Total marks — 40

SECTION 1 — EXPRESSIVE ART STUDIES — 20 marks
Attempt Question 1 and ONE other question.

SECTION 2 — DESIGN STUDIES — 20 marks
Attempt Question 7 and ONE other question.

Write your answers clearly in the answer booklet provided. In the answer booklet, you must clearly identify the question number you are attempting.
You may use sketches to illustrate your answers.
Use blue or black ink.
Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.
SECTION 1 — EXPRESSIVE ART STUDIES — 20 marks

Attempt this question.

1. Artists communicate and express their ideas about their subject in a variety of ways. Identify two works by different artists that you have studied. These should be based on similar subject matter and/or the same theme.

   With reference to each of these works, compare:
   • media handling and/or techniques
   • use of shape and/or form
   • mood/atmosphere.

Which of the two works has most visual impact? Give two justified reasons.

   10
Attempt ONE question from Q2, Q3, Q4, Q5 or Q6.
Read your selected question and the notes on the illustration carefully.

A Street in Beijing, as seen from inside a shop (1965) by Marc Riboud
photograph

2. Artists show the world around them in different ways. Comment on this artwork. In your answer, refer to:

- composition
- choice of subject matter
- mood/atmosphere.

What is your opinion of the visual impact of this photograph? Give two justified reasons.
3. Artists often respond to their surroundings. Comment on how the artist has represented this scene. In your answer, refer to:

- composition
- colour
- tone.

What is your opinion on how well the artist has communicated the atmosphere of this place? Give two justified reasons.
Little Dancer Aged Fourteen (1880 – 81) by Edgar Degas
painted bronze with muslin and silk on a wooden base
(98 x 42 x 37 cm)

4. Artists often use the human form as a source of inspiration. Comment on the artist’s representation of this figure. In your answer, refer to:

- pose
- form
- materials.

What is your opinion of how well the subject matter has been represented? Give two justified reasons.
5. Some artists have represented performers in their work. Comment on the artist’s response to the subject matter in this painting. In your answer, refer to:

- composition
- tone
- pattern.

What is your opinion of the atmosphere created in this painting? Give two justified reasons.
6. Some artists have represented fish in their work. Comment on the artist’s response to the subject matter in this painting. In your answer, refer to:

- composition
- media handling
- tone.

What is your opinion of this approach to still life painting? Give two justified reasons.
Attempt this question.

7. Designers show creativity in their approach to developing designs. Identify two designs by different designers that you have studied who have worked in the same design area.

With reference to these designs in your answer, compare both designs in terms of:

- function
- visual impact
- target market/audience.

Which of the two designs do you consider to be most effective? Give two justified reasons.
SECTION 2 — DESIGN STUDIES (continued)

Attempt ONE question from Q8, Q9, Q10, Q11 or Q12.
Read your selected question and the notes on the illustration carefully.

HIGH VIT Juice Drink Bottle (2012) designed by Moon Troops Creative Agency

8. Graphic designers need to create visual impact. Comment on these designs. In your answer refer to the use of:
   - lettering
   - imagery
   - colour.

Who would be the target market for this range of drinks? Give two justified reasons.
Blow Inflatable Armchair (1967) designed by Paolo Lomazzi, Donato D’Urbino and Jonathan De Pas
PVC plastic (inflated 84 x 120 x 103 cm)

9. Designers often create everyday objects. Comment on this chair design. In your answer refer to:

- fitness for purpose
- materials
- style.

Who might be the target market for this product? Give two justified reasons.
Astrium Space Jet interior (2007) designed by Marc Newson

10. Technology often presents opportunities for designers. Comment on the design of this interior. In your answer, refer to:

- use of available space
- furniture/fittings
- style.

In your opinion how successful is this interior? Give two justified reasons.
11. Jewellery is made and worn for different reasons. Comment on the design of this arm-piece. In your answer, refer to:

- sources of inspiration
- detail
- materials.

Who might wear this arm-piece and on what occasions might it have been worn? Give two justified reasons.
Dress (2010) designed by Alexander McQueen
silk with applied decoration

12. Fashion designers use a variety of themes to inspire their work. Comment on this design. In your answer refer to:

- sources of inspiration
- form
- target market.

How well has the designer created visual impact? Give two justified reasons.
ACKNOWLEDGEMENTS

Section 1 Question 2 – Photograph, “A Street in Beijing, as seen from inside an antique shop” (1965) by Marc Riboud, is reproduced by permission of Magnum Photos Ltd.

Section 1 Question 3 – Painting, “The Hunters in the Snow” (1565) by Pieter Bruegel the Elder. Reproduced by permission of KHM-Museumsverband.

Section 1 Question 4 – Image (on left) of “Little Dancer Aged Fourteen” (1880-81) by Edgar Degas. Photograph © 2015 Museum of Fine Arts, Boston.

Section 1 Question 4 – Image (on right) of “Little Dancer Aged Fourteen” (1880-81) by Edgar Degas.

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Section 1 Question 5 – Painting, “Circus Matinee” (circa 1938) by Dame Laura Knight.

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Section 1 Question 6 – Painting, “Kippers on a Newspaper” by Valerie Weddup. Reproduced by permission of Watford Museum.

Section 2 Question 8 – Images of “HIGH VIT Juice Drink Bottle” (2012) designed by Moon Troops Creative Agency. Reproduced by kind permission of Moon Troops Creative Agency.


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Section 2 Question 12 – Images of a dress from the “Plato’s Atlantis” Collection (2010) designed by Alexander McQueen.

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