

GCE 2004  
*June Series*



## Mark Scheme

### Art and Design (Photography Unit 8) *(6206F – ARF8/W)*

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# GCE Art and Design

## *Photography*

### **ARF8/W**

#### **Section A Response to Theme**

##### **1** *Shared Interpretations*

There are many ways and occasions in which the meaning or indeed the interpretation of images is changed. Consider briefly some of these issues discussing their significance in photography. Many photographers have consciously explored such concepts within their work. Consider, in detail, the work of **two** photographers for whom this is true, making reference to specific images. (21 marks)

##### **Issues to consider (others may be proposed by the candidate)**

Photographer's intentions versus viewer's interpretation  
Time – today's snap shots become historical or social documents  
Changes in political/social expectation  
Critical language/meaning  
Involvement of subject within the image written/visual content  
Mass media/'art' images  
Colour to B/W  
Changes in purpose passport images original intention/on gallery wall  
Links with genres – the documentary image/the art image  
Scale  
Taking subjects out of context.

Any three of the above (or other relevant ideas/issues) 2 marks each. (6 marks)

##### **Photographers' work**

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

(Max 12 marks)

**Quality of essay:**

- (i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. *(3 marks)*
- (ii) Coherent answer with some extra information. *(2 marks)*
- (iii) Brief or rather vague answer with some extra information. *(1 mark)*

*Total: 21 marks*

**2** *Natural Forms*

Natural forms have provided a significant stimulus for the work of many photographers. For some it was enough to celebrate the formal qualities of natural forms while others have used their photography as a means of developing their understanding of the natural world. Explain briefly why this subject has so much to offer photographers and consider, in detail, the intentions of **two** photographers who have worked in different ways in their response to natural forms. Make reference to specific images. (21 marks)

**Issues to consider (others may be considered by the candidate)**

Visual qualities line, tone, texture, colour etc.  
Spiritual qualities emotions, mood etc.  
Man's relationship with the environment  
Changes – time based studies  
Links between natural and manmade forms  
Transition for everyday object to 'art' object.

Any three of the above (or other relevant ideas/issues) *2 marks each.* (6 marks)

**Photographers' work**

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

(max 12 marks)

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

*Total: 21 marks*

**3** *Mixed Media*

Many photographers and artists have constructed their photographic images through working with a variety of media. Consider briefly why some photographers have celebrated the potential of such practice while others have reacted strongly against. Consider, in detail, the intentions of **two** photographers or artists who have developed imagery using alternative media. Make reference to specific images. *(21 marks)*

**Issues to consider (others may be considered by the candidate)**

Continuation of artistic traditions

Attempts to define photography as a distinctive discipline

Potential to add meaning/bias/political comment/allegory

Search for something new/different

Growth of new media offers new potential

Increased acceptance that photography is no longer a ‘document of reality’ opens up potential for it to be seen in a new light, with new approaches and new media seen by some as a ‘dilution’ of pure photography.

(Candidates need to balance the argument on both sides).

Any three of the above (or other relevant ideas/issues) *2 marks each.*

*6 marks*

**Photographers’ work**

A clear detailed and convincing account of the important features.

*(6 marks each)*

An adequate description showing knowledge of some relevant features.

*(4 marks each)*

Poorly described showing little awareness.

*(2 marks each)*

*(max 12 marks)*

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar.

*(3 marks)*

(ii) Coherent answer with some extra information.

*(2 marks)*

(iii) Brief or rather vague answer with some extra information.

*(1 mark)*

*Total: 21 marks*

**4** *Human Impact on the Environment*

Photographers have for many years explored the potential of the medium to record and comment on the impact which people have had on the environment. Consider briefly some of the issues making reference to specific images. Consider, in detail, the intentions of **two** contrasting photographers who have developed imagery which documents the human impact on the natural environment. (21 marks)

**Issues to consider (others may be considered by the candidate)**

Positive issues

Authenticity of photography to document

Conservation – national parks

Changes in agricultural practice

Negative images

Neglect

Abuse

Closure/exclusion.

Any three of the above (or other relevant ideas/issues) *2 marks each.* (6 marks)

**Photographers' work**

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

(max 12 marks)

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

*Total: 21 marks*

**5 Illustration**

The links between photography and illustration have become increasingly important and the photograph has replaced the drawn image on a number of occasions. Consider briefly the role of photography within the world of illustration and explain why it has become so popular. Discuss, in detail, the ideas and images of **two** photographers who have worked in the genre. Make reference to specific images. (21 marks)

**Issues to consider (others may be considered by the candidate)**

A contemporary approach for contemporary issues (Rodchenko)  
 As photography moved beyond simple recording potential increased  
 Professional photography gradually became more lively and challenging  
 At times photography reflects changes in culture – at others even influences them, advent of full colour printing opened up possibilities  
 Political debate in Europe fuelled much work. Dadaists, Brodovitch and Blumenfeld.

Any three of the above (or other relevant ideas/issues) *2 marks each.* (6 marks)

**Photographers' work**

A clearly detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

(max 12 marks)

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

*Total: 21 marks*



## Section B History and Appreciation

- 6 Despite the clear limitations of the early monochrome image, the photograph rapidly replaced the drawn or painted portrait within the mass market.
- (a) Briefly identify what made photography such a successful medium in the nineteenth century and outline its limitations.
- (b) Consider, in detail, the work of **two** portrait photographers working during this period. (21 marks)

*Make clear references to specific images within your discussion.*

### Issues to consider (others may be considered by the candidate)

New and revolutionary medium  
Affordable (relatively)  
Fast process compared to paintings  
Slow exposure times  
Reversed image in some early processes – Daguerreotypes  
Restrictions of patents  
Quality – Calotypes  
Insensitivity to some colours – other than blue/white (daguerreotypes in particular)  
Presented reality-blemishes and all.

Any three of the above (or other relevant ideas/issues) 2 marks each. (6 marks)

### Photographers' work

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness (2 marks each)

*(max 12 marks)*

### Quality of essay

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

*Total: 21 marks*

- 7 Technological developments have always had a significant impact upon the nature of the images produced. This is especially true in the case of digital technology.
- (a) Explain briefly what it is about digital imaging that has had such an impact.
- (b) Discuss, in detail, **two** areas where digital imaging is changing the practice of photography and explore relevant issues. *(21 marks)*

*Make clear reference to specific images within your discussion.*

**Issues to consider (others may be considered by the candidate)**

Simple excitement of the new

New forms of presenting the image/wider audience/self publishing on the Internet

Increasing acceptance of its perhaps temporary nature

Questions of truth – its use in news/documentary and even forensic studies

Potential for manipulation

Increased simplicity taking and reproduction of the ‘light room’ as opposed to the ‘darkroom’ control/affordability. Easier colour processing.

Any three of the above (or other relevant ideas/issues) *2 marks each* *(6 marks)*

**Areas**

A clear detailed and convincing account of the important features. *(6 marks each)*

An adequate description showing knowledge of some relevant features. *(4 marks each)*

Poorly described showing little awareness. *(2 marks each)*

*(max. 12 marks)*

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. *(3 marks)*

(ii) Coherent answer with some extra information. *(2 marks)*

(iii) Brief or rather vague answer with some extra information. *(1 mark)*

*Total: 21 marks*

- 8 The establishment of the ‘Linked Ring’ group of photographers in the late nineteenth century is often seen as a turning point in the development of photography.
- (a) Outline the aims of the group and what it was they were challenging.
- (b) Consider the work of **two** photographers working within this group. (21 marks)

*Make clear reference to specific images within your discussion.*

**(2) Group aims**

Reaction against ‘High Art’ photography (e.g. Rejlander)

Influenced primarily by Emerson (Who soon rejected the principles)

As a group they were a co-operative – membership by invitation only

Exhibiting work was of prime importance

Visual ideal. Naturalistic subjects, soft focus/limited sharpness, experimented with new photographic processes such as ‘gum’ to help support this. Photographs onto drawing paper, toned to look like chalk/crayon drawings.

Any three of the above (or other relevant ideas/issues) 2 marks each. (6 marks)

**(b) Photographers’ work**

Potential choices of photographers would include George Davidson, Frank Sutcliffe, A. Horsley-Hinton, and Fredrick Evans but others could be included.

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

(max. 12 marks)

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

*Total: 21 marks*

- 9 Many individuals have challenged established perceptions of photography and have constructed alternative principles upon which to found their photographic practices.
- (a) Outline briefly **two** relevant examples of such alternative principles.
- (b) Write a detailed account of **two** individuals who challenged established perceptions. (21 marks)

*Make clear references in your discussion to specific images.*

**Issues which may be considered (others may be considered by the candidate)**

'Portraits' – the 'likeness'

High Art Photography – Naturalism – Pictorialism

Artistic vision (Cameron) – Professional photographers

Photo-secession .... Straight photography

Modernism...Abstraction

Realism..Surrealism

Documentary... Art photography.

Any three of the above (or other relevant ideas/issues) *2 marks each.* (6 marks)

**Photographers' work**

A clear detailed and convincing account of the important features. (6 marks each)

An adequate description showing knowledge of some relevant features. (4 marks each)

Poorly described showing little awareness. (2 marks each)

*(max. 12 marks)*

**Quality of essay**

(i) Details or background information supplied with an authoritative and coherent description or analysis and correct spelling and grammar. (3 marks)

(ii) Coherent answer with some extra information. (2 marks)

(iii) Brief or rather vague answer with some extra information. (1 mark)

Total: 21 marks

## Section C Principles and Appreciation

**10** When working with artificial lighting it is essential to understand the following terms. Explain what is meant by **two** of the terms listed below and discuss the significance of each in the practice of photography.

- (a) Colour temperature
- (b) Barn doors
- (c) Slave flash
- (d) Soft box.

*(6 marks[3 marks each])*

### Meaning

- (a) Colour temperature

A way of measuring the relationship between a light source and film. A meter can be used. The light is measured in Kelvin. 5500K Electronic flash/daylight/daylight colour film. 3200K Tungsten Light source.

- (b) Barn doors

Metal shutters placed around the light source to control the width of beam of light on the subject.

- (c) Slave flash

A small device which responds to a single flash attached to the camera allowing remote firing for the rest of the flash heads.

- (d) Soft box

A heavily diffused light source allowing very even, close, lighting without significant shadows.

11 Describe what is meant by **two** of the following terms and discuss their significance when assessing exposure.

- (a) Film latitude
- (b) A grey card
- (c) Bracketing
- (d) Subject brightness range. *(6 marks[3 marks each])*

(a) Film latitude

Film is only capable of recording a limited range of tones.

Some subjects may exceed this tonal range. This problem is worse for digital images where the exposure range is even more limited.

(b) A grey card

A surface with 18% reflectance, the same as an average subject. Useful as a reference for contrast and exposure when subject presents difficulties such as no average tonal ranges.

(c) Bracketing

Taking of multiple exposures – both above and below the ‘suggested’ correct exposure. A safety net against miscalculations of exposure values.

(d) Subject brightness range

The difference in ‘luminance’ between the lightest and darkest parts of the subject being photographed. Care with metering, for example using a ‘spot’ meter, would allow the photographer to measure this range and respond accordingly.

12 Explain what is meant by **two** of the following terms and discuss the significance of each for the digital photographer.

- (a) Thumbnail
- (b) Pixel
- (c) Film scanner
- (d) Gamut.

(6 marks[3 marks each])

- (a) Thumbnail

A very small, low resolution version of the image.  
Used for sorting and finding images visually.

- (b) Pixel

The smallest area capable of resolving detail in a ‘pick up device’ (CCD) or displaying on screen. The number of pixels relates to the ‘quality’ of the resulting image.

The greater number of pixels that can be recorded in a given space the greater amount of detail that can be recorded or the larger the image can be produced.

- (c) Film scanner

A device used to transfer standard negatives and transparency materials to a digital format. A film scanner uses a CCD (either linear or area array) to achieve this and is capable of high resolutions (higher than other forms of scanner) to allow for enlargements.

- (d) Gamut

The range of colours which can be displayed or printed on a particular imaging system.  
Maybe apparent differences between screen and printed images.

13 Select **two** of the items of equipment listed below and describe how they might be of particular benefit to the photographer concerned with close-up photography.

- (a) Ring flash
- (b) Lens reversing
- (c) Extension tubes
- (d) Macro lens.

*(6 marks[3 marks each])*

- (a) Ring flash

An electronic flash mounted on the end of the lens (as with a filter). Traditionally a circular flash tube but may now often be a number of smaller tubes that can be positioned at various points around the lens.

With close-up photography this allows even light and no shadows even when working very close.

- (b) Lens reversing

An attachment that allows the standard camera lens to be mounted onto the camera body backwards to achieve high magnification with a standard lens.

Cheaper than purchase of a macro lens although there may be some compromise with quality.

- (c) Extension tubes

These fit between the lens and the camera body allowing the lens to be moved away from its normal position in order to increase magnification.

Cheaper than purchase of a macro lens although there may be some compromise with quality.

- (d) Macro lens

A lens designed to be used very close to the subject. It should be able to focus from infinity to magnifications as high as life size without the need for additional devices.

The best solution despite potential price.



**14** Photography has many professional applications. Select **two** examples from the list below, making brief reference in your answer to the intentions, working methods and equipment used.

- (a) Photojournalism
- (b) Sports photography
- (c) Aerial photography
- (d) Underwater photography. *(6 marks [3 marks each])*

- (a) Photojournalism

Purpose is to record predominantly human events, personalities, photostories editorial material. Planning, understanding of issues is essential. Generally lightweight minimal kit... hence the popularity of the Leica for this purpose. Motor drives for speed. Powerful flash may help in some situations.

- (b) Sports photography

Purpose to record personalities, events, atmosphere, significant moments for publication in papers, magazines and posters.

Equipment will vary with sport. Pitch events require long focal length lenses, action requires fast lenses, fast film. Working methods require understanding of vantage points, potential events.

- (c) Aerial photography

Survey work, creative potential, press photography.

Means of getting camera up there! Telescopic arm, balloon, aircraft.

Link flying height with focal length. Awareness of Haze/UV. Maintain high shutter speed to avoid movement.

(Other issues may be considered in all cases).

- (d) Underwater photography

A specialist area which is growing in popularity. Mainly fish and underwater plant life for specialist publications or research purposes. But has also been used in recent years even for fashion shoots.

A waterproof camera/housing! Awareness of optical changes when working underwater....focussing, extreme W/A lens helps (becomes almost 'normal' due to distortions Limited light/underwater lighting.