

AO1

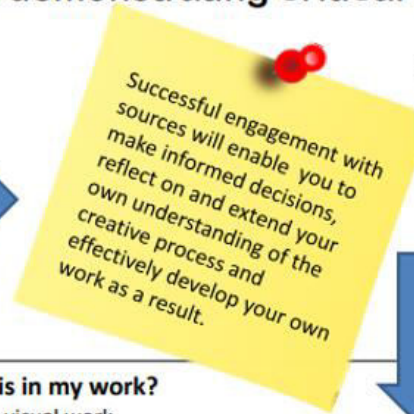
Develop ideas through investigations, demonstrating critical understanding of sources



Why should I look at different sources?

Engagement with a source such as an artist can:

- act as a springboard at the start of a project
- inspire the development of techniques
- start an investigation into materials or processes
- generate ideas
- introduce you to aesthetic considerations and ways to record and present ideas.



AO1 should be seen as an integral part of your creative journey and not a separate thing.

How does it link with AO3?

AO3 is about recording your thought and ideas through drawing and written annotation. This is what you are doing by producing research

How does it link with AO2?

AO2 is about experimenting with media and refining your ideas. How an artist has used a particular process or technique might start you off with further ideas and experimentation.

How does it link with AO4?

Connections with sources will help you in making your responses both personal and meaningful and should productively influence, inform or provide a focus for your final pieces.

How do I show this in my work?

Through written and visual work.

You need to carry out research into at least 2 different artists, designers or craft movements.

Your research page should include

- Title
- A brief introduction to the artist for example when were/are they working?
- At least 2 big clear images of the work
- Full analysis of the formal elements
- What processes do they use?
- Your own work in their style/technique (not pastiche!)
- How the work is inspiring your ideas
- What you like about their work and why
- Why you chose to look at them
- Who was the artist influenced by

Reaching for the level 8/9:

How do I show highly developed ability to effectively develop ideas through creative and purposeful investigations?

Critical understanding can be evidenced through how much you engage with the sources and how much they influence your work and allow you to develop further. Your level of understanding will be determined by how detailed your analysis and the subsequent development of their own work.

Where is it obvious that the artist has influenced your work?

Annotate your own work

- What have you produced and why?
- How does it link to the artist you have been looking at?
- Has the technique been successful and why?
- How might your work now develop?
- How has the artist impacted on your own work and ideas?

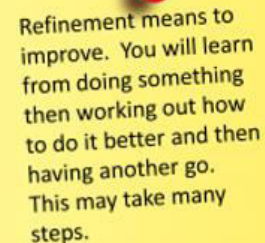
“Critical understanding is not always apparent, unless students had successfully developed their own work as a result of their findings” AQA

AO2


Refine work by exploring ideas, selecting and experimenting with appropriate media, materials, techniques and processes.

What does this mean?

You need to demonstrate that you are able to explore, progress and improve your ideas through a development journey of experimentation, trails, samples, working things out as you go.



Refinement means to improve. You will learn from doing something then working out how to do it better and then having another go. This may take many steps.



AO2 should be seen as an integral part of your creative journey and not a separate thing.

How does it link with AO1?

Experimenting in response to your chosen artists

How does it link with AO3?

Recording your ideas and observations as you experiment and as your ideas develop. Recording your decisions.

How does it link with AO4?

Your experimentation and refinement of ideas should lead to a skilful personal and meaningful response.

How do I show this in my work?

- Refine a dominant idea by trying various compositions
- Refined techniques in a variety of media
- Have you developed an idea and not just used your first idea?
- Clearly demonstrate purposeful trialling of materials supported by notes
- Attempts to mimic the style/technique of an artist in your own work
- Selection and rejection of ideas
- Problem solving
- Showing stages of development

Reaching for the level 8/9:

How do I show

A highly developed ability to thoughtfully refine ideas.

A highly developed ability to effectively select and purposefully experiment with appropriate media, materials, techniques and processes.

The level to which you experiment. Do you go through a number of processes refining along the way? Have you copied the artists work in a superficial way or have you really explored their technique? Have you taken risks and shown a highly developed creative journey as a result? Are your ideas unique?

Annotate your own work

- What have you produced and why?
- How does it link to the artist you have been looking at?
- Has the technique been successful and why?
- How might your work now develop?
- What have you learnt?
- What are your decisions?

Refinement is important not just repetition

“In weaker submissions, repetition of the same idea in a range of media was seen, with little indication of refinement. As a result, outcomes emerged without the necessary supporting evidence of decisions taken or choices made.” AQA

AO3 Record ideas, observations and insights relevant to intentions as work progresses.

Is your journey from start to finish clearly understandable and obvious to anyone looking at your work.

What does this mean?

Writing, drawing, photographing your ideas to plan, speculate, document, inform, communicate and develop ideas. Anything you record should always be informative and purposeful.

Insightful means to show a deep understanding.

Recording can take place at any point and will be evidenced throughout the whole of your project

How does it link with AO1?

Your artist research pages will include writing that records your observations, intentions and ideas as well as your own work in their style.

How does it link with AO2?

As you refine your work you should be adding notes to explain your thoughts.

How does it link with AO4?

The journey towards your personal response should be clearly recorded in your sketchbook and show coherent links back to your influencing artists.

Reaching for the level 8/9:

How do I show a highly developed ability to skilfully record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.

You need to demonstrate a high level of accuracy and skill in your work as the result of refining your technique. All visual work must be supported by detailed and insightful explanations that clearly show your intention and links back to the critical analysis of your chosen artists.

*4 marks will be deducted if you do not show any evidence of either annotation or drawing

How do I show this through writing?

- Mind maps
- Bullet points
- Notes
- Longer paragraphs

How do I show this through drawing?

- Observational drawings
- Photorealistic drawings
- Sketches
- Working drawings
- Designs
- Diagrams
- Editing on Photoshop
- Preparing laser cut files on illustrator
- Drawing with scissors
- Drawing in wire
- Free motion machine embroidery



Cameras are an excellent way to record ideas and observations from primary sources. They are also an excellent tool to document the progress of a piece of work through the different stages.


“Fewer examples of extensive downloaded information, that added little or nothing to the work, were seen. In the best instances, teachers had encouraged students to use annotation as a personal, insightful and integral part of the developmental journey.” AQA

AO4

Present a personal and meaningful response that realises intentions and demonstrates understanding of visual language.

What does it mean?

You are required to develop your ideas and use your selected sources as a springboard towards the creation of exciting, meaningful and personal responses. These responses can come at any point in your journey and be in any refined, appropriate material and technique.



AO4 does not just refer to your final piece of work. Personal and meaningful responses can be evidenced at any point in your journey.

How does it link with AO1?

The responses you produce should connect back to the artists you selected

How does it link with AO2?

Your experimentation and refining of ideas will directly improve the responses you produce

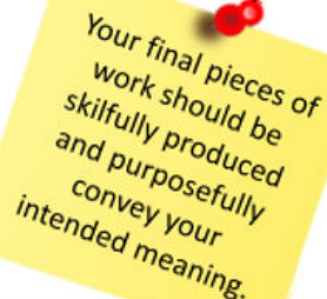
How does it link with AO3?

The journey towards your personal response should be clearly recorded with decisions explained

Reaching for the level 8/9:

How do I show a highly developed ability to competently present a personal and meaningful response and realise intentions with confidence and conviction and a highly developed ability to demonstrate understanding of visual language?

The greater the connection you make with the selected artists the more complex your development and final pieces of work should be. The confidence and conviction refers to high level of skill expected in the execution of your idea.



Your final pieces of work should be skilfully produced and purposefully convey your intended meaning.



How do I show this in my work?

Within AO4, you must show how you can use visual language to communicate your ideas through the formal elements of art..

- Line
- Colour
- Pattern
- Texture
- Form
- as well as the appropriate visual format you use to produce your work.
- Shape
- Composition
- Scale

The direct copying or pastiche of an image is not sufficient evidence for AO4.

A final piece of work can be in any format e.g. a painting, photograph, textile piece, sculpture but it should be what we call 'exhibition ready'. Could you imagine it being in an art exhibition?

“In the most successful submissions, ‘personal and meaningful responses’ flowed organically throughout the work rather than being seen as a summative bolt-on activity” AQA