



**General Certificate of Education (A-level)  
June 2011**

**Art and Design (Photography)                      ARTF4**  
**(Specification 2200)**

**Unit 4: Externally Set Assignment**

***Report on the Examination***

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## **GCE Art and Design General**

*For information specific to Photography go to page 5.*

### **General**

Familiarity with the examination resulted in more appropriately structured courses this year. The different demands of each unit were, in the main, been better managed. Students continued to explore a wide range of starting points, responding to diverse ideas and themes. Both traditional and contemporary methods and approaches were seen. Increasingly, in the latter parts of courses, students developed their own ideas. Many have engaged in issues-based work. The influence of photography, across a range of endorsements, had an impact on the nature of practice.

The response of students to critical/contextual materials had a significant influence on the work produced. Materials from books, magazines, the Internet and galleries were widely used. On occasions, visits to artists' and designers' studios and workshops proved to be productive. Unfortunately, some students found it difficult to move beyond the work of artists, designers and craftspeople and failed to make meaningful connections with their own work. In the most successful examples, students demonstrated that they had learnt from the work of others and at the same time successfully developed their own visual language.

Technical skills and awareness of the nature of particular materials continued to be a key aspect of the most accomplished work. Often the development of skills was a central consideration during the AS year enabling students to develop independently and with confidence at A2. The work of some students was really exciting and displayed an impressive level of achievement, maturity and competence. Clearly, such work was the result of many hours of conscientious effort and practice.

At the core of much of the most successful work, across a range of endorsements, was the development of drawing skills as a means of researching and investigating, and developing ideas. In some cases drawings were successfully presented as final outcomes.

A continuing problem was the tension between quality and quantity. Many students produced large quantities of work but failed to develop their ideas in sufficient depth. There is no specific guidance in the specification about an ideal quantity of work. Students should be guided by the assessment objectives and consider carefully the extent to which their initial intentions are realised through their work. Successful work often provided evidence of a coherent journey, with a genuine sense of purpose. Less successful work was often fragmented and poorly executed.

Sketchbooks and workbooks continued to be a key feature of the work of the majority of students. A smaller number chose to display their preparatory work solely on mounted sheets. Such work has become an essential means for researching and developing ideas and referencing critical/contextual work. It can reveal key aspects of a student's thinking, the starting point for their ideas, the impact of their observations and the influence of the work of others. In some cases, the quality of work produced was quite outstanding and demonstrated high levels of commitment and technical skills. Unfortunately, some sketchbooks were little more than a collection of cut and pasted images from magazines that provided little insight into students' ideas or intentions. In Photography, the workbook has become a key means of providing evidence of students' explorations into different techniques alongside studies into the work of a number of photographers.

Annotations and more extended written materials continued to be widely used across all units. At best, such material provided genuine insights into students' ideas, intentions and subject knowledge. At worst, written materials took the form of fairly superficial page fillers. Successful written materials can provide evidence of students' knowledge of subject specific

terms, the reasons for making various choices and the influence of particular works of art or design.

The use of ICT was a significant feature of work across all endorsements. The Internet enabled students to access the work of a wide range of artists, designers and craftspeople. However, teachers and lecturers need to be vigilant in monitoring the websites used, steering students away from inappropriate material. Most students used a digital camera at some point in their course. Adobe Photoshop was widely used for the development of ideas. The majority of Graphic Communication students used computers extensively in both preparatory work and final outcomes.

### ***Administration, marking and moderation***

Many moderators reported improvements in the provision of essential paperwork. In the majority of centres mark sheets were correctly completed and deadlines were met. Problems occurred in a number of centres where Candidate Record Forms (CRF) and Centre Declaration Sheets were not completed prior to the moderation visit. Detailed comments on the Candidate Record Forms (CRFs) were helpful and informative.

Preparation for moderation visits was generally good, with required samples organised as an exhibition or as a collection of folders. In some centres, labelling was very helpful and clear. Useful maps, indicating exactly where samples might be found, were particularly useful. Most centres made every effort to provide a quiet environment for moderation to take place. Many moderators commented on the warm reception they received although there were still occasions when they felt under pressure to reveal marks. General feedback was generally well received and thought to be helpful.

A better understanding of the assessment objectives resulted in more accurate marking in many centres but there was a tendency to be somewhat lenient in quite a few centres. Occasionally, problems occurred when centres awarded their top student maximum marks when a far lower mark in the high sixties was appropriate. Many teachers and lecturers commented on the value of standardisation meetings and the provision of examples of work at different levels. Unsurprisingly, erratic marking was often linked to non attendance at these meetings.

### ***Assessment Objectives***

#### ***AO1***

The ability to develop ideas in a coherent manner was a key feature of the most successful work and impacted on all four assessment objectives. Successful students provided sound evidence of learning from contextual materials but at the same time developed their own visual language. Evidence of analysis and critical understanding was provided in different ways. Written materials often gave insights into students' knowledge and understanding and the reasons for making various decisions. In less successful submissions work seemed fragmented, intentions were not always clear and connections with the work of others were often somewhat superficial.

#### ***AO2***

A well organised course, at the beginning of the AS year, often gave students a good understanding of the nature and potential of a range of materials, processes and techniques. Students were able to build on these experiences when responding to a particular idea, issue or theme as they had a range of options available to them. It was clear that many hours had been spent developing these technical skills. Students were able to review, refine and communicate their ideas with confidence. In the least successful work, basic skills of handling materials failed to be developed and made it difficult for students to successfully explore ideas and realise their intentions.

### **AO3**

The availability of digital cameras and mobile phones with cameras had a significant impact on the nature of recording. Digital images often came first in sketchbooks and were followed by drawings and colour studies. However, there were many examples of carefully observed, analytical studies, which formed the basis of other work. Some students recorded ideas and observations in written form, often making notes about particular locations, or as a means of noting aspects of colour, light and texture. Initial ideas were often recorded as a series of thumbnail sketches. In Textile Design many students presented their ideas in the form of mood boards. Evidence of reflecting on work and progress was provided both visually and in written form. In some of the least successful work students packed sketchbooks with poorly selected collections of magazine images.

### **AO4**

In AS courses there was generally less emphasis on making a personal response than at A2 as many students concentrated on honing their technical skills and strategies for developing ideas. However, in some centres, students were given free rein and were encouraged to explore a wide range of personal ideas, issues and themes from the beginning of the course. This approach was often problematic as students tended to produce somewhat superficial responses. Generally, students seemed to respond well to a limited number of starting points. This was noticeable in the work produced for externally set assignments. The linking of written and visual elements was most apparent in the Personal Investigation. In the most successful examples, careful consideration and serious intent was clearly evident. Written work enhanced and informed visual elements and provided insights into the students' knowledge and understanding.

### **Photography**

Lens and light based media remains a popular endorsement and digital photography featured in a substantial number of submissions. However, the ease of digital recording resulted in some students presenting large numbers of images with little sense of purpose. The most successful students demonstrated clear intent in their photo-shoots and discrimination in selecting and presenting images. Basic image manipulation using Photoshop is still occasionally mistaken for developing an idea by less able students. The more successful students used it more purposefully to explore or develop the potential of an image. Some entirely electronic submissions were seen this year and electronic sketchbooks were presented. Centres mostly provided appropriate means for moderators to access the work. The most successful students included hardcopies of final images to demonstrate their understanding of printing techniques. Some students also explored the use of packages such as PowerPoint to present their work. Occasionally, centres have also used restricted access discussion forums on Flickr, or centre websites to good effect. Rather worryingly, some centres still see digital photography as an easy option and this has resulted in some inappropriate and weak work and a degree of inflated marking, due to a lack of understanding of the specification and the assessment objectives. Traditional darkroom work remains popular and some extremely well produced colour and black and white images were seen. Traditional work, including traditional colour printing remains a feature of some submissions particularly so in FE centres.

The *Shadow Catchers* Exhibition in London was seen by many students and resulted in a renewed interest in traditional techniques, sometimes to good effect.

### **A2 Externally Set Assignment**

Generally, the question paper was considered broad enough for students of all abilities and a range of responses were seen. A number of techniques were also used. It appears that traditional techniques have increased in popularity.

The most successful students demonstrated a good sense of development and explored the potential of the idea with a sound understanding of recording and printing techniques. Some outstanding printing was seen this year in traditional black and white and also in colour. Much more consideration of digital printing quality was noticeable in a number of submissions. The more successful students demonstrated a sound understanding of contextual references and understood the need to carefully consider presentation.

### ***Abstract Images, Light and Shadow and Combining Images***

Many students were influenced by current exhibitions and produced some interesting investigations. Digital imagery and some advanced techniques featured heavily. The most successful students clearly outlined their thinking and the use of techniques. Presentation was carefully considered.

### ***Challenging Convention***

Some interesting work was seen in response to this starting point and students demonstrated a sound understanding of techniques. Some excellent recording and carefully considered composition was seen by moderators.

### ***Documentary and Industry Buildings and Structures***

Traditional photography and digital photography was seen in response to this starting point. Printing in some cases was excellent. Less able students tended to rely upon trade processing over which they have no control.

### ***Mood and Atmosphere***

This starting point gave students opportunities to explore lighting and image content. Some students explored location photography to various degrees of success. Fairy tales was a common theme.

### ***Dance***

A number of students responded to this starting point and a range of approaches was seen. Many students explored the use of different shutter speeds and researched the culture of some dance movements.

## **Mark Ranges and Award of Grades**

Grade boundaries and cumulative percentage grades are available at [www.aqa.org.uk/over/stat.html](http://www.aqa.org.uk/over/stat.html)

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