

KEY KNOWLEDGE 1: language

|                            |                                                                                                                     |
|----------------------------|---------------------------------------------------------------------------------------------------------------------|
| Line                       | Line is the path left by a moving point. A line can be horizontal, diagonal or curved and can also change length.   |
| Tone                       | This refers to the lightness or darkness of something. This could be a shade or how dark or light a colour appears. |
| Media                      | The materials and methods used to produce a piece of art or design.                                                 |
| Composition                | How the elements of the work are put together.                                                                      |
| Assessment Objectives (AO) | There are 4 assessment objectives that are used to mark your work in this GCSE.                                     |
| Consistent                 | The standard of Control, Accuracy and Neatness is maintained throughout.                                            |
| Annotation                 | Key information alongside your work. A record of your experiences, thoughts and emotions connected to an image.     |
| Refinement                 | Developing and modifying to improve and adapt your work. Not just repeating using a different media.                |

KEY KNOWLEDGE 2: contextual artists

- Looking at artists, designers and craftspeople to help your own work.
- Showing that you can analyse art that inspires you and that you understand the cultural background to the art.
- Take the artists work further and make them your own; copy a section, recreate the whole image or complete your own original piece in the artists style; use their visual language
- Presentation is important so take time and care to show Control, Accuracy and Neatness

SIMONE RIDYARD | EMMA RUSSELL | KATE EVANS



Three UK-based illustrators with contrasting visual languages . You may choose other illustrators in addition.

KEY KNOWLEDGE 3: illustration

What is 'illustration' and how is it different to other kinds of 'art'?

Illustration, as its name implies, illustrates – tells a story. There is therefore, in illustration, a necessary narrative or story telling component. In this sense, illustration differs from other kinds of art, particularly 'fine art' as illustration is less about the artists 'feelings' and more about communicating a story. Illustrations are usually made for integration with lettering or typography as these support each other in the communication of a story. The story does not have to be a 'once-upon-a-time' story, it could be a technical narrative, for example.

KEY KNOWLEDGE 4: annotation tips

- Do include a few basic facts about the artist, but don't write a full biography
  - Do explain the reasons behind a particular artist's work. – you'll need to find out why the artist has done it
  - Do say why **you** did what you did.
  - Do say whether the effect was what you expected or whether you found anything during the process
  - Do say what you have learnt by doing it, regardless of the result.
- When annotating, you could start by being descriptive and then move carefully through analysis to evaluation. More marks are available if you reach an evaluative stage that justifies your opinions through your analysis. This process supports your creativity.
- DESCRIBE  
ANALYSE  
EVALUATE  
CREATE

Although this assignment involves all 4 AOs but the focus is here

| ASSESSMENT OBJECTIVES                                                                 |                                                                                                                         |                                                                                   |                                                                                                                       |
|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| AO1                                                                                   | AO2                                                                                                                     | AO3                                                                               | AO4                                                                                                                   |
| Develop ideas through investigations, demonstrating critical understanding of sources | Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes | Record ideas, observations and insights relevant to intentions as work progresses | Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language |