

# Pearson Edexcel Level 3 GCE

## Art and Design

Advanced Subsidiary

Paper 02: Externally Set Assignment

Summer 2016

Period of sustained focus: 10 hours

Paper Reference

**8AD0/02**

**You do not need any other materials.**

### Instructions to teachers

Hard copies of this paper will be posted to centres on receipt of estimated entries. The paper should be given to the teacher-examiners for confidential reference as soon as it arrives in the centre in order to prepare for the Externally Set Assignment.

This paper may be released to candidates on 1 January 2016 and it is also available for download on the GCE Art and Design section of our Pearson Edexcel website from this time.

There is no prescribed time limit for the preparatory study period.

The 10-hour period of sustained focus under examination conditions should be the culmination of candidates' studies.

### Instructions to Candidates

This paper contains the theme and suggested starting points to be used for the preparatory studies and the period of sustained focus. You are advised to read the entire paper.

This paper contains the Externally Set Assignment for the following titles:

8AD0/02 Art, Craft and Design

8FA0/02 Art and Design (Fine Art)

8GC0/02 Art and Design (Graphic Communication)

8TE0/02 Art and Design (Textile Design)

8TD0/02 Art and Design (Three-Dimensional Design)

8PY0/02 Art and Design (Photography).

(Please note that what were formerly known as 'Endorsements' are now referred to as 'Titles' and 'Units' are now 'Components').

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**PEARSON**

Your submission for this Externally Set Assignment should be based on the theme given in this paper.

**The starting points in each section will help you form ideas. You may follow them closely, use them as a source of information or produce your own individual response of the theme. Please read the whole paper as any section may provide you with inspiration.**

### **Assessment Objectives**

You should provide evidence that fulfils the four Assessment Objectives:

AO1 Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding

AO2 Explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops

AO3 Record ideas, observations and insights relevant to intentions, reflecting critically on work and progress

AO4 Present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements

### **Preparatory studies**

Preparatory studies will respond to the Externally Set Assignment theme and may include sketchbooks, notebooks, worksheets, design sheets, large-scale rough studies, samples, swatches, test pieces, maquettes, digital material... anything that shows fully your progress towards your outcomes.

Your preparatory studies should show evidence of:

- your development and control of visual literacy and the formal elements (tone, texture, colour, line, form and structure)
- an exploration of techniques and media
- investigations showing engagement with appropriate primary and secondary sources
- the development of your thoughts, decisions and ideas based on the theme
- critical review and reflection.

### **Period of sustained focus**

During the 10-hour period of sustained focus you will produce your final outcome(s) responding to the Externally Set Assignment theme, based on your preparatory studies. The period of sustained focus may take place over more than one session. You will not be able to access your work outside of these sessions. Once the 10-hour supervised period has ended you will not be able to add to or alter your work.

## **The theme is: TRANSFORMATION**

States of change have always provided a rich source of subject matter for artists and craftspeople. The physical transformation of an object or person through the process of ageing has inspired artists throughout history. The 'cadaver' or 'transi' tombs of the Middle Ages were carved with bodies gruesomely depicted in a state of decay. These are a perfect contrast to the numerous 'Madonna and Child' paintings of the same period. Artists of the Romantic Period were fascinated by the ruins left by former civilisations.

Portrait painters are often intrigued with how the process of time has changed their own appearance. Stanley Spencer is one of many artists who have documented their own ageing with periodic self-portraits.

The environment is in a daily state of change from dusk to dawn and through the seasons. Some changes are slow and imperceptible, others are sudden and dramatic. Human occupation of the planet results in constant and major alterations to land, sea and cityscape. These changes have inspired many artists such as Peter Prendergast and Edward Burtynsky.

When artists are working with any material, whether paint, paper or stone, they alter its texture and surface qualities. Sculptors such as Daniel Chester French exploit the translucent qualities of marble and Anish Kapoor uses the reflective nature of polished metal.

The digital manipulation of images has revolutionised the way artists and designers can easily distort, amalgamate and transform visual material. With the freedom offered by new technology it seems artists and designers are limited only by the power of their imaginations.

Here are some other suggestions that may stimulate your imagination:

- sunrise, sunset, moonrise, northern lights
- spring, summer, autumn, winter
- age, growth, birth, restoration
- adornment, rites of passage, weddings, funerals
- cooking, burning, eating, cleaning, repairs, tools
- dressing up, acting, masquerades, make-up, disguise
- demolition, oxidation, erosion, mould, decay, recycling, weathering
- agriculture, transportation, landfill, quarrying, machinery

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**Theme: TRANSFORMATION**

**Title: 8AD0/02 Art, Craft and Design**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

For 8AD0/02 Art, Craft and Design you will have been working in two or more of the titles 8AD0/02–8PY0/02 in Component 1. For this Externally Set Assignment, you can choose to work in just one of the 8AD0/02–8PY0/02 titles or continue to work in more than one.

You may wish to begin developing ideas by reading the starting points in the title (8AD0/02–8PY0/02) that you are most familiar with. The five titles are:

**8FA0/02 Fine Art** – pages 6, 7, 8 and 9

**8GC0/02 Graphic Communication** – pages 10, 11, 12 and 13

**8TE0/02 Textile Design** – pages 14, 15, 16 and 17

**8TD0/02 Three-Dimensional Design** – pages 18, 19, 20 and 21

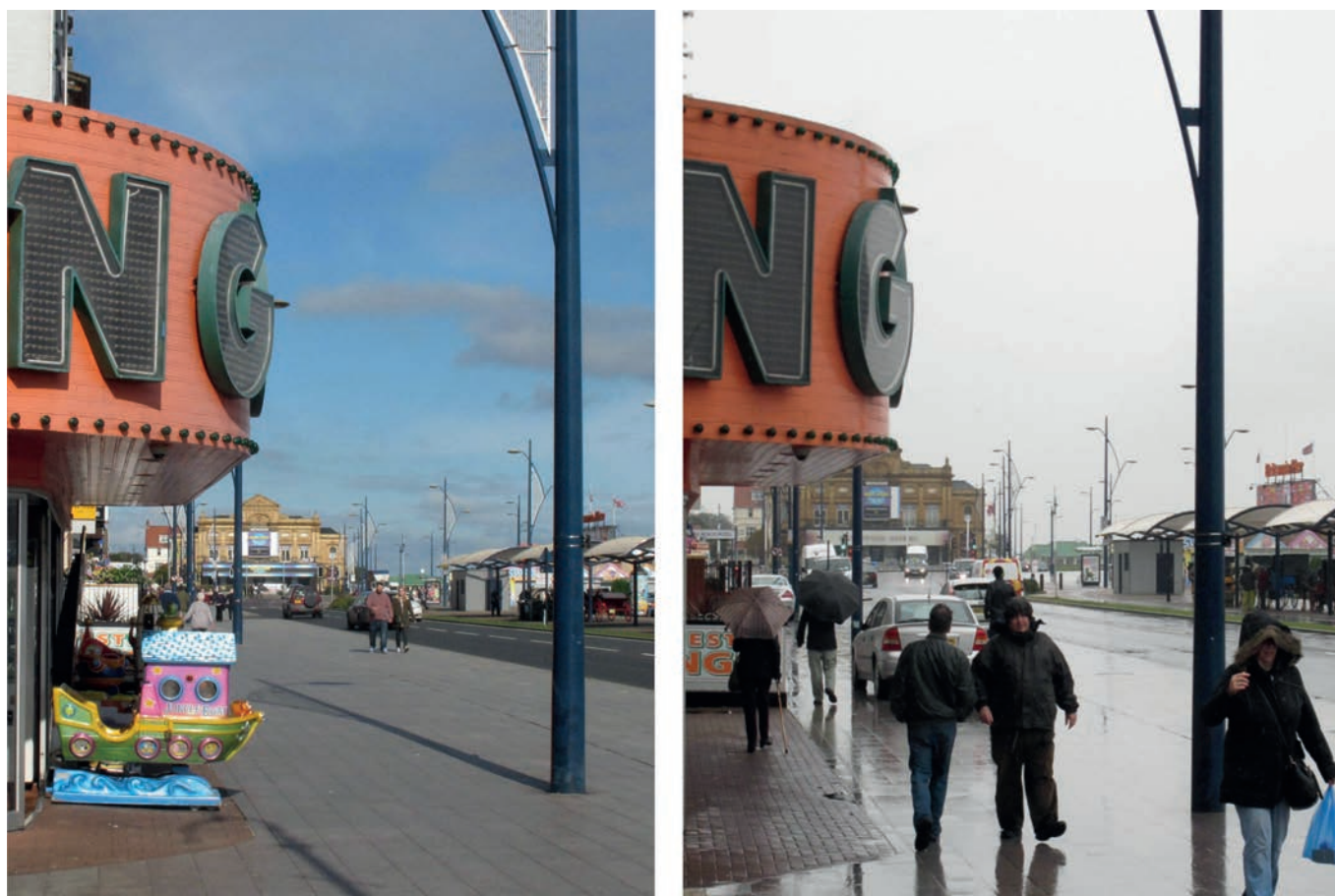
**8PY0/02 Photography** – pages 22, 23, 24 and 25

**Theme: TRANSFORMATION**

**Title: 8FA0/02 Fine Art**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

Landscapes, seascapes and cityscapes are in a permanent state of flux brought about by the changes in light, weather and flora as the seasons change. Impressionist artists (along with many others throughout history) were greatly inspired by these transformations. Some would return to the same scene over and over again to attempt to capture the transient conditions. Monet's many studies of haystacks and Rouen Cathedral, as well as Camille Pissarro's studies of Rouen Bridge, are examples of this.



(Source: RM)

Yarmouth  
**RM**  
*photograph*

**Theme: TRANSFORMATION**

**Title: 8FA0/02 Fine Art**

Portrait artists have often been fascinated by the subtle changes in the human body and face over time and document these transitions by making periodic self-portraits. One of the most famous of these is Rembrandt but there are many others such as Lovis Corinth and Avigdor Arikha. Other artists observe friends or lovers through transition, such as Maggi Hambling's sensitive studies of Henrietta Moraes.



Self-portrait at the age of 34  
**Rembrandt van Rijn**  
*painting*



Self-portrait at the age of 63  
**Rembrandt van Rijn**  
*painting*

**Theme: TRANSFORMATION**

**Title: 8FA0/02 Fine Art**

Kinetic sculptures are in a perpetual state of transformation and their motion is compelling to the spectator. The power in these works is often driven by natural forces and the mechanisms vary, from simple wind-driven panels to extremely complex gears and pulleys. The mechanical elements often add to the visual aesthetic. Anthony Howe and Theo Jansen create incredibly sophisticated pieces.



Strandbeest  
**Theo Jansen**  
*photograph*



**Theme: TRANSFORMATION**

**Title: 8FA0/02 Fine Art**

The process of chemical erosion, whether natural or man-made, produces unique colours and surface textures. The effects of mildly acidic rainwater – dissolving limestone, causing iron to rust, and oxidising copper and bronze, have inspired many artists. The decay of once prestigious buildings influenced many paintings of the Romantic Period. Interestingly, etching in printmaking relies on this process to produce unique characteristics. Giovanni Piranesi's etchings documented famous ruins, such as the Colosseum, which along with most ancient and modern buildings, continue to be eroded by acid rain.



Chepstow Castle  
**Martin Robert Holehouse**  
*photograph*

Further contextual references for this title 8FA0/02 can be found at <http://qualifications.pearson.com/en/home.html>

**Theme: TRANSFORMATION**

**Title: 8GC0/02 Graphic Communication**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

Interesting transformations occur when geographically different cultures interact. Impressionism was partly influenced by Japanese art, which was then in turn transformed by exposure to Western art.

The contemporary designer Jonny Wan has created a contemporary version of the same blending of cultures, bringing together elements of Oriental Paper Cut art, Inuit art, and Pop Art. The *Big Hands* animations of Ray Lei are another example where Chinese aesthetics meets the Pop Art imagery of The Beatles' *Yellow Submarine*.



(Source: jonnywan.com)

Wise Man  
**Jonny Wan**  
*illustration*

**Theme: TRANSFORMATION**

**Title: 8GC0/02 Graphic Communication**

Designer Jessica Walsh said, 'You can get more interesting results by getting off the computer and working with your hands'. Partly inspired by Sandy Skoglund and Joseph Cornell, she has made highly effective use of fabricated three-dimensional sets and sculptures, which are intended to be seen as two-dimensional promotional images. Her work for the Aishti Minis department store and Frooti are good examples of these transformations.



(Source: Sandyskoglund.com)

The Lost and Found  
**Sandy Skoglund**  
*surrealist art and installation*

**Theme: TRANSFORMATION**

**Title: 8GC0/02 Graphic Communication**

Objects and creatures from both the natural and man-made worlds can serve as inspiration for surprising and creative transformations in packaging. Görtz shoes for children are presented at point of sale in beautiful bird-shaped bags, each one bearing a shoelace in the form of a colourful worm in its beak. Smirnoff's peelable bottles for the *Caipiroska* range have an outer packaging that takes the form of the skin of the fruit that flavours the vodka. The Deli Garage has produced a range of parmesan cheeses shaped as pencils, which can then be 'shaved' with the use of a pencil sharpener included in the packaging.



(Source: Coloribus.com)

Görtz Shoelace Bird  
**Gurtlerbachmann GmbH**  
*bag*

**Theme: TRANSFORMATION**

**Title: 8GC0/02 Graphic Communication**

The success of a product can be completely transformed by rebranding, but finding the right balance between continuity and change can be tricky. The Starbucks mermaid logo has evolved seamlessly through several historic stages and now is so well identified that the brand name is no longer needed.

It is too early to tell whether Pepsi's new logo will be successful. KFC, PayPal, Holiday Inn, and the BBC have all changed with various degrees of subtlety and success. Tropicana famously got it wrong with a disastrously dull relaunch in 2010, whilst Innocent went from strength to strength with its highly effective repackaging in 2004.



(Source: RM)

The Starbucks mermaid logo

**RM**

*graphic design*

Further contextual references for this title 8GC0/02 can be found at <http://qualifications.pearson.com/en/home.html>

**Theme: TRANSFORMATION**

**Title: 8TE0/02 Textile Design**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

The use of soluble fabric, film and paper has revolutionised embroidery by allowing needlework stitches to exist in three-dimensional space and letting light penetrate from all directions. Stitching becomes the actual structure of the object rather than acting as a decoration. Textiles produced in this way can have the subtlety and delicacy of cobwebs and cocoons, or the density and complexity of bramble hedgerows. Valerie Campbell-Harding and Jan Beaney are two designers who exploit this technique.



Full Frame Shot of Wet Spider Web  
**Esther Beukema/EyeEm**  
*photograph*

**Theme: TRANSFORMATION**

**Title: 8TE0/02 Textile Design**

The abstraction and transformation of natural forms, to create interwoven and tessellated patterns for fabric continue to influence fashion and interior designers. The Gothic inspired twists and weaves of William Morris's designs such as *Lodden 1883* is an example of this. Valentino and Zuhair Murad's 2013 *Fall* collection focused on natural forms exploiting their complexity.



(Source: RM)

Ivy and Bark  
**RM**  
*photograph*

**Theme: TRANSFORMATION**

**Title: 8TE0/02 Textile Design**

Some fashion designers distort and change the shape of the human figure, whereas others rely on following its form to give their fabrics and prints vigour. Trends of the day exert huge influence on designs. Victorian high fashion, which featured crinolines, bustles and corsets made from whalebone and wire, fundamentally changed the shape of the figure. Contemporary fashion designer Iris van Herpen uses cutting edge technology such as 3D printing to create structures from various materials in order to transform the body.



DBKDPW  
**Iris van Herpen**  
*fashion design*



**Theme: TRANSFORMATION**

**Title: 8TE0/02 Textile Design**

Using the urban environment for inspiration can produce some fascinating textile pieces; the soft flexible nature of fabric contrasts strongly with the rigid geometry of concrete and steel. The transformation of the built environment has inspired artists such as Emilie Faif in her free-standing sculpture *Paris/New York* and also Yin Xiuzhen in her installation *Portable Cities*. Other pieces such as Rushton Aust's massive wall hangings physically interact with architectural structures.



Simple and Light as a Dream  
**Yin Xiuzhen**  
*sculpture*

Further contextual references for this title 8TE0/02 can be found at <http://qualifications.pearson.com/en/home.html>

**Theme: TRANSFORMATION**

**Title: 8TD0/02 Three-Dimensional Design**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

Products do not have to exist in a single fixed state. Stokke's *Tripp Trapp* chair has the ability to transform itself and grow with the child who is using it. *Hanabi* by Nendo is a light that has a shape memory that makes the lampshade open up and 'bloom'. Made from a special 'memory alloy', the bloom opens as the heat of the bulb warms the lampshade.

Frank Tjepkema's *Do Break Vase* can be transformed into a unique object by being deliberately broken by the user. It remains whole and functional due to a silicone underlayer binding the broken ceramic form.



Hanabi Light  
**Nendo**  
*design*

**Theme: TRANSFORMATION**

**Title: 8TD0/02 Three-Dimensional Design**

Buildings do not normally appear to dance. However, one half of Frank Gehry's apartment block *Dancing House* in Prague appears to be dancing with its other half, transforming a normally static object made of steel, concrete and glass into a tangoing couple.

The Reichstag Building in Berlin, once a symbol of Nazism and later of Germany divided during the Cold War, has been transformed by Norman Foster. Now, a public viewing gallery with a spiralling glass cupola directs and streams light into the building, symbolising the new openness and freedom of the unified country.



Dancing House  
**Frank Gehry**  
*building*

**Theme: TRANSFORMATION**

**Title: 8TD0/02 Three-Dimensional Design**

Markets change and evolve and so designers must update products to keep pace with them. The same basic product can undergo radical transformations as the client base evolves and matures. Apple's personal computer has twice been completely transformed.

The original 'beige box', whose identity spoke of being a 'helpful friend' rather than a forbidding technological device, then became the desirable and fun Candy iMac. This has more recently morphed into the 'cool chic' of the minimalist but intuitive 'i' series: iPad, iPod, iPhone. Dieter Rams, who inspired Apple's designer Jonathan Ive, said, 'Good design is like an English butler', implying discretion, instinctive understanding of the consumer's needs, and good taste.



**Candy iMac**  
*computer*

**Theme: TRANSFORMATION**

**Title: 8TD0/02 Three-Dimensional Design**

Abandoned industrial spaces can be transformed into imaginative venues for theatrical productions. Punchdrunk's 2015 production *The Drowned Man*, a retelling of *Woyzeck*, was staged across several rooms in a disused postal sorting office. *Sucker Punch* in 2010 transformed a warehouse into a vast boxing arena, complete with giant punchbags dangling from the ceiling and a stage encircled with mirrors.



(Source: imagesource.com)

**Abandoned Building**  
*photograph*

Further contextual references for this title 8TD0/02 can be found at <http://qualifications.pearson.com/en/home.html>

**Theme: TRANSFORMATION**

**Title: 8PY0/02 Photography**

**The starting points in this paper may help you form ideas. You can follow them closely, use them as a source of information or produce your own individual response to the theme. Please read the whole paper as any section may provide you with inspiration.**

Through the simplest of means a photograph can transform a moment of time into something completely unexpected. In William Klein's photograph *Dance in Brooklyn* two children playing in the street are altered by an exposure that is fractionally too long to make a sharp image and are transformed into something other worldly and macabre. Otto Steinert and Francesca Woodman explored similar effects of shutter speed.

The addition of a mask or simply an awkward pose can also be unsettling, such as in photographs by Eugene Meatyard and Diane Arbus. Arbus's photograph *Child with Toy Hand Grenade in Central Park* perhaps reflected a wider anxiety in American society at the time of the Vietnam War.



Dance in Brooklyn  
**William Klein**  
*photograph*

**Theme: TRANSFORMATION**

**Title: 8PY0/02 Photography**

Context can change how a photograph is perceived. Pictures apparently taken for one purpose can have a different interpretation when put into a different context. How can an apparently simple snapshot of a cup of tea on a gingham table cloth be an important 'Art' photograph? Martin Parr set out to gently provoke the accepted idea of 'classic' photography with this image. Richard Prince, Ed Ruscha, Sherrie Levine, Cindy Sherman and Andy Warhol have also explored similar themes of context and appropriation.



A Cup of Tea  
**Martin Parr**  
*photograph*

**Theme: TRANSFORMATION**

**Title: 8PY0/02 Photography**

Our lives are constantly undergoing change and transformation. The seasons change. The weather changes within a single day or hour. The quality of light or a person's mood can alter within seconds. Towns and cities undergo processes of decay and renewal as buildings are torn down and new ones put up.

From the earliest days of the medium, photographers have set out to document and record change and transformation. In different ways Roni Horn, Sze Tsung Leong, Rineke Dijkstra, Allan Sekula and Hiroshi Sugimoto have explored this subject.



(Source: imagesource.com)

**Demolition Site**  
*photograph*



**Theme: TRANSFORMATION**

**Title: 8PY0/02 Photography**

The opening scenes of Ingmar Bergman's film *Wild Strawberries* show how an ordinary street can be transformed into a surreal nightmare through music, intercutting, changes of scale and lighting. Influenced by surrealists such as Giorgio de Chirico and Salvador Dali, Bergman attempted to make visible the unconscious mind of the protagonist. The most mundane and ordinary situations can be altered by lighting and careful composition. André Kertész's *Meudon* and the photographs of Gregory Crewdson are further examples.



(Source: imagesource.com)

**Street Scene**  
*photograph*

Further contextual references for this title 8PY0/02 can be found at <http://qualifications.pearson.com/en/home.html>

Theme: TRANSFORMATION

*(Please refer to the separate document with details of these contextual references.)*

## **Acknowledgments**

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