

GCSE Art and Design

Art, Craft & Design

AO1: 27 / 30

AO2: 27 / 30

AO3: 27 / 30

AO4: 25 / 30

Total: 106 / 120

MY CREATIVE STATEMENT COMPLETION OF THIS SECTION IS COMPULSORY

Complete and submit this statement with your work as it may be beneficial to the moderation process and will be referred to when it is assessed (expand boxes below if required).

To place your submission in a suitable context, use the template below to:

Explain the MAIN IDEA for this assignment

MY CREATIVE STATEMENT: Joseph Boudier

Explain the MAIN IDEA for this assignment

The main idea for this assignment was to focus around the theme of "American Society and Culture". The intention was to express my artwork across as many different mediums as possible including paper, canvas, acrylic, spray paint, pencil work, collage and others. The theme of American Society and Culture was broad enough to cover a lot of interesting topical themes of recent years including US politics covering elections, protests, racial division and conflict plus iconic American cultures including sports, music, film, brands and clothes. The US landscape was also very interesting with fascinating skylines and impressive architecture. I was also keen to include the topic of mental health in a fast-moving American society. I was keen to use my own artistic style plus understand how other artists have expressed their own view of American society and culture.

Describe the CONTEXT (influences, purposes and meanings) of your work

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One of the most thought provoking elements of my work was the concept of "Is graffiti Art or is graffiti vandalism?". The word Graffiti is a Greek word meaning to scratch, to draw, to write and comes from ancient times. It was used to tell a story, to express and communicate. I was keen to understand the progression of graffiti in America as an art form. I learnt in the late 1960's in New York and Philadelphia that people used graffiti as a personal mark known as a tag. It was used to cover walls, benches and subway cars. As time progressed the work became more artistic, colourful and thoughtful. It was part of the hip-hop movement and became a way for young people to unite and express themselves. I have been influenced by Jean Michel Basquiat of the 1980's who had inspired other artists such as Marc Powell and Banksy today. The play on words theme is fascinating particularly now with Banksy and has now become an easier way for people to visualise a point of view with pictures and images rather than traditional sometimes boring text. I have also been influenced by Richard Hambleton who was also an inspirational influence of the late 1980's in the graffiti street art movement. Today street art is still a huge movement. 21st Century Artist Thierry Guetta known as Mr Brainwash has been a big influence on my art due to the positivity in his work with themes such as 'Never Never Give Up', 'Life Is Beautiful' and 'All You Need is Art' covering the street and pop art theme. From a landscape point of view, I have been influenced by UK based Paul Kenton for his cityscape paintings which captures the unique energy of cities across the world. He somehow captures the movement in his paintings that I have found fascinating and interesting.

REFLECT on your work critically as it progresses and on its completion

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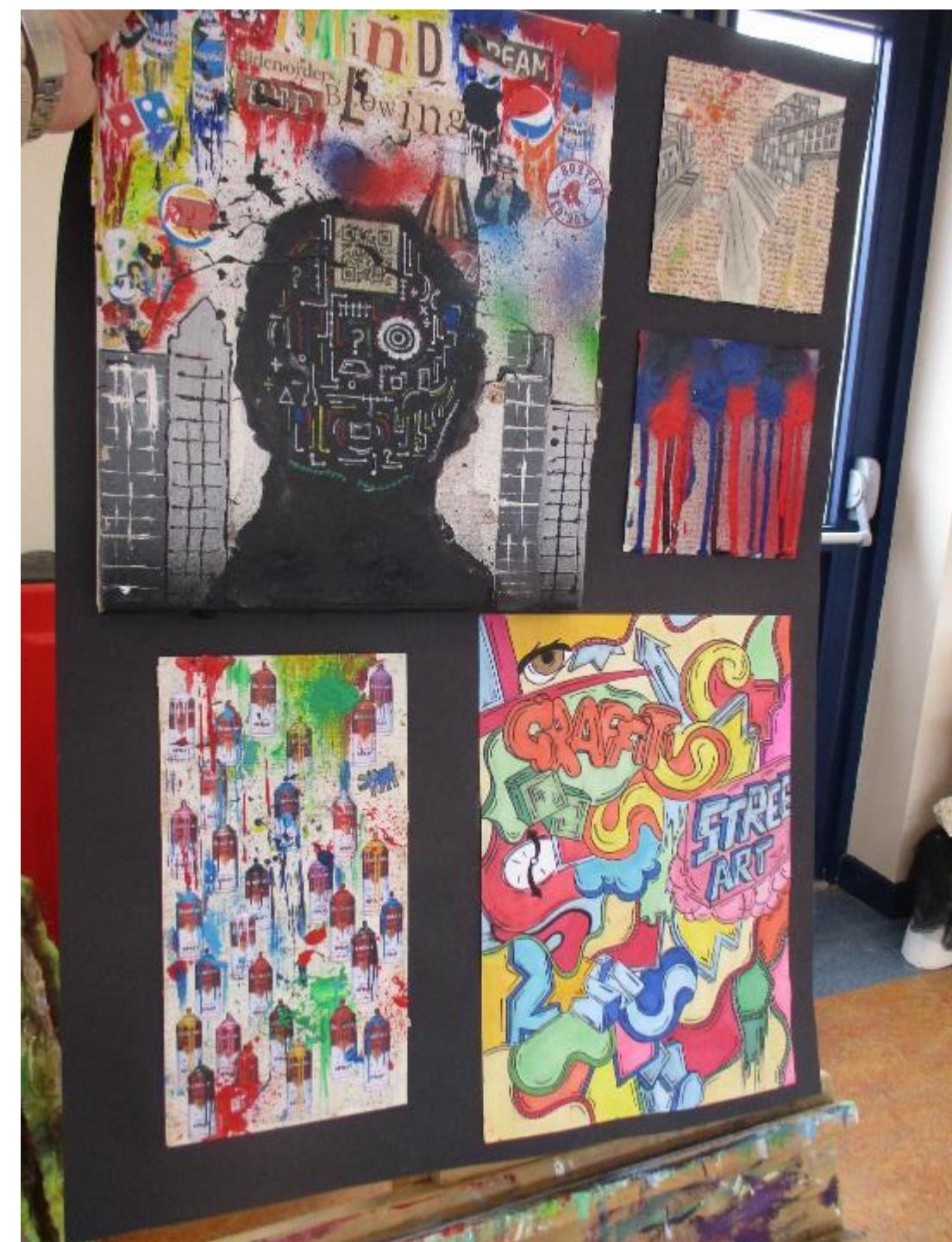
My work around this topic has been interesting and inspiring. My artist response to Paul Kenton was one of my favourite pieces where I have tried to combine the energy of a traditional American street / skyline with iconic American brands and icons, using the iconic American Spiderman character. I have captured key brands on buildings as a reference point to the current cultural climate in America.

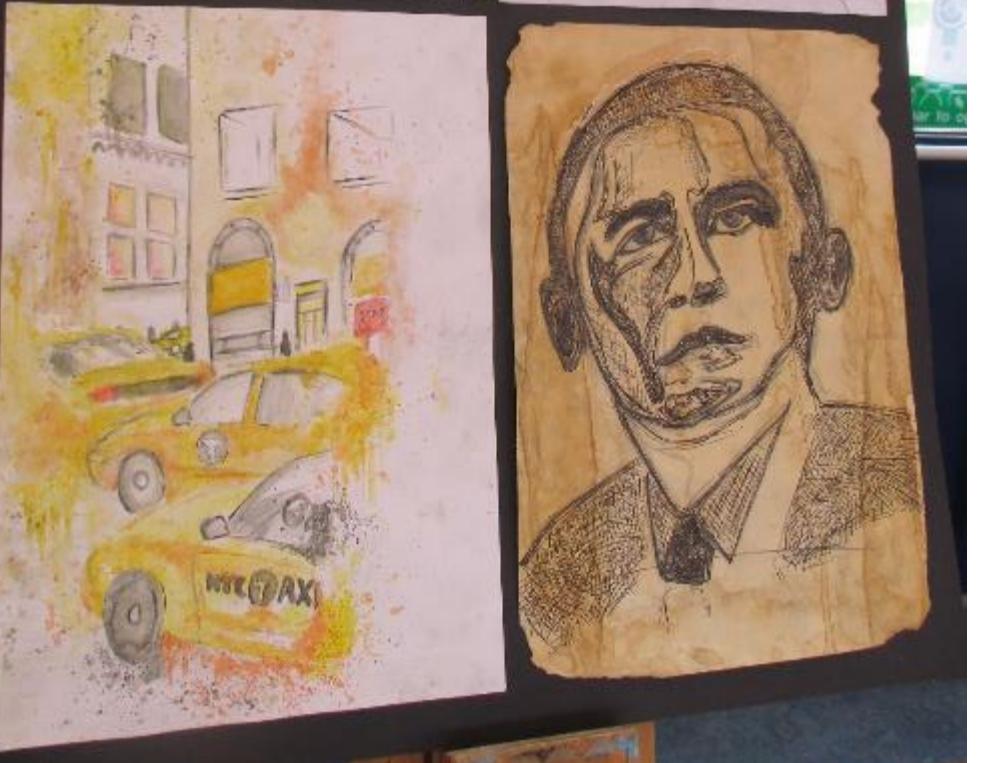
For my final piece my aim was to capture the street / pop art theme on a single canvas combining the influences of Banksy, Mr Brainwash, Richard Hambleton and Jean Michel Basquiat reflecting typical American culture. I aimed for it to be thought provoking and not immediately recognisable forcing the viewer to spend more time examining the piece. The aim was to communicate a feeling of confusion and being overwhelmed in a culture in America that has many demands and mental health pressures on individuals.

I was also keen to not only demonstrate my street art skills and knowledge but to also show my traditional sketch and shading work. I therefore created the image of the canvas on an easel. I have tried to capture the artist at work in his or her studio. This has enabled me to add additional iconic American society and culture influences.

I am very proud of the work I have done around this topic and have found it inspirational. I have learnt a great deal from many great artists. The journey was sometimes tough due to the size of the topic concerned and on occasion it felt slightly overwhelming in terms of the direction I could go. The final piece however has enabled me to capture all of the key elements I wanted to show.

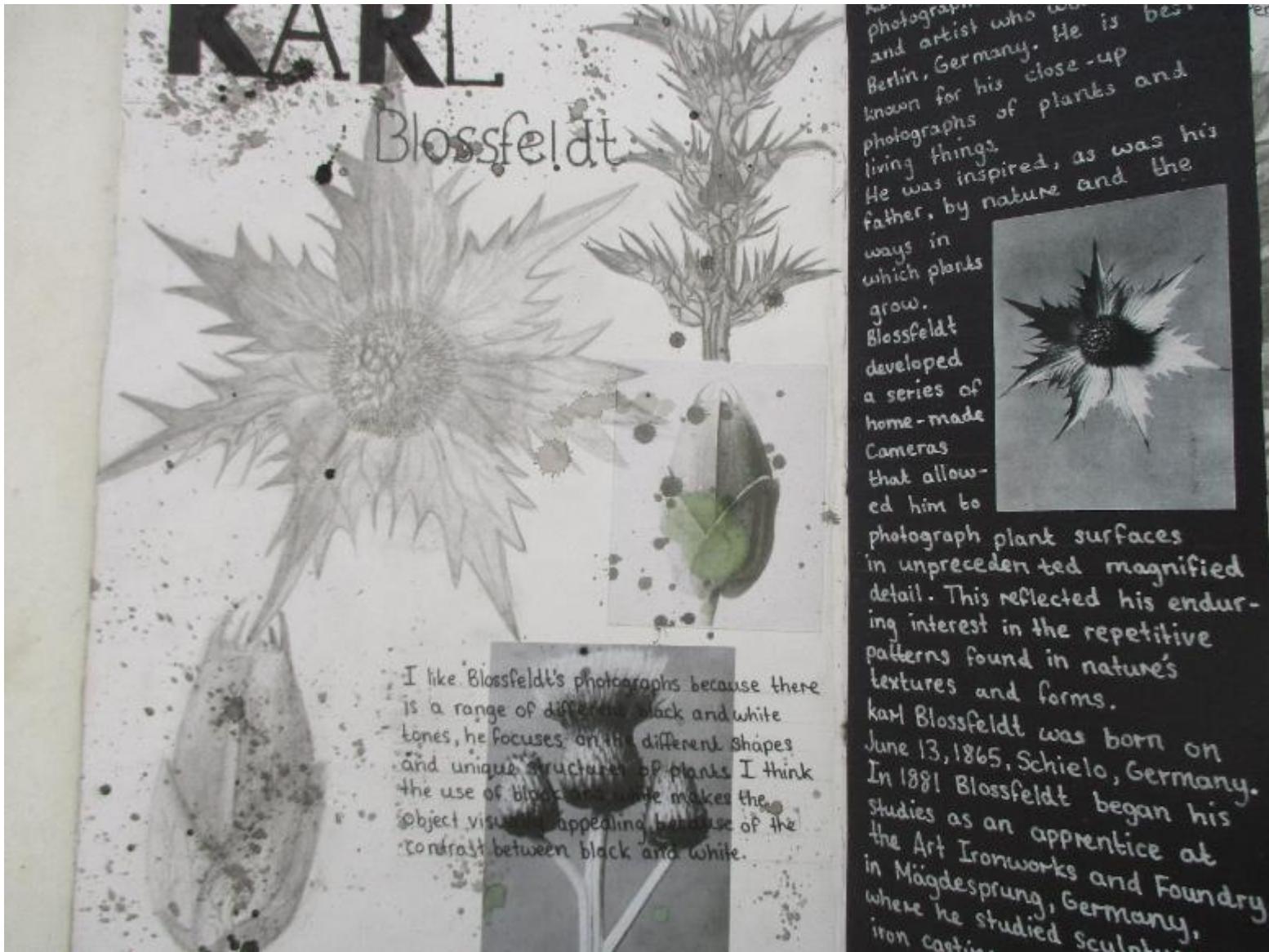
AUTHENTICATION DOCUMENTATION











photograph
and artist who was
Berlin, Germany. He is best
known for his close-up
photographs of plants and
living things.
He was inspired, as was his
father, by nature and the
ways in
which plants
grow.

Blossfeldt
developed
a series of
home-made
cameras
that allow-
ed him to

photograph plant surfaces
in unprecedented magnified
detail. This reflected his endur-
ing interest in the repetitive
patterns found in nature's
textures and forms.

Karl Blossfeldt was born on
June 13, 1865, Schiela, Germany.
In 1881 Blossfeldt began his
studies as an apprentice at
the Art Ironworks and Foundry
in Mögdesprung, Germany,
where he studied sculpt...

I like Blossfeldt's photographs because there
is a range of different black and white
tones, he focuses on the different shapes
and unique structures of plants I think
the use of black and white makes the
object visually appealing because of the
contrast between black and white.



PETER RANDALL-PAGE



Peter Randall-Page was born in the UK in 1954 and studied sculpture at Bath Academy of Art from 1973-77. During the past 30 years he has gained an international reputation through his sculpture, drawings and prints. He has undertaken numerous large scale commissions and exhibited widely. Over the last 25 years Randall-Page has gained an international reputation through his sculpture, drawings and prints.



Randall-Page carves the most unusual and regular of natural patterns on the surfaces of granite boulders and limestone, inspired by fossils and other natural objects such as seeds and fruit and by the geometric growth patterns that produce them. His work looks very textured and very round.

I think it resembles parts of internal body organs. I think to identify the drawing you have to use your imagination and guess what his drawings and sculptures represent. In my opinion his work is dark and colourless and doesn't attract me to his work. However art is an individual taste. Peter Randall Page likes working in ways where you are making it up as you go along. His main medias are Sculpture, Drawing, Printing and Printmaking, on a range of different materials.



GEORGIA O'KEEFFE

I found I could say things with color and shapes that I couldn't say any other way - things I had no words for.

"I have... every moment of my life... doing a single thing I wanted to do - and 260 times God told me if I painted that mountain enough, I could have it." "To create one's world in any of the arts takes courage. Imagination makes you see all sorts of things filling a space in a beautiful way - that is what art means to me."

Born in 1887, Georgia O'Keeffe was an American artist who painted nature in a way that showed how it made her feel. She is best known for her paintings of flowers and desert landscapes. She played an important part in the development of modern art in America, becoming the first female painter to gain respect in New York art world in the 1920s. Her unique and new way of painting nature, simplifying its shapes and forms meant that she was called a pioneer.



Georgia O'Keeffe studied at the Art Institute of Chicago and the Art Students League in New York, where she learned the techniques of traditional painting. The direction of her artistic practice shifted dramatically four years later when she studied the revolutionary ideas of Arthur

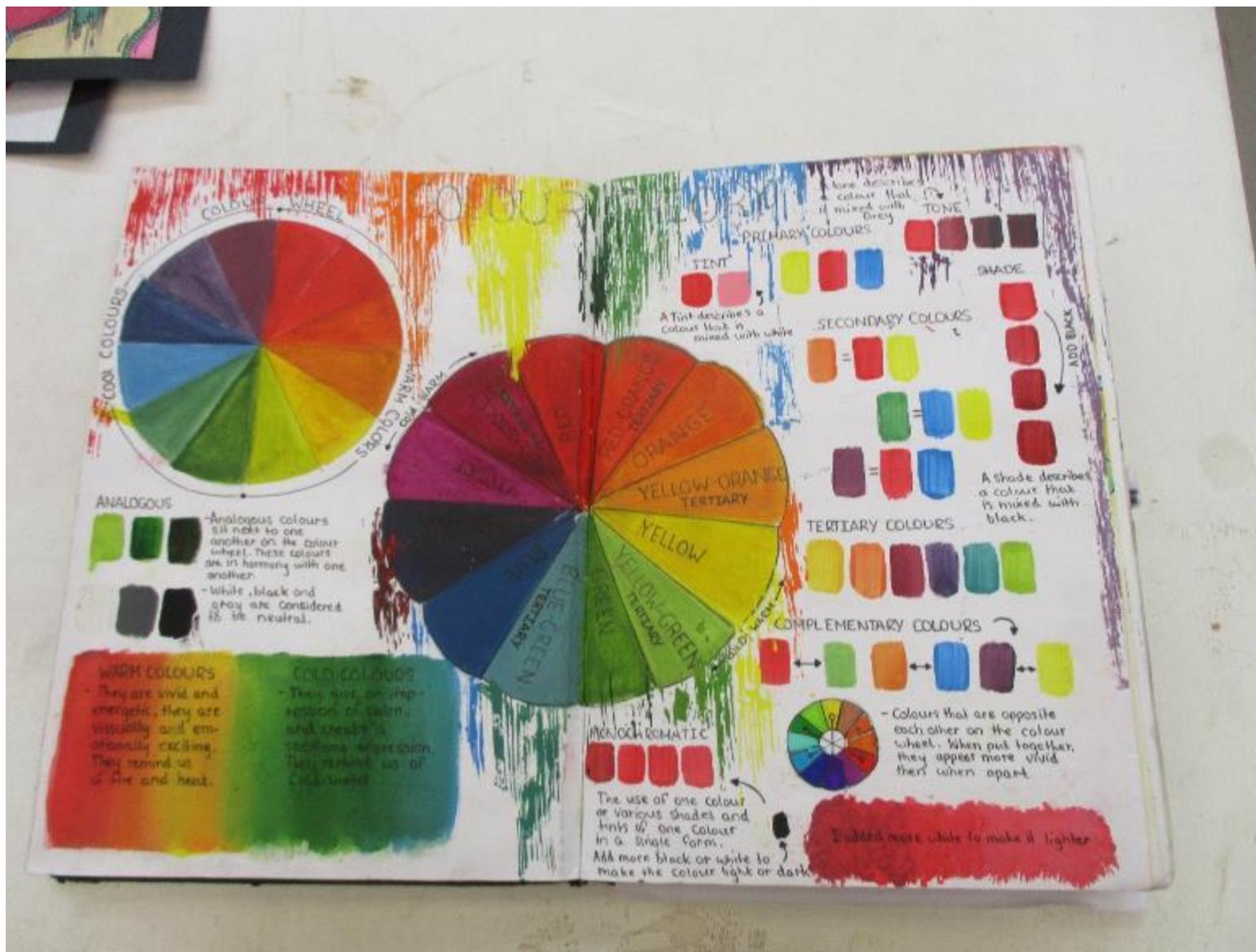


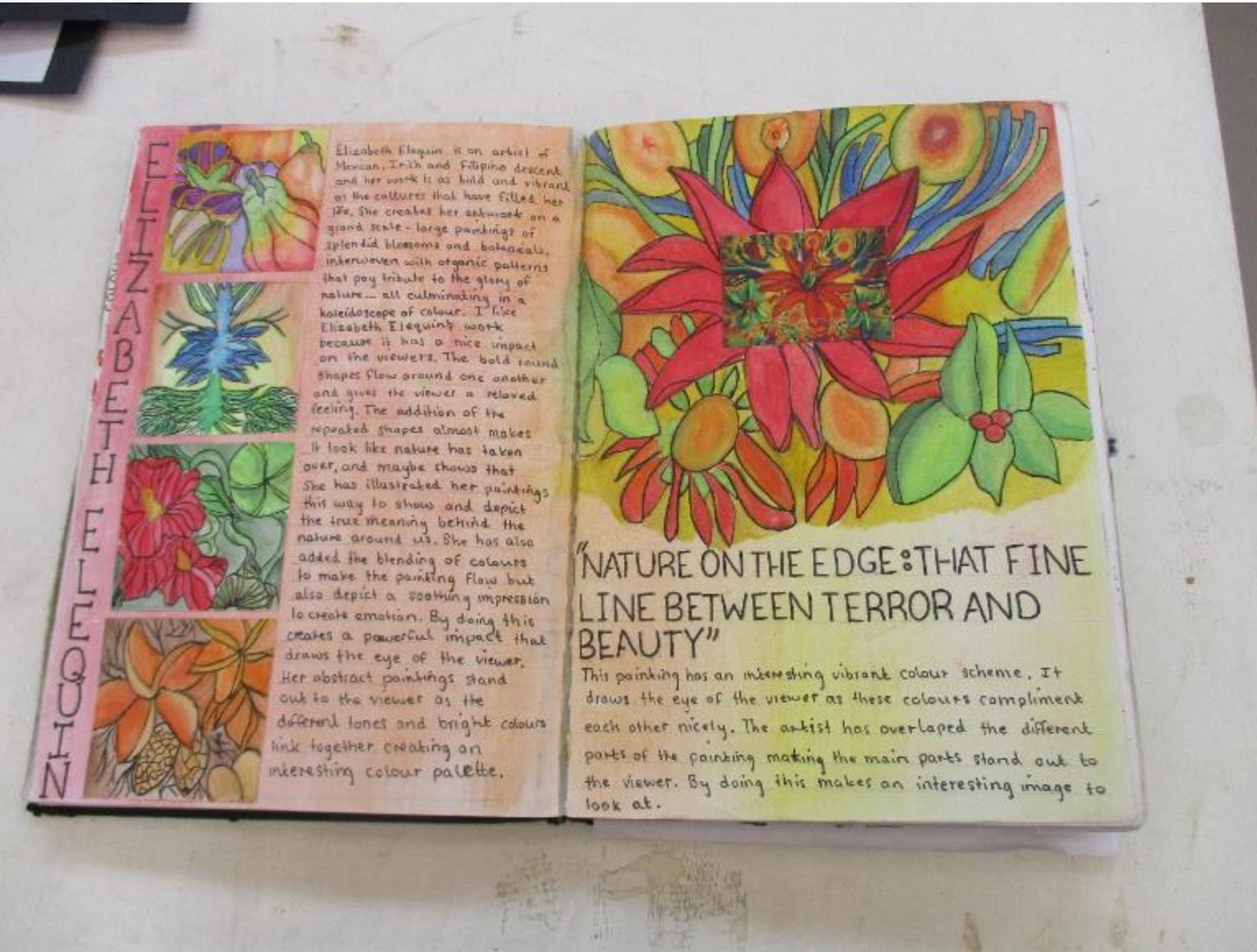




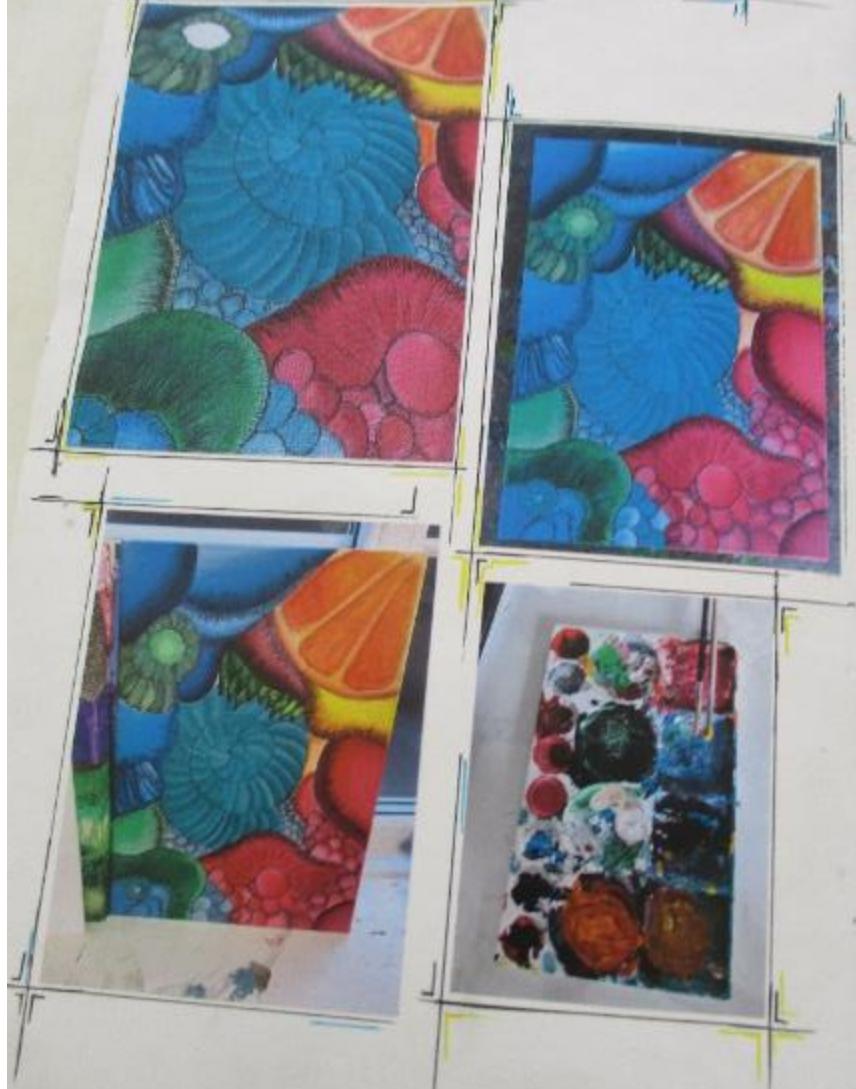


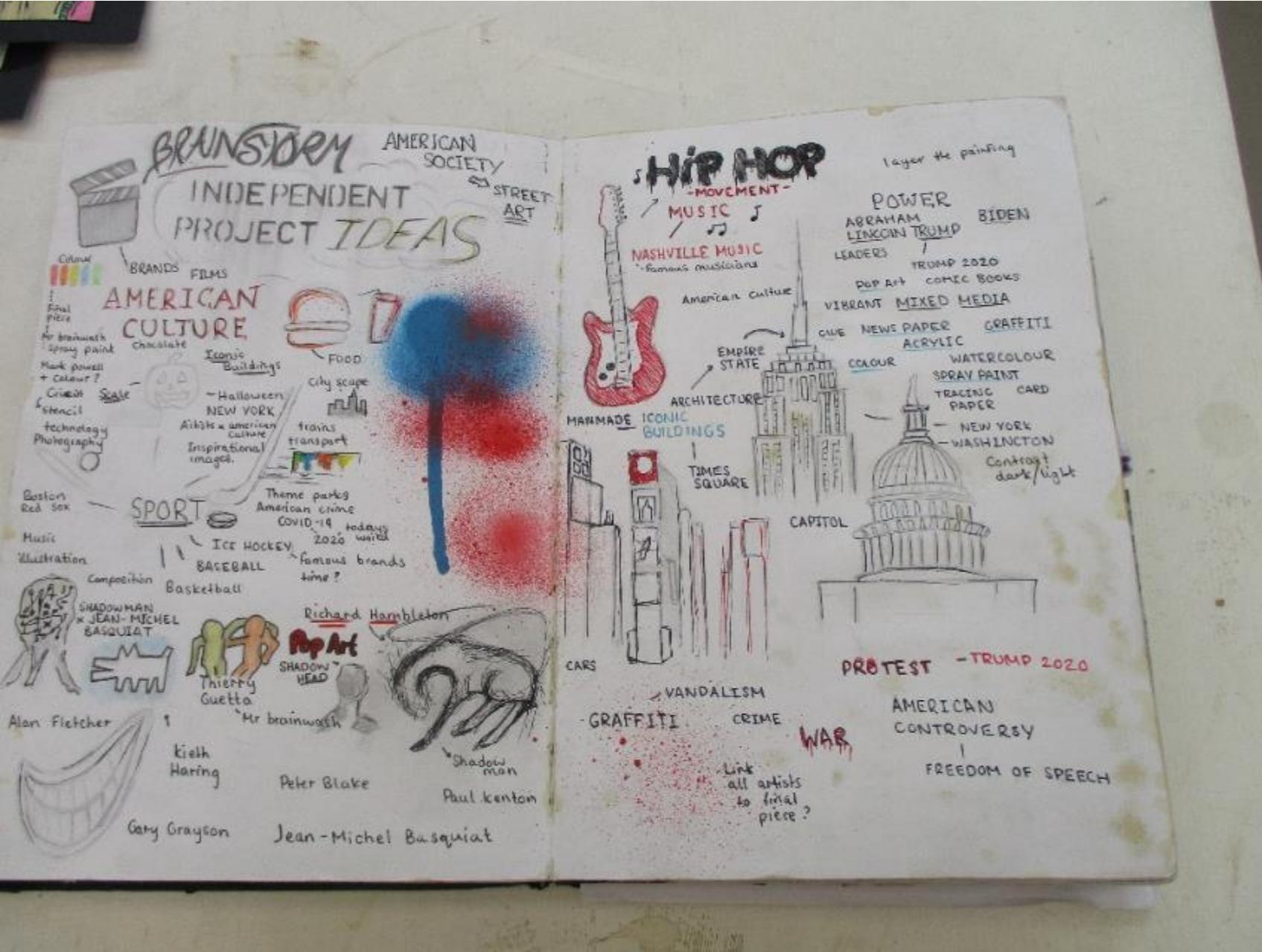




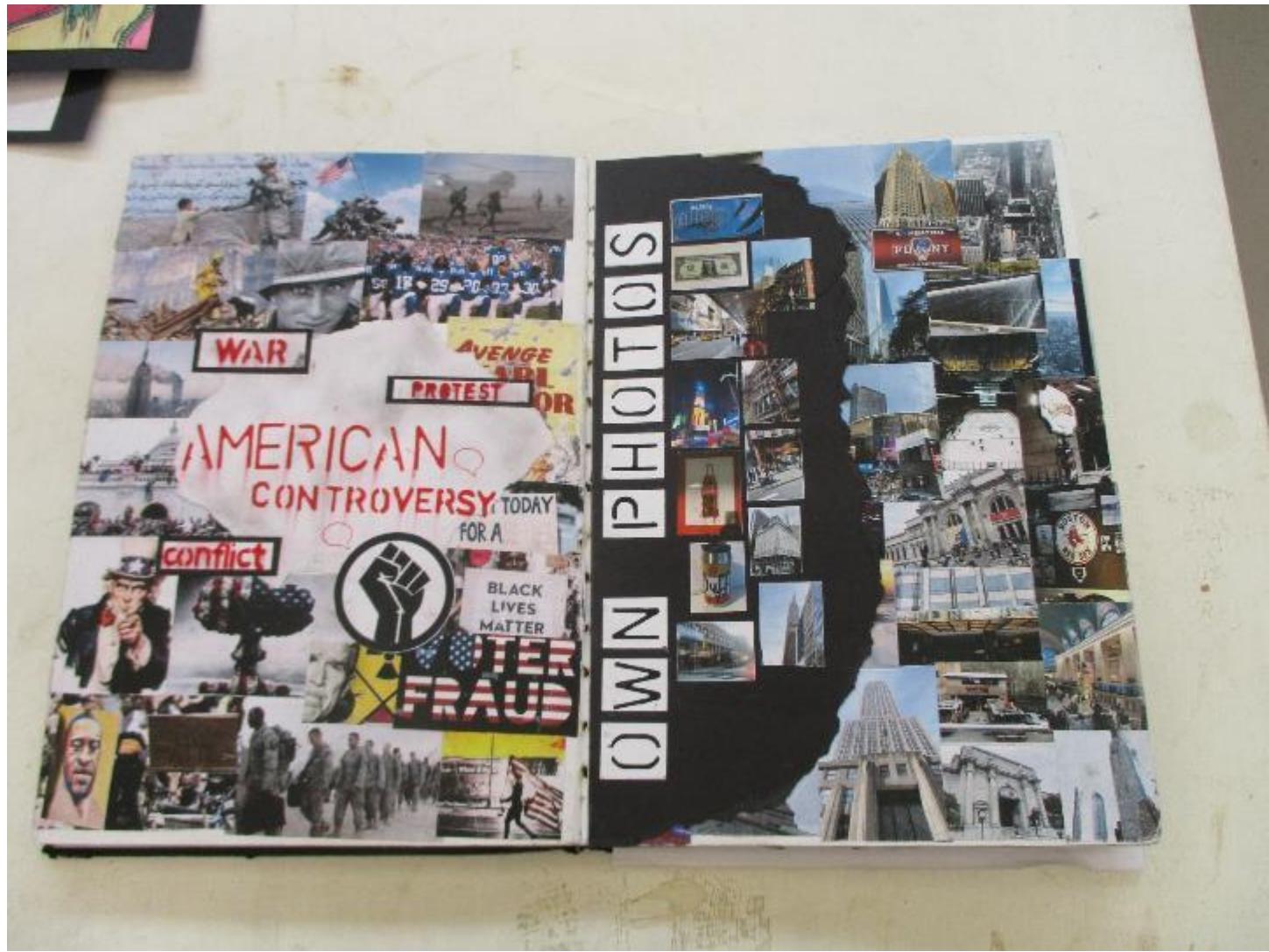


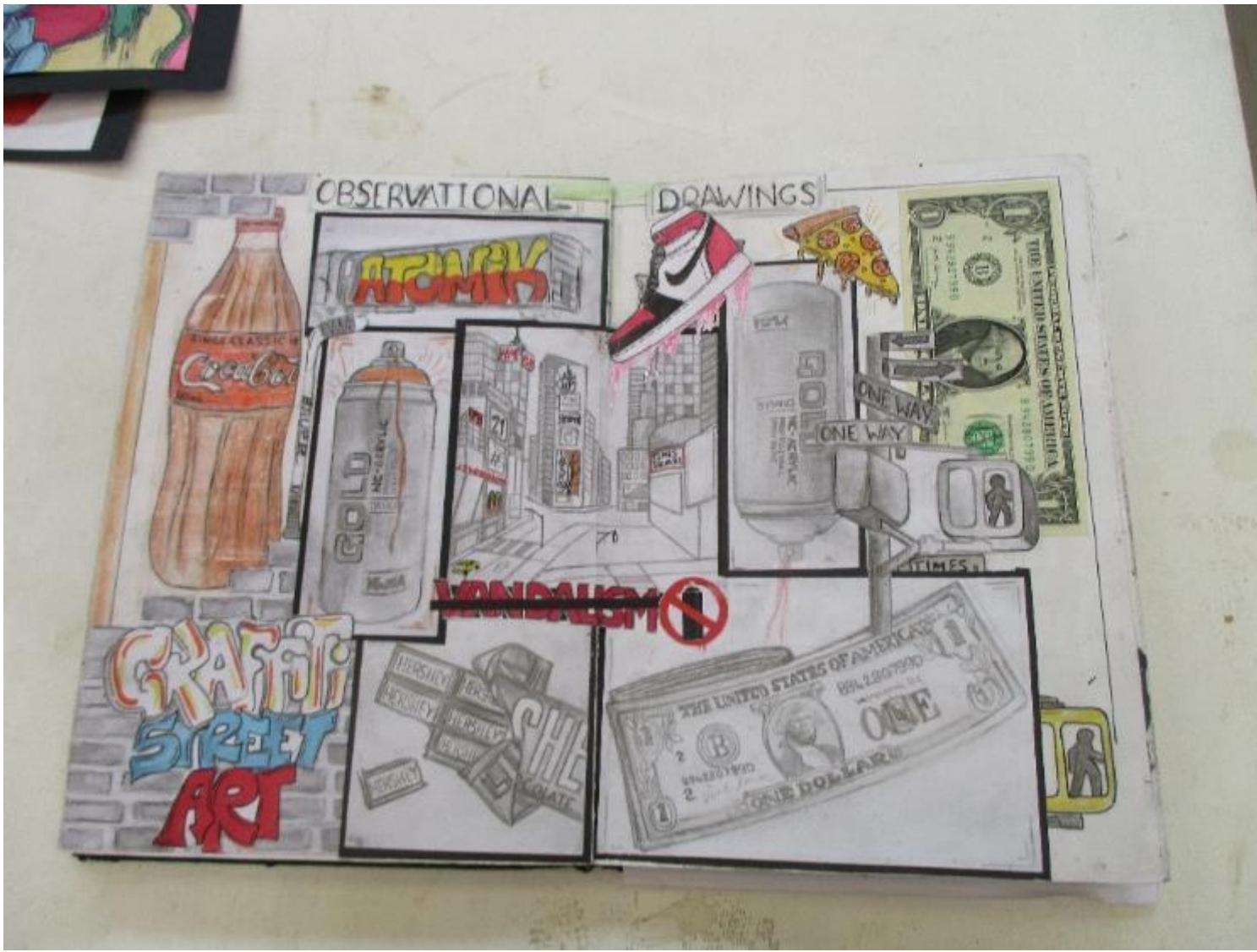
FINAL PIECE EVALUATION

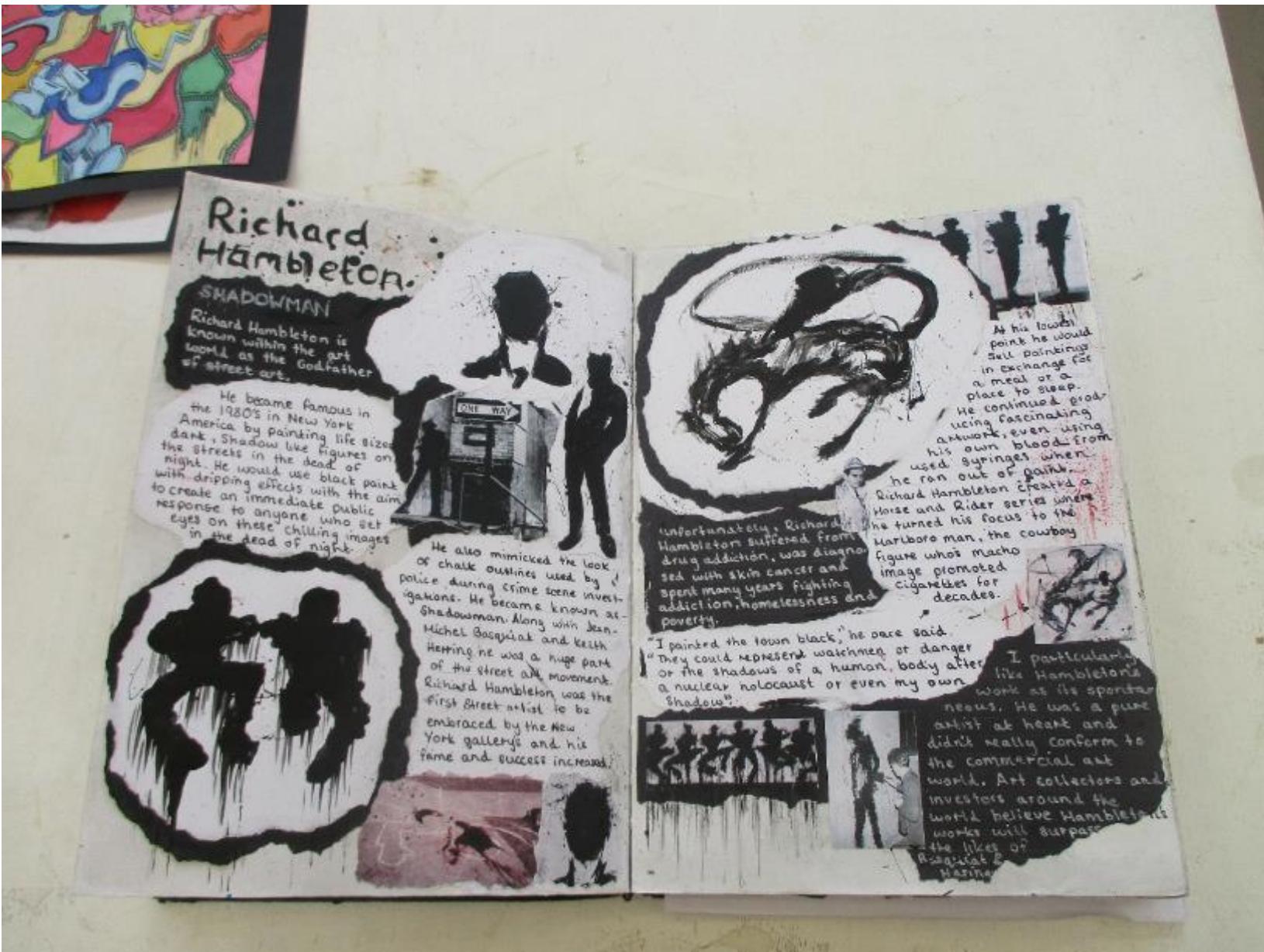






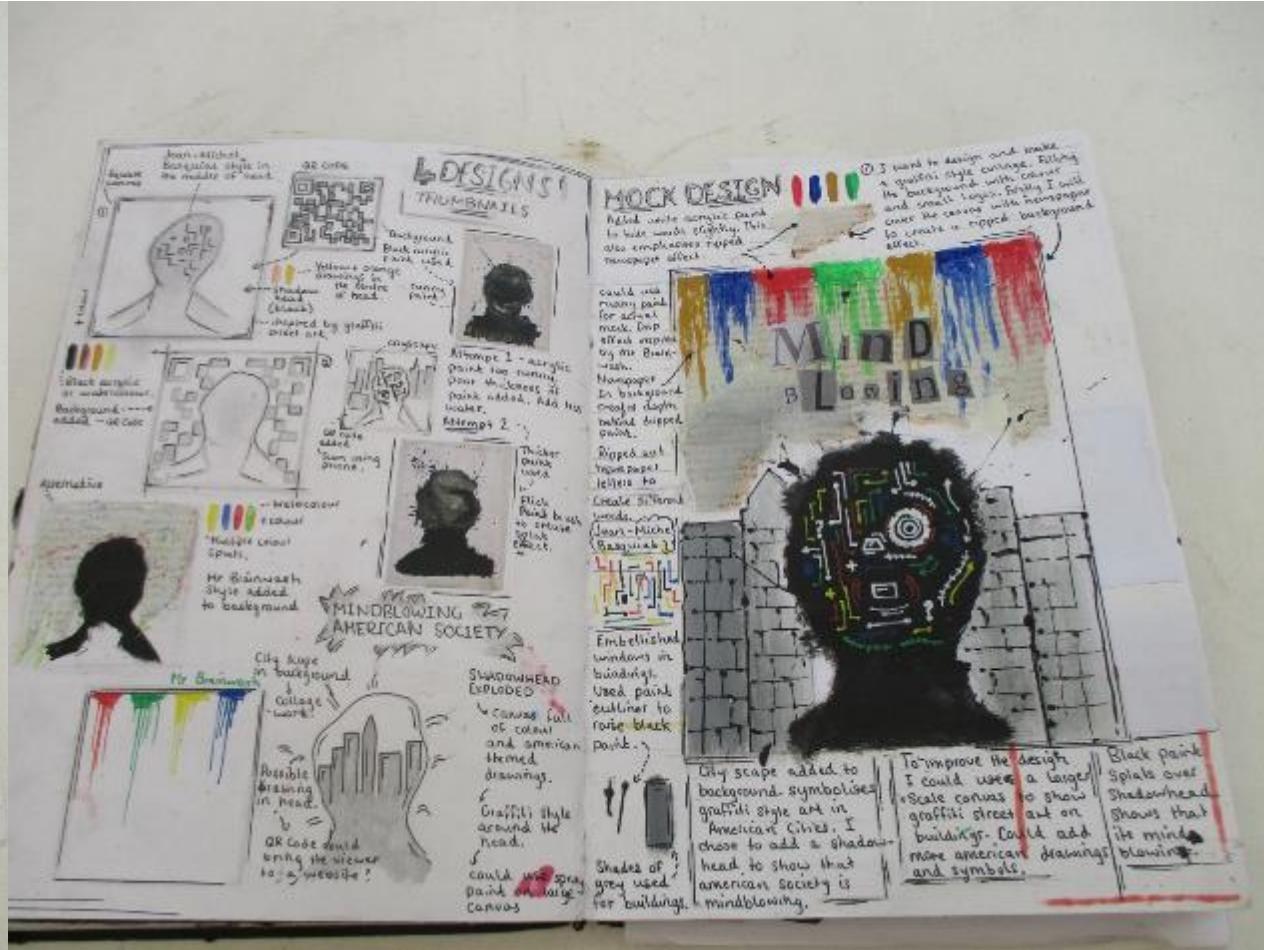


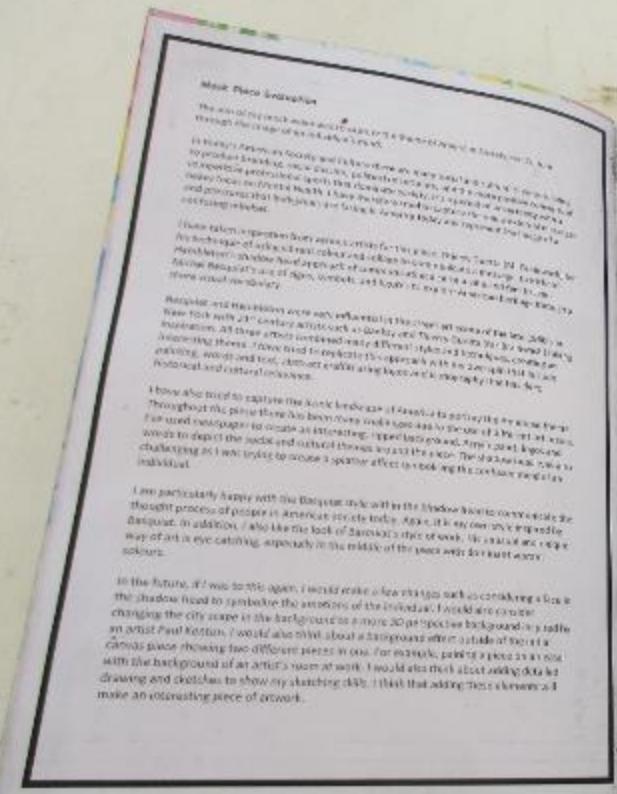












JOHN MATOS

Soloist -
The colours in this piece are strong and dominant. The colour used is flat and bold. In my response I have used pro markers to create the flat, vivid colours as seen in the piece by John Matos. The colour palette is like some streetbands; hot, vibrant, no such thing as these colours to catch people's attention. The bold mixture of colour creates depth at such a shape is different to the others. In addition, these colours create positive emotions towards the viewer. John Matos uses a range of warm and cool colours.

ARTIST: JOHN MATOS

I like his work because of the strong separation between colours and shapes. His work is vibrant and immediately catches the eye of the viewer. His work is interesting to look at as there is many things to look at in his work to predict full of colour and signatures.

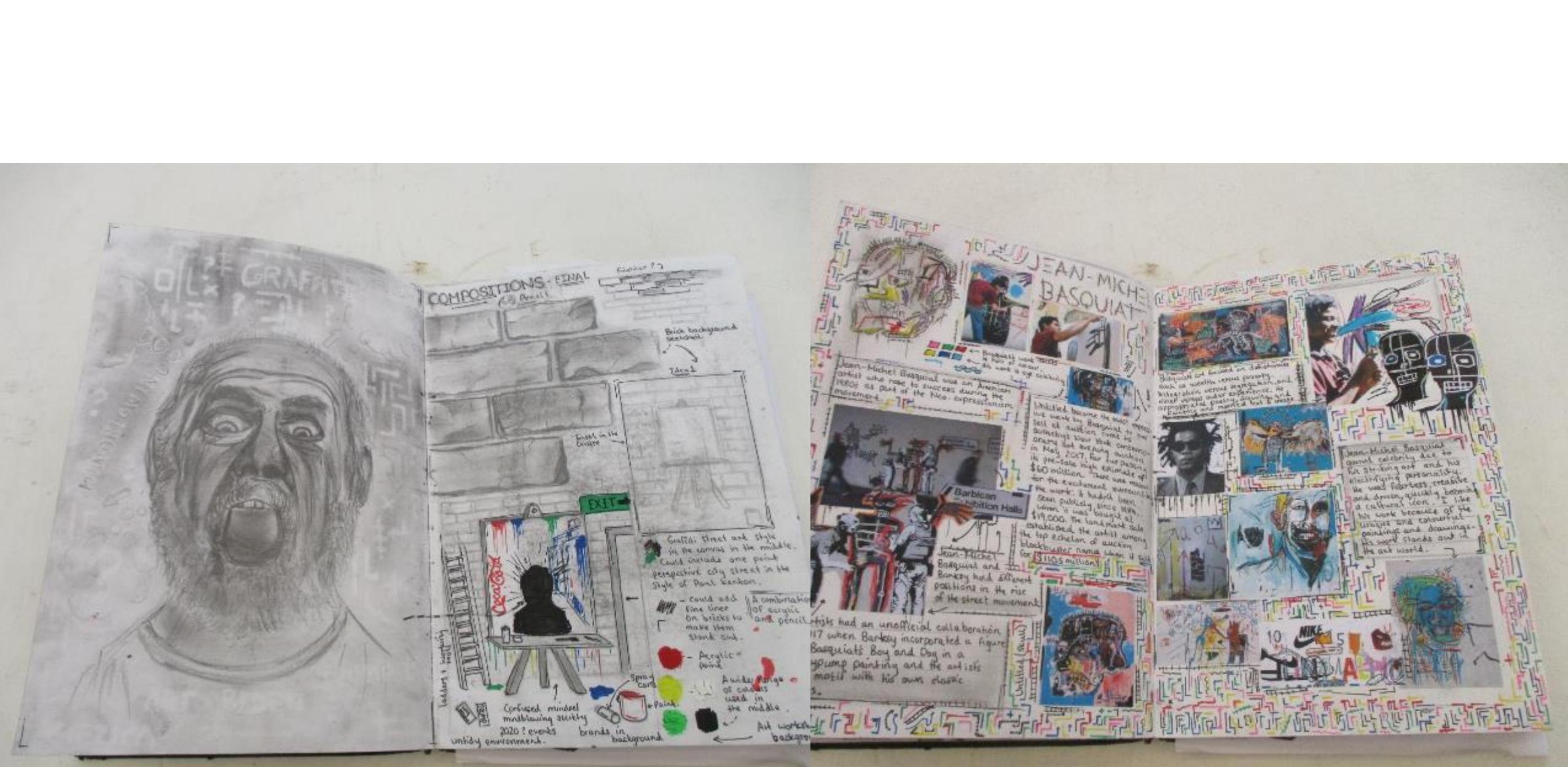
The use of warm and cool colour create contrast throughout the piece. I like that he uses different symbols and drawings in his artwork. The text and drawings are submerged within the unique shapes and spray paint drips.

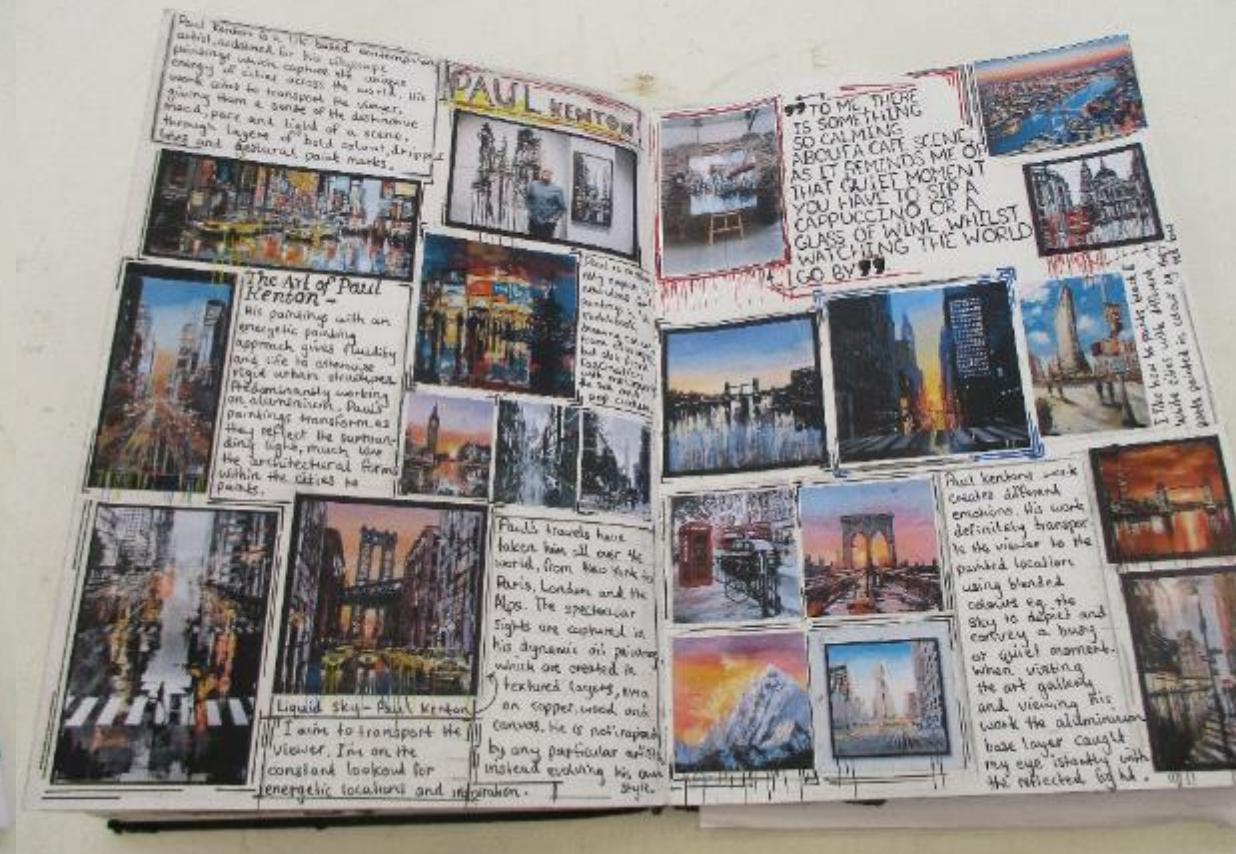
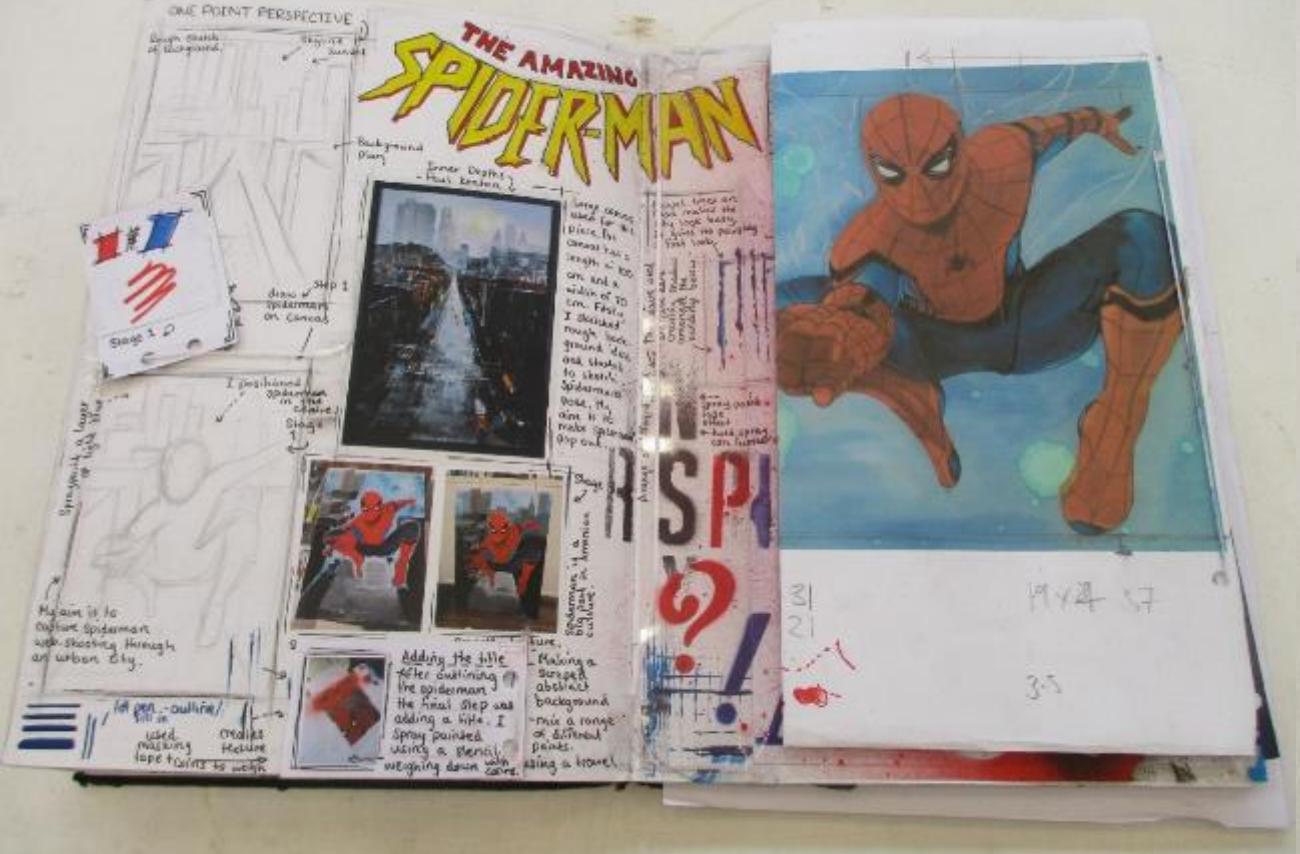
I like that the piece is full of different letters and drawings. This style of graffiti makes the viewer observe the piece longer and with more thought.

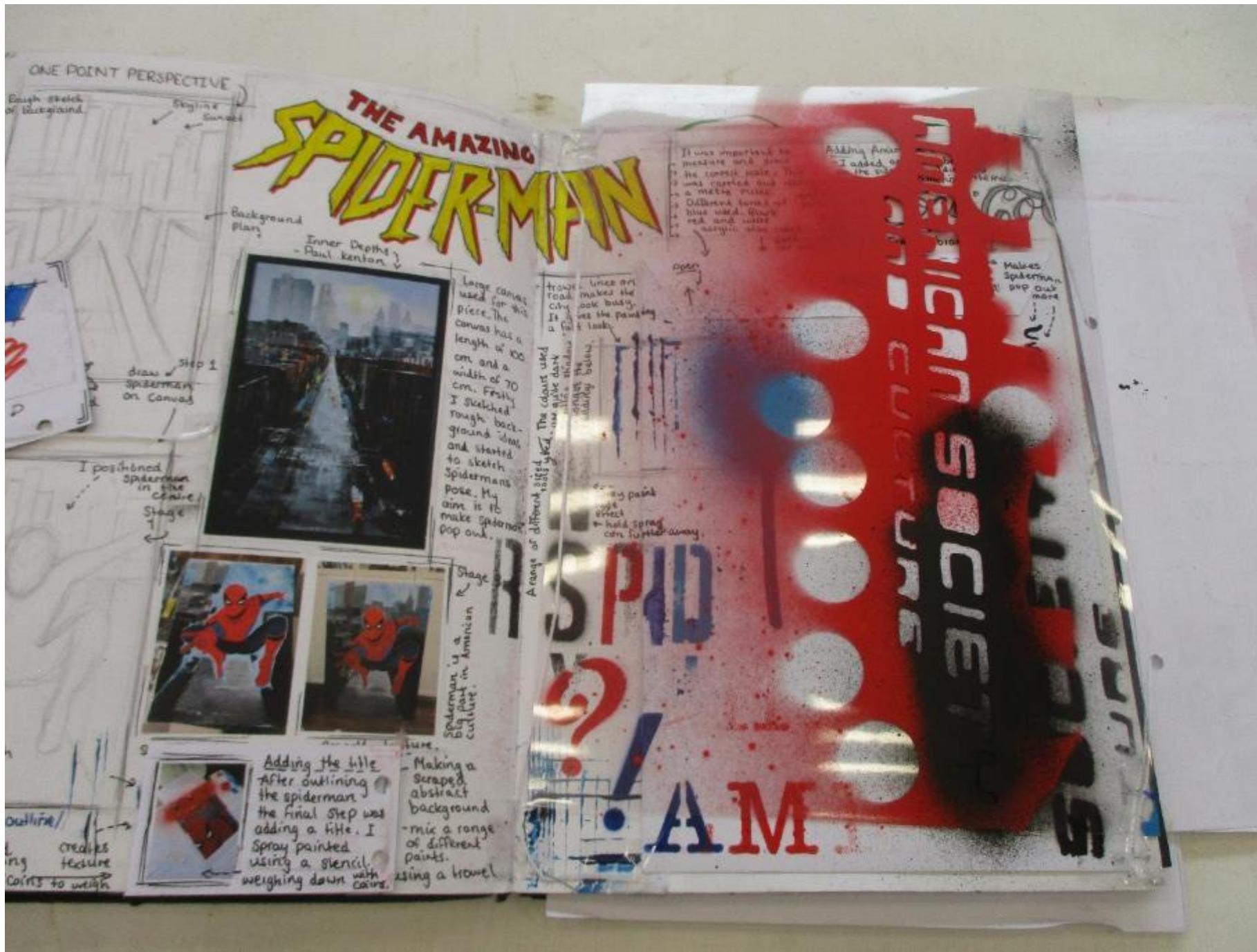
In this piece the most dominating feature is the cartoon mouth in the bottom left. If you look at the piece closely you can see that the face is layered behind the blue peaks.

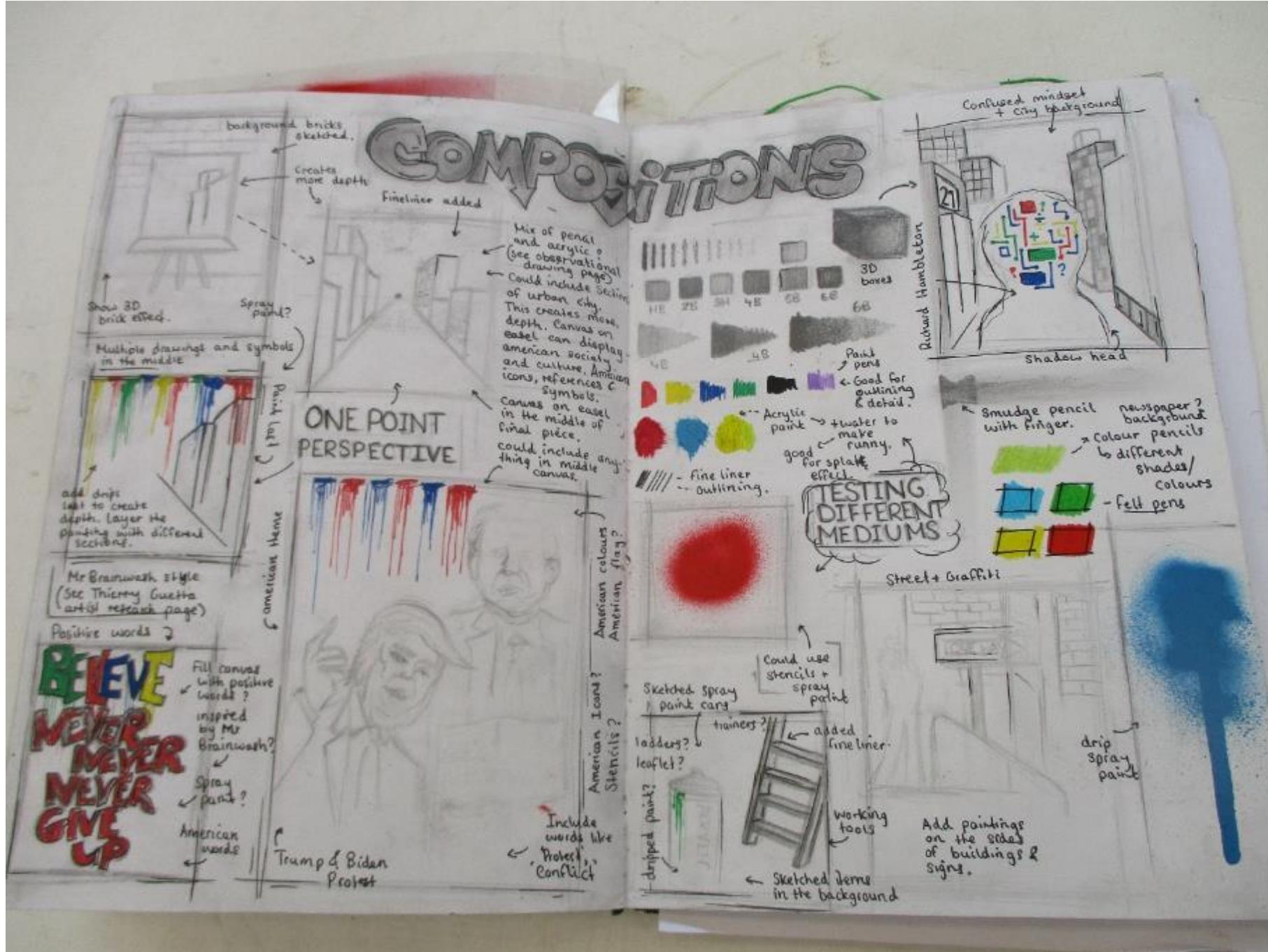
John Matos layers his work to create depth. The different size shapes allows the piece to pop out. In my response I have added thin lines to further outline the different sections, again making the shapes pop out to the viewer. This piece of work also requires time to analyse as it's packed full of different things to look at. I like that his work is full of colour and like that his work is generally eye catching.

Added drip effect

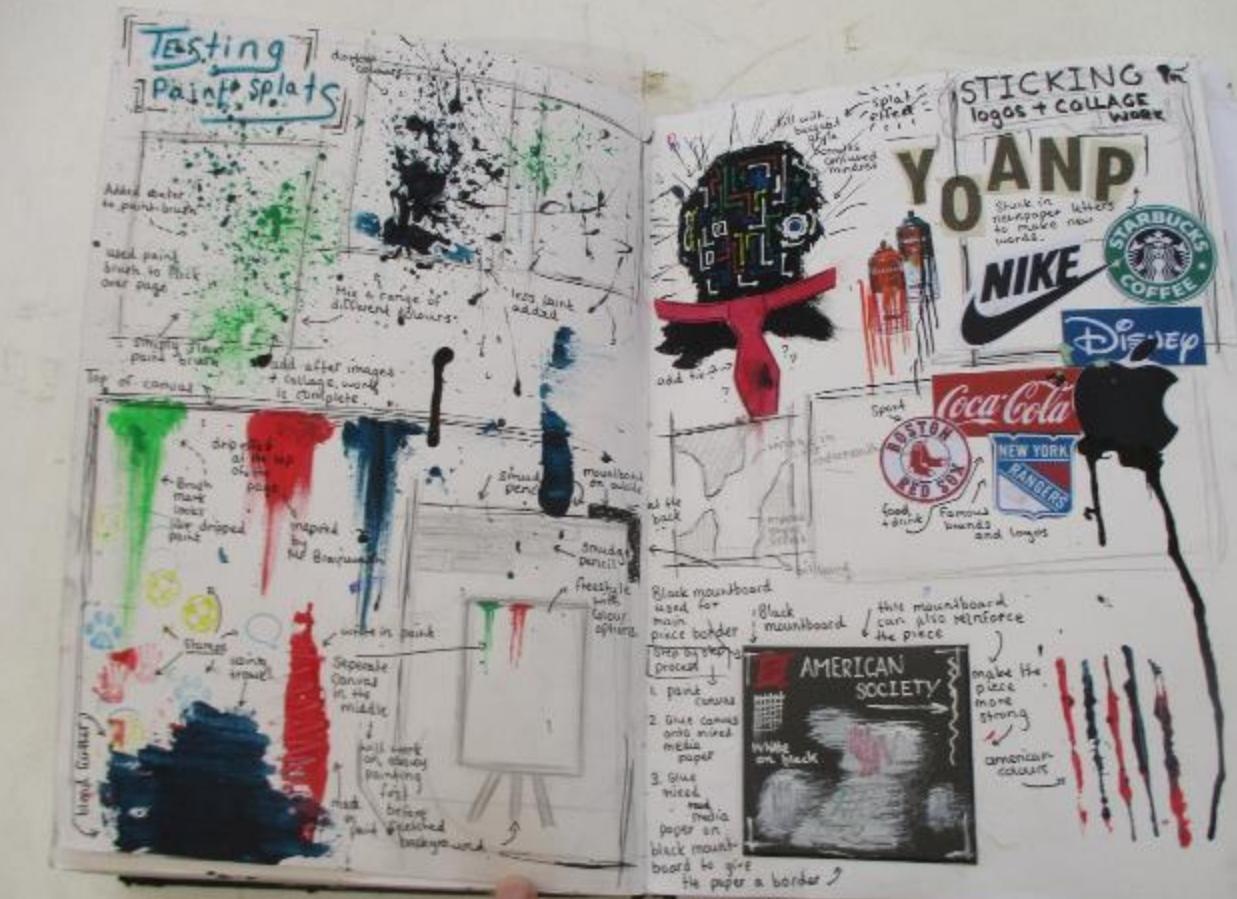
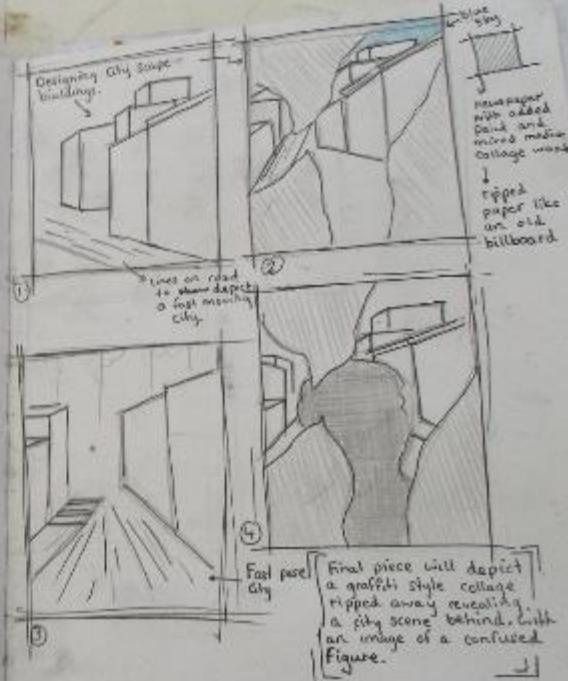




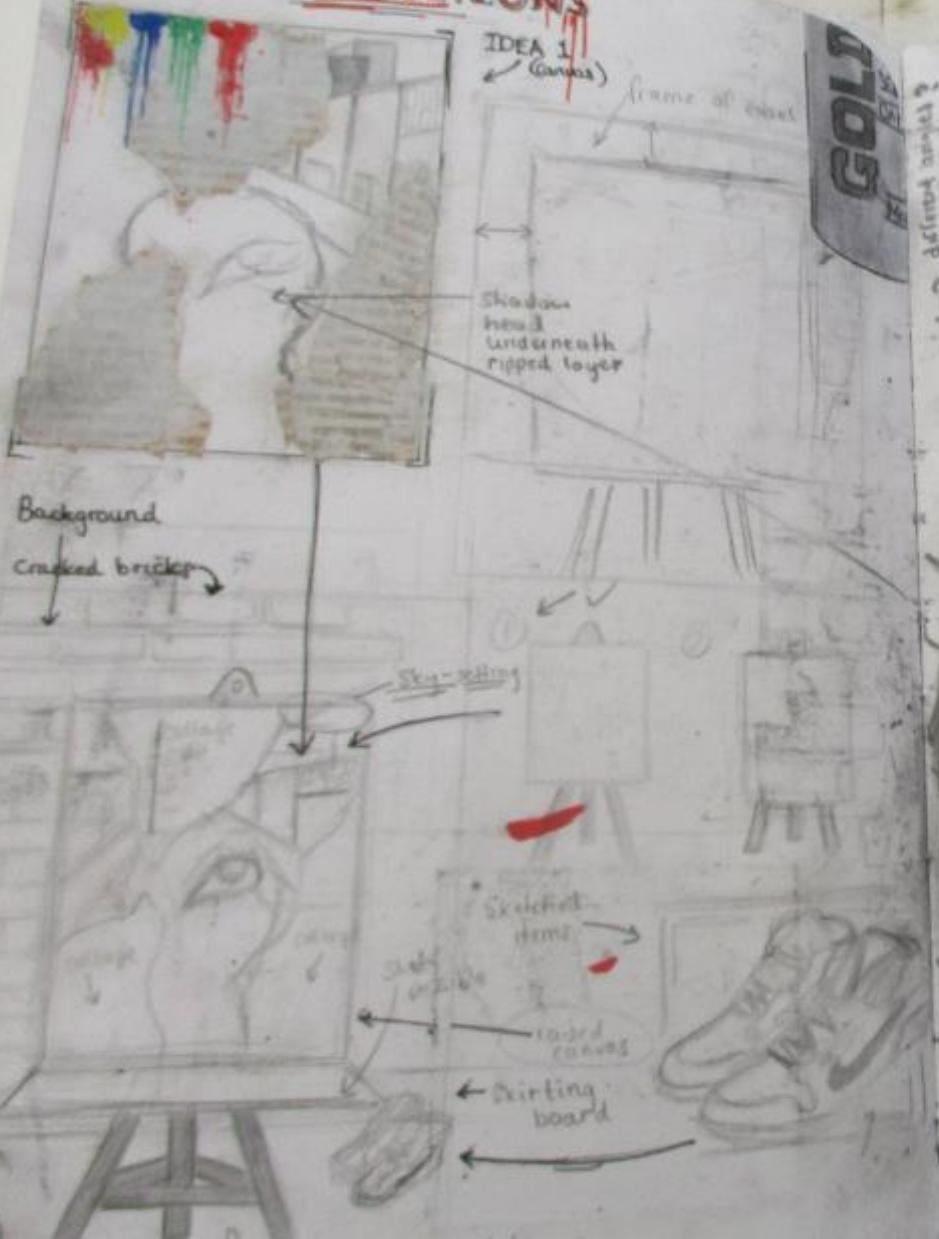








FINAL COMPOSITIONS



FINAL DESIGN



Final Piece Evaluation

The main idea aimed towards my final piece was to capture the theme of graffiti and street art which is a big part of American society today. I like the street art is also something that I have become passionate about. I have looked back at street art started which is back to ancient times through hieroglyphics where graffiti started to scratch walls with letters to communicate to future generations. More recently around the 1970's the New York Hip Hop movement developed with graffiti name tagging, rapping and breakdancing becoming a way for young people to unite and communicate. It allowed them to express themselves. Although they considered as vandalism by many people, the graffiti taggers became more thoughtful with their work creating colourful and creative images. Artists such as Jean Michel Basquiat, Keith Herring and Richard Hambleton in that era were pivotal in the transition and accepted. I therefore wanted to capture this style in my work to represent that period in American society. Since then, street art has developed more recently using billboard themes to represent street art to be as legitimate as corporate billboard advertisements. They consider street art to be as legitimate as corporate business. I therefore wanted to capture the billboard element in my central design piece creating the feeling of an old billboard advertisement being torn away revealing a further image behind it. I wanted to capture the elements of American society in the original torn billboard paper including key iconic brands, logos and key figures in the street art style using vivid colours and dripping paint effects. Behind the torn image I wanted to reveal a shadow head that represented the mind of modern American people in today's society which can be one of confusion and anxiety, representing today's mental health challenges. I used some of the inspiration from Basquiat's intense colour and subjectivity coupled with Richard Hambleton's use of dramatic shadow head images with deep black paint images.

I also wanted to represent the iconic landscapes that exist in many American cities with the one-point perspective view of standing on an American city street giving the piece more depth.

To compliment my central street art themed piece; I wanted to incorporate additional art techniques of varied media to create and show a mixed media

response. I decided to capture an image being painted within an art working space, mounted on an easel creating further depth and allowing me to use pencil shading and shadowing on the outside. I wanted to create the feeling of an American graffiti artist representing society in a street art way in his or her studio. I also wanted to create some texture differences by using an actual canvas that I glued on to the background image to give the feeling that the central canvas piece was real or 3D at least.

I attempted to create the feeling that some of the colour from the central tube bright yellow and added the bright blue paint in the pencil shaded paint pot plus some colour drips on the studio floor. I also added in the working tools of the artist placed on the shelf of the easel to create realism in a naturalistic manner.

Overall if I were to change something next time, I would include the perspective of a hand in the image doing the painting to make the piece more lifelike.

I like that fact that I have strong contrast between the pencil shading and the vivid colours in the street art canvas area. I like the texture differences with the use of the real canvas in the middle of piece and the use of one-point perspective for the typical American street. Finally, I enjoyed using the iconic American branding and logos to capture today's American society.



