflection of the object with the sky also having a water effect and ripple effect and i too added this to my work.

This strengthens on the chills and the cool of the drink and with the drink falling from the sky too bring out the smoothness of the drink.



Jason Naylor



Jason is an award-winning artist, designer, and creative director based in Brooklyn. Jason's work consists of bright colors and rich blacks, and regularly contains messages of love and positivity,

as he believes that kindness is the key to success. He works in both digital and traditional media, and while his work ranges from typography and illustration, to products and large scale murals, the immediately

recognizable commonalities found in his work are his electric color palette and his positivity.



In my work i added more colours to the background to present how the drink makes you feel more alive and with the different colours circles and limes present on how it makes you more active

Sarah Shakeel



Sara Shakeel's viral artworks aren't just a hit on the interwebs, but have also graced the covers of various fashion magazines, and collaborated with brands such as La Mer and Swarovski, counting fans such as top model Coco Rocha, who also owns pieces of her artwork.

With the glitter effect the artist has added to her work i too put it on the can and the rocks which helps to show the calmness effect the drink gives and too makes the drink more attractive with the sparkles.



