

A03- Maximise your marks

Record ideas, observations and insights relevant to intentions as work progresses.



What is Assessment Objective 3?

It is very important that you **link** in your theme, style, choice of materials, colours and or composition to your artist/s. You need to have your research serve a **purpose**.

You need to **link** your research to your idea **development**. How has it changed through your research?

A03 IDEAS
IDEAS LINKING TO OBSERVATIONAL
ARTISTS WORK DRAWINGS
ALL ARTWORK
LINKING TOGETHER PLANS
PLANS, DESIGNS
IN A RANGE OF EXPLANATIONS
DIFFERENT MEDIA ANNOTATION

You should use a wide range of materials to record your research. Drawings don't have to be done in pencil and your photography can be edited.

Your main focus in A03 has to be your **primary research**. Taking your own **photographs**, **observational** drawings, **compositions** and then of course annotating them. You need to show a wide range of recording styles.

Annotations throughout your book are vital to help explain your creative journey with all of its twists and turns. You need to give your **opinions** and back them up through **reasoned explanation**.

A03 on the CW mark scheme. A03 is $\frac{1}{4}$ of your final grade and graded out of 30.

Sophisticated:

Cultured.
Complex.Knowledgeable.
Ideas developed to a high degree of complexity.
Skilled.

Observations:

Monitoring or viewing closely. We have **primary** and **secondary** observations. Primary are worth more marks. One example of secondary research would be internet images. Primary would be images you have taken **yourself**.

What do we need to see if your work to achieve maximum marks?

25-30 marks:

Sophisticated recording of ideas, **observations** and insights through extensive, **coherent** research and enquiry that is highly relevant to **personal** intentions. Perceptive, rigorous and effective **reflection** as work progresses, demonstrating depth of **understanding** and meaning.

Understanding: Applying concepts. Awareness or tolerance. Here you need to show that you are able understand your theme and apply this within your own work. You show understanding through control of the materials and the range and complexity of the ideas you explore.

Recording:

Drawing and photography.
You need to visually document and show your ideas/research.

Coherent:

Consistent. Logical.
Ideas that are **connected** and flow smoothly together.

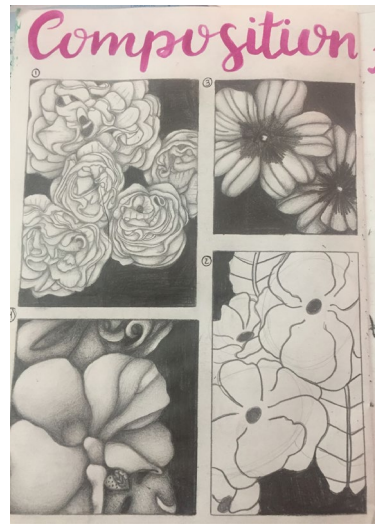
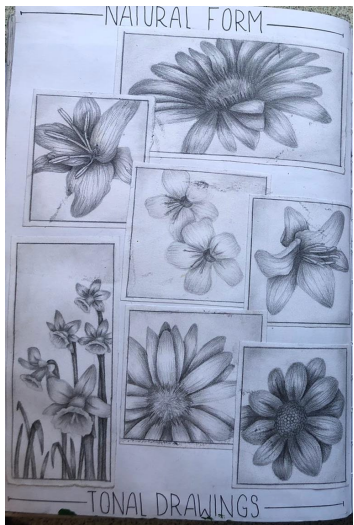
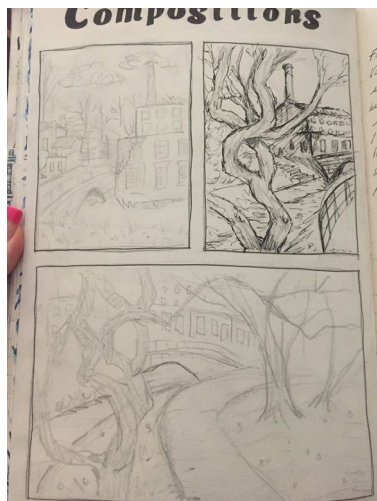
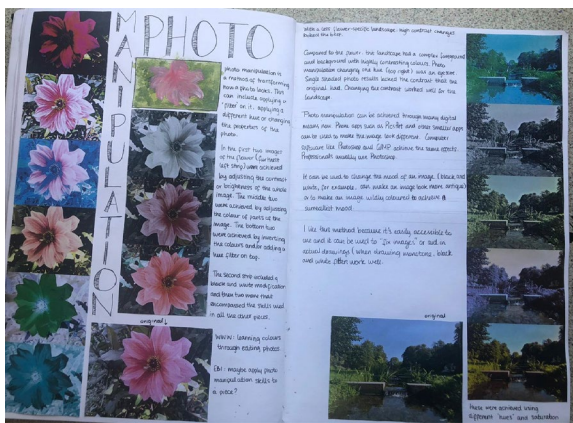
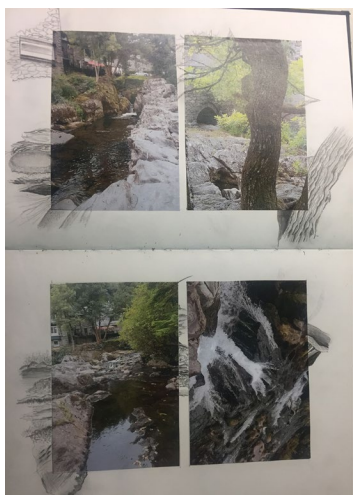
Reflection:

Careful thought. You need to look back at your work and make **decisions** based on what you see.

Examples

Within all these examples these students have **recorded** their ideas, given their own **opinions** with **explanations** of their ideas. They have discussed **differences** and made **comparisons** between not only their own work but that of other artists. They have used their research to **create** a variety of **compositions**.

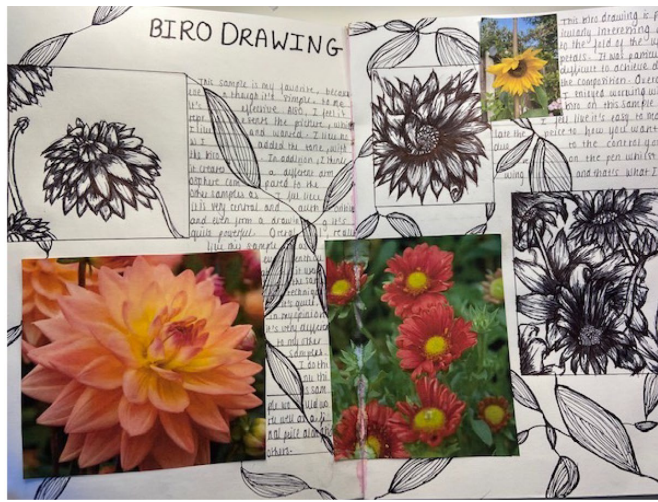
Observational drawings are proportional correct with **high levels of skill** shown through their application of tone using a range of materials. Photography of ideas shows a wide range of possibilities. For a grade 9 this level of detail must be **consistent** throughout your major project and exam.



Examples

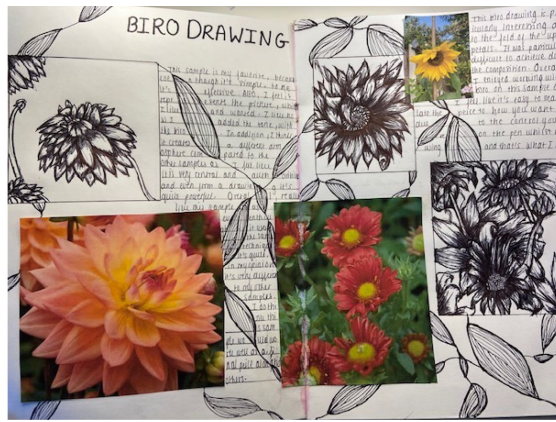
As you can see Ao3 can be created and recorded in many different ways, here are just a few examples. The possibilities are **endless!**

These examples show **Photo manipulation**, A range of presentation styles, photo-transfer printing and collage. The more you experiment with your research and use it to develop your ideas the more marks you'll gain. Editing your images will also gain extra marks in A02!



Presentation.

Presentation of your work is important but it **must not** distract from what you have written. Any decoration must be linked to the content of the page. As you can see from these two examples the decoration added enhances the research and links with the theme they have chosen to study.



Misconceptions:

Top 4-

1. As long as it looks great that'll be enough. No one will read it. **Your analysis will be read and graded not only by your class teacher but by the examiner.**
2. I have drawn it once/twice so I have completed my drawing.
You must show progression and development and you can't do this with one or two drawings. The more you have the better.
3. I have 5 photographs so that'll be enough.
Without a wide range of photographs you'll become bored very quickly and your ideas will dry up! You need a wide range from different viewpoints to keep your project progressing forwards.
4. I don't need to write about how my work links to my chosen artist/s as it obvious.
Yes you do! You must write your analysis making clear links back to your own theme and ideas. It's written in the mark scheme! Don't leave things to chance or misinterpretation or it will cost you marks.

Key word: **Personal Drawings**

Do not rush.



Drawing is one of our most basic and yet **vital skills**. You must take the time to ensure that you have your forms in the correct **proportions** and your composition is strong before adding tone and other materials.

Planning: Plan and prepare your presentation style before you start. Write notes and read them before writing onto your page. Ask yourself have you included enough depth? Have you used the correct terminology? Could you add more? Are your drawing proportions correct?

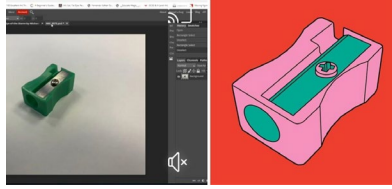
TIPS

Editing:

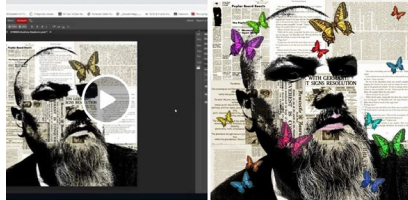
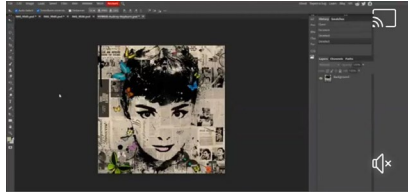
Editing your images can take your project in a whole new direction while increasing your Ao2 marks for experimenting.



Photopea. An online **free** editing website that mimics Photoshop. You can combine your photographs, change the colours, style and even composition plus much more! YouTube has a multitude of 'how to' videos to choose from depending on what you want to achieve.



<https://WWW.youtube.com/user/nickengland151>



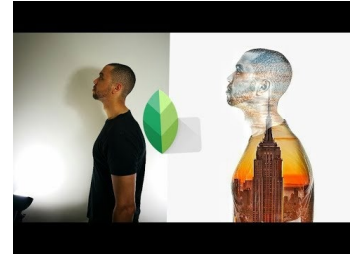
Free Apps.

Just 4 of the **many** free apps available for editing your photographs.

YouTube has wide range of videos to help you.



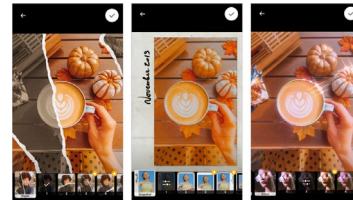
snapseed



Snapchat



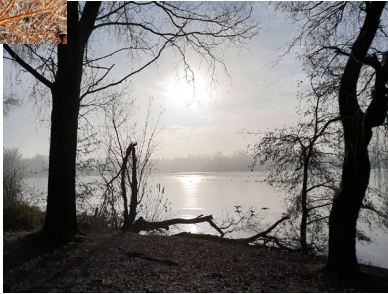
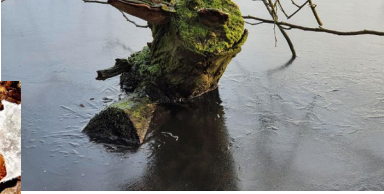
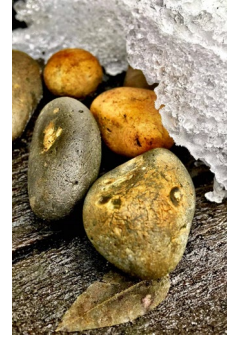
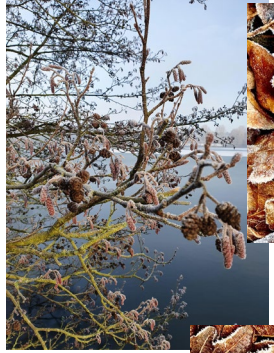
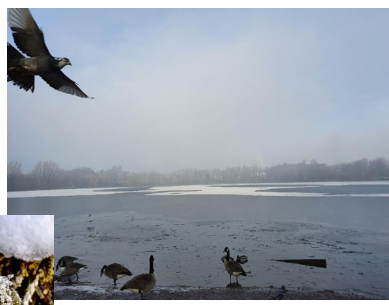
Instagram



Paintn



Step One: Get out and take photos!
All of these were taken whilst out
for a walk. There is enough to
develop a project in many different
directions generating ideas to
experiment with later on.



Step Two: Select, Edit, Crop, and Manipulate your images.
Not all of the photos on the previous sheet are good enough yet. To make them worth more marks I need to choose the best photos or sections of photos, crop them to make them better, and then on the next slide show some manipulations. Here are some examples of cropping improving the composition and impact of images.

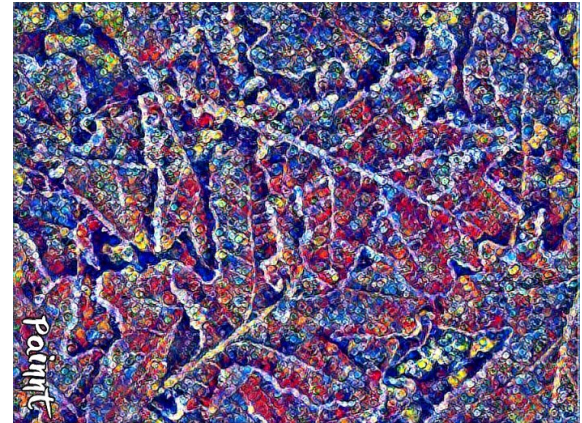
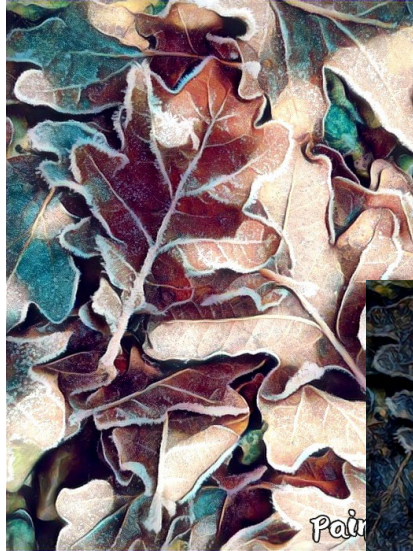


By cropping the image I can see the detail of the frost much clearer, and the composition is stronger. This will make it easier to paint/draw later on, capturing those finer details.

Manipulations, Filters and Apps.

This can be very effective and make some interesting results. These were all done using the free app Paint and just one photograph.

Each edited image could be used to create a piece using a different medium! These examples are basic edits you could do so much more.



Editing your images will gain you extra marks in Ao2 while generating more ideas.



Page Layout Think carefully about how you arrange your images before you stick them down.

PHOTOGRAPHY



PHOTOGRAPHY

Imagine this is a sketchbook page. Look at how the images are arranged, how they are different sizes and fit together.

Obviously this is different as it's been done digitally, but you can see the thought that has gone into showing the work to its best advantage and leaves room for notes, although notes could be added on a tag instead.

Notes. Explain your choices, thoughts and ideas to ensure it is clear and you can get marks for them.

PHOTOGRAPHY

On this double page I have selected, developed and displayed some of my own ideas by experimenting with photography linking to the theme of Natural Forms. I was inspired by the beauty in the winter weather, and was inspired to take these.

This is a sculpture of a Natural Form at a local nature reserve. I was amazed how the artist has managed to capture movement out of such a solid material.



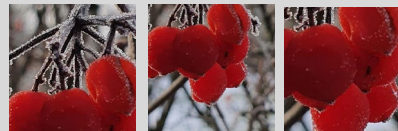
I chose to take this image before I wanted to capture the strong detailed foreground that masks the forest range behind.



I really love how the crystals of frost on the leaves seem to outline the shapes. I experimented by zooming right in to record the effect.



I experimented and cropped these frosty berries from a wider shot, then kept cropping to develop different compositions within it.



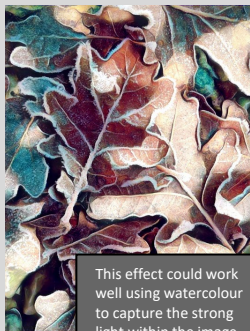
PHOTOGRAPHY

Look at how these notes explain the page fully. Don't leave it up to the person marking your work to guess what you were thinking. Use words from the assessment objects such as DEVELOP EXPERIMENT RECORD CREATE This makes it clear.

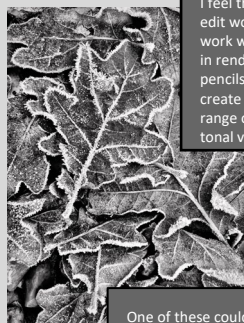
Annotation. This can be worth a lot of marks. Use it to explain your thoughts and ideas, especially when

PHOTO MANIPULATION & EXPERIMENTATION

I have experimented with a filter on the photograph I have taken to create ideas for my final outcome.

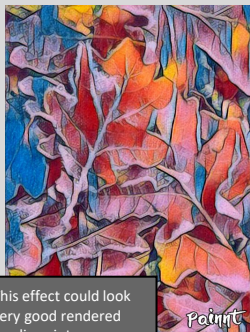


This effect could work well using watercolour to capture the strong light within the image



I feel this edit would work well in rendered pencils to create a range of tonal value

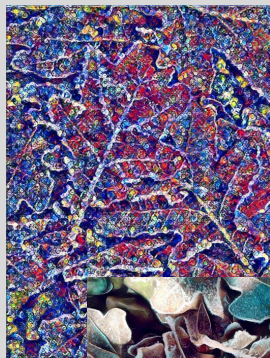
One of these could be used for print or as inspiration for mixed media piece.



This effect could look very good rendered acrylic paint on a textured canvas.



This effect could look very great rendered with oil pastel or acrylic paint.



This page is similar to the last, but uses a different photograph. I wanted to develop this image by experimenting with filters to create almost abstract effects.



My favourite is the blue version below, as it looks very wintery and exaggerates the frosty effect.

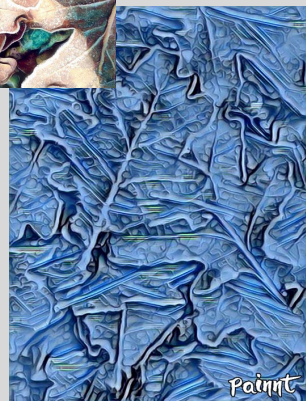


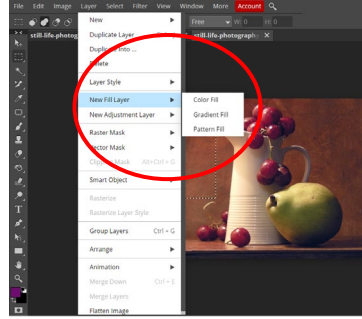
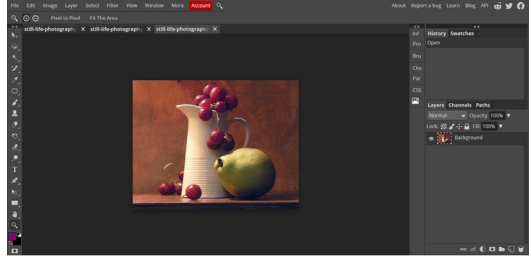
PHOTO MANIPULATION & EXPERIMENTATION

Again, look at how these notes explain the page fully. Don't leave it up to the person marking your work to guess what you were thinking.

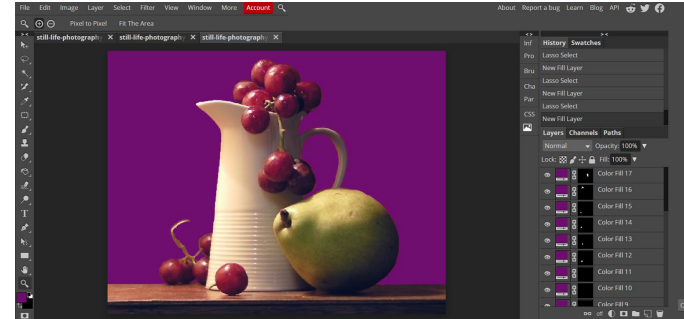
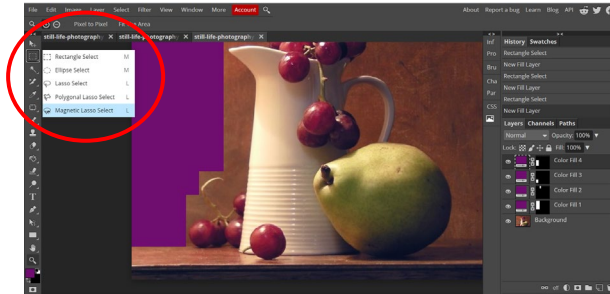
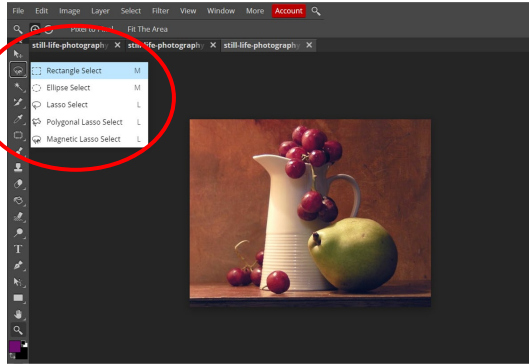
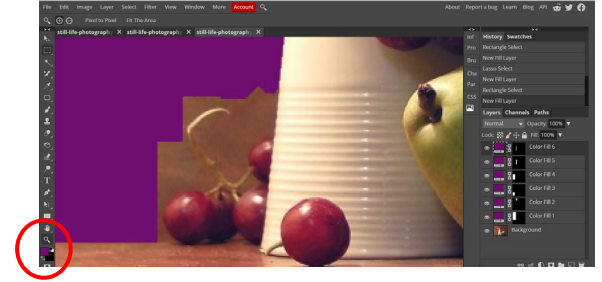
Documenting your ideas for further development will help to create a coherent project showing your thought process and decision making skills. Here is how you could document your basic edits.

For more experienced editors.

If you're using a more technically challenging process you need to screenshot the various stages. This will help to show your understanding.



You can add markers to draw attention to particular areas for discussion.



By taking screenshot of the process you can write about your ideas and your thought process through the various stages. Documenting changes and errors with an explanation of how you overcome any issues to achieve your final result. Trying to write about this without the images as visual examples is incredibly difficult and you risk missing out fully showing your depth of knowledge.

KS4 Sketchbook Annotation Guide

(For your own Artwork)

This is an opportunity to explain your ideas, evidence your research, demonstrate your critical understanding.

Describe your process and your thoughts on the process:

- What does your Artwork look like?
- What materials did you use?
- Did you learn about a new technique or artist process?
- Can you describe the process you went through? What order did you do things in?

Give your Art Context:

- What subject matter does it address?
- Did an artist(s) inspire your artwork? How does yours relate to theirs?
- Did your choice of materials relate to the theme of your work? Or is it significant ?

Celebrate your Success

- What are the most successful parts of your piece?
- What did you set out to achieve? Did you achieve it?
- What are you most proud of about this artwork? Because...

Show what you learned

- What area(s) of your Artwork would you improve?
- How could this piece influence your future artwork?
- What did you learn whilst creating this piece?

Remember, you still need to write in full sentences and carefully check your spelling and grammar. Even if you are in Art!

KS4 Sketchbook Annotation Guide

(For your own Artwork)

I **believe** my work links to the work produced by _____ through.....

I would **describe** my piece as.....

To create this piece I have used.....

When applying colour I have **tried** to.....

The **differences** between my own piece and _____ are.....

I think that I have achieved the right balance between use of _____ because.....

If I were to produce this piece again I **think** I would.....

To produce this piece I started by.....

I think the mix of and materials has created **interest** because.....

While producing this piece I have learnt that.....

I like how my colour work subtly blends through the tones by..... **because**.....

I have created a **feeling** of _____ by

SHAPE: Organic, curvaceous, geometric, angular, elongated, 2D, flat, abstracted, simplified, stylized, 3D, natural, sense of depth and space, sharp, detailed, blurred, obscured, overlapping, indistinct, distorted, exaggerated, linear, long, narrow, hard-edged, soft-edged.

TEXTURE: Rough, fine, smooth, coarse, uneven, flat, polished, raised, cut, incised, pitted, scratched, hairy, sticky, soft, hard, shiny, glossy, satin, silk, frosted, matte.

TOPE: Subtle, contrasting, muted, dramatic, dark, light, mid (Middle) Flat, uniform, unvarying, smooth, plain, varied, broken, constant, changes, graduated.

LINE: Flowing, delicate, simple, bold, thick, thin, dramatic, curved, broken, scratched, sharp, smooth, fine.

STILL LIFE: Antique, battered, damaged, dusty, old, worn, new, clean, shiny, functional, decorative, fancy, domestic, humble, commercial, industrial.

COLOUR: Bold, vibrant, subtle, pale, earthy, naturalistic, bright, brilliant, deep, harmonious, intense, rich, saturated, strong, vibrant, vivid, cool, cold, warm, hot, light, dark, complementary, contrasting, natural, muddied, pure, clear, compatible, distinctive, interesting, lively, stimulating, sympathetic, artificial, clashing, depressing, discordant, garish, jarring, unfriendly, violent, dull, flat, insipid, pale, mellow, muted, subdued, quite, weak, blended, broken, mixed.

MOOD: Content, peaceful, relaxed, tranquil, cheerful, happy, joyful, romantic, depressed, gloomy, miserable, sad, sombre, tearful, unhappy, aggressive, angry, chilling, dark, distressing, frightening, violent, energetic, exciting, stimulating, thought provoking, boring, dull, lifeless, insipid.

MARK MAKING: Visible, blended, smooth, thick, thin, bold, timid, heavy, light, glazes, washes, scumbling, dry brush, stippling, hatching, splattered, layered, flat, precise, refined, regular, straight, systematic, quick, uneven, sketchy, irregular, vigorous.

SUBJECT MATTER: Abstract, cityscape, buildings, man-made, urban, industrial, fantasy, imaginary, invented, mythological, figurative, portraits, interiors, domestic, landscape, seascapes, still life.

COMPOSITION: Arrangement, layout, structure, position, landscape format, portrait format, square format, circular, triangular, horizontal, vertical, diagonal, angled, foreground, background, middle ground, centered, asymmetrical, symmetrical, balanced, unbalanced, lopsided, overlapping, cluttered, chaotic, separate, spacious, empty, free, flowing, fragmented, formal, rigid, upright, confined, negative space, positive space.

LIGHTING: Natural, artificial, cool, blue, grey, warm, yellow, red, dim, faint, gentle, gloomy, low, minimal, muted, soft, clear, brilliant, bright, glowing, fiery, harsh, intense, sharp, back or front lit, side or top lit, indirect light, reflected light, no directional light.

SCALE: Large, small, medium, intimate, miniature, monumental.

MOVEMENT: Swirling, flowing, dramatic, slow, quick, gentle,

CONTRAST: Strong, dramatic, subtle.

VIEW POINT & POSE: Front, side, three-quarters, profile, rear, close up, far away, life size, bird's eye view, upwards, downwards, sideways, standing, sitting, lying down, bending, gesturing, moving, resting, static.

DESCRIPTIVE WORDS: **Geometric** – refers to the shapes such as circles, triangles, squares, etc..

Organic - free flowing or rounded.

Symmetry – meaning it is equal on both sides.

Asymmetrical – uneven proportioned elements.

Flat tones – no tonal effect in the colour.

Negative space – the space around the actual form of art.

Depth – the illusion of space.

Broken colour – dabs or small amounts of colour.

Focal point- the spot that stands out in the artwork.

Distorted – a shape that is changed and no longer looks proportioned