

AO1 is about developing ideas from a starting point to a final piece. This is done through mind-mapping, sketches and studies related to the work of other artists, designers and craftspeople. You need to analyse and understand these contextual sources, and develop your ideas in a personal way.

used a mind-map, spider gram or mood board to consider a range of possibilities?	
chosen a starting point that will keep your interest?	
chosen a starting point which makes best use of your strengths and abilities?	
chosen a starting point that allows you to develop your skills and understanding?	
found suitable source materials? Accessible places for photos ?	
collected both primary and secondary source material?	
selected material that is relevant to your theme?	
Named artists/Photographers on any secondary source material?	
included personal notes or studies that demonstrate your understanding ?	
worked from a variety of different sources?	
worked in a range of media/photographic techniques appropriate to your intentions?	
selected and presented your work so that the 'journey' is clear?	
produced practical work/taken images from your research?	
included notes or annotations to record your thoughts and ideas?	
made your work personal, not just copied material?	
selected and presented your work carefully?	
analysed and understood starting points?	
analysed and understood source materials? Appraisals?	
made connections between images? made connections between ideas ?	
have you researched and presented your ideas on the context of a work of art, craft or design or Photography such as:	
- when and where and how it was produced?	
- how it reflects its cultural background?	
- how it shows different ways of seeing the world in visual terms?	
- The work's purpose and meaning?	
- its symbolic, religious, spiritual or practical function or significance?	
- its personal, social, historical significance?	

Assessment Objective 2 is about refining your ideas through selecting and experimenting with appropriate resources, media, materials, techniques and processes. There are various ways of using these to develop ideas and create a personal response.	
considered how other artists and designers and photographers have used media and processes?	
experimented and practised with your chosen materials and techniques?	
worked with familiar as well as new media and techniques?	
used contextual references in your development work?	
tried out a range of different media and techniques?	
tried out different combinations of media and techniques ?	
experimented with different scales and forms - large/small or close-ups, 2D or 3D?	
experimented with combining different images, layers, filters and brush effects using digital manipulation software?	
tested different glaze combinations on samples of fired clay?	
tried out different combinations of colours when surface printing?	
used a range of different media, processes and techniques?	
practised and refined your control of your chosen media and techniques?	
made links to relevant artists and designers and photographers ?	
kept technical notes or annotations for your examples of your different approaches and experiments?	
produced a series of studies showing your developing ideas?	
produced work on different scales?	
Photography (additional thoughts for photographers as well as above)	
Explored viewpoints and compositions?	
Experimented with different exposures and timings?	
Tried different digital and darkroom processes?	
Combined images?	
Using media, materials, techniques and processes in your final piece	
selected and presented your studies carefully?	
made use of your discoveries?	
made clear links between your work and that of other artists, designers and craftspeople and photographers?	

Assessment Objective 3 is about recording your ideas, observations and insights, which can be in visual, written and other forms. You should work from a range of experiences and stimulus materials, as each of these could lead you to different ways of developing your ideas. You should reflect upon your work, and consider what you have achieved at each stage and what you will do next.	
made use of drawings, sketches, photographs and experiments with different media?	
collected images from a variety of sources? used primary and secondary sources to inform your ideas?	
organised your initial recordings into a sketchbook or presented them on sheets ?	
Recording to develop ideas	
kept all sorts of possibilities in front of you?	
tried out different layouts or combinations of images and ideas?	
experimented with different media and techniques?	
worked on a different scale?	
re-visited and explored influences through different techniques and processes?	
Reflecting on ideas	
producing additional experiments or studies?	
using annotations alongside sketches, designs and images?	
added written or spoken commentary (show journey)?	
organised your studies into a sequence that shows the development of your ideas?	
Recording observations	
recorded objects, artefacts, people and places?	
used the work of artists, designers and craftspeople?	
selected and experimented with different media?	
made detailed analytical studies?	
made quick sketches, taken photographs or produced models or samples?	
made contact sheets to show evidence recorded ?	
When drawing to record observations have you:	
selected appropriate media and techniques?	
looked carefully at your subject?	
recorded formal or visual qualities such as line, tone or texture?	
developed and refined your skills?	
worked from a range of sources and influences?	
When using photography to record observations have you:	
selected and framed your subject carefully?	
chosen interesting viewpoints?	
explored the formal elements such as colour, tone and form?	

controlled composition?	
controlled focus and depth of field ?	
controlled lighting and/or exposure?	
Recording insights and intentions	
organised your observations carefully?	
used a range of approaches and processes?	
demonstrated your understanding of visual and formal elements?	
demonstrated connections with contextual sources and the way other artists and designers and photographers work?	
shown that you have reviewed and developed your work?	
Reflecting on your work and progress	
looked back on your work and considered what and how you have recorded?	
considered how you have selected and developed your ideas and images?	
used studies, analytical sketches and development studies?	
thought about how you have used various media and processes?	
refined and developed your skills and approach as your ideas have progressed?	
used contextual material?	
demonstrated critical skills?	
thought about how you could develop your ideas further?	

Assessment Objective 4 is about presenting a personal, informed and meaningful response, from your initial research through to the final piece. You need to demonstrate analytical and critical understanding as you respond to your theme.

When making a personal response have you:

considered different themes or approaches to your selected section from the exam paper ?

carefully selected and studied your influences and sources?

made a personal choice about materials, media and working processes?

experimented with media, materials and techniques?

recorded and developed your ideas in a personal way?

presented your work carefully?

realised your intentions? Completed as planned ?

When developing your personal visual language have you:

selected appropriate influences/source material?

worked with different media and processes?	
experimented with media, materials and techniques?	
recorded and developed your ideas in a personal way?	
realised your intentions? Completed as planned?	
When making an informed response have you:	
investigated your influences and source material?	
selected and used your chosen materials, media and working processes?	
experimented with media, materials and techniques?	
selected, recorded and developed your ideas?	
developed your skills of observation and analysis?	
realised your intentions? Completed as planned ?	
When demonstrating critical understanding have you:	
looked closely at the work of other artists, designers and craftspeople and photographers?	
considered how images, artefacts and products relate to the time, place, society and culture in which they were produced?	
shown that you appreciate a variety of approaches, methods and intentions of contemporary and historical artists, craftspeople and designers and photographers?	
used your knowledge and understanding of the work of others to develop and extend your thinking and ideas?	
recorded the influence of your contextual sources on your own work through studies, sketches, photographs, diagrams, drawings and/or annotations?	
When realising your intentions and making a meaningful response have you:	
selected and recorded from appropriate source material?	
selected and controlled media, techniques and working methods?	
recorded and refined your ideas?	
developed and completed a final piece or pieces?	
made connections between your work and your contextual sources?	
organised and presented your work?	
Making connections and presenting a personal response, have you?	
provided evidence of developing your ideas?	
shown that you have experimented with different media, materials and techniques?	
shown that you have considered different working methods and processes,	

and selected and used some of them in your personal work?	
recorded your initial response to a theme or brief?	
recorded your observations and insights into your influences?	
recorded your ideas, observations and insights into both your own work and that of other artists, designers and craftspeople and photographers?	
presented a personal response to your theme?	
provided evidence of the connections between your work and contextual material?	