



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

2003 Art Examples

NCEA Visual Arts Level Two - Design

Achievement Standard 90235

Produce a body of work within design to show understanding of art-making methods and ideas



NCEA Level 2 – Visual Art 2003 – AS90235

Art Examples

Introduction

This resource contains examples of candidate work submitted in 2003 for verification of assessment for the Visual Arts Achievement Standard AS90235: *Produce a body of work within design to show understanding of art-making methods and ideas.* The National Verification Report for 2003 accompanies the examples of candidate work.

The purpose of this resource is to assist art teachers in preparing teaching programmes and their students for assessment in 2004.

Examples from three school submissions have been selected to reflect the range of approaches available that provide students with opportunities to succeed. Two submissions contain selected examples of Excellence, Merit and Achievement. One submission contains selected examples of Excellence and Achievement.

The New Zealand Qualifications Authority would like to thank the candidates who gave permission for their work to be published, and the teachers who provided notes about their teaching programmes.

The National Verification Report and the examples of candidate work can be found on the NZQA website www.nzqa.govt.nz



NCEA Level 2 – Visual Art 2003 – AS90235

NATIONAL VERIFICATION REPORT 2003

Visual Arts Level Two DESIGN External Achievement Standard AS90235

Introduction

This report provides information about student achievement in relation to the standard AS90235 *Produce a body of work within design to show understanding of art-making methods and ideas.*

Assessment and verification procedures for this standard

Achievement Standard AS90235 is registered as an externally assessed standard and is assessed by teachers in schools. Schools forward provisional results with samples of folios for national verification by panels of verifiers. The verifiers either confirm or adjust the provisional results. On return of the samples to schools, teachers are required to adjust provisional results for the remaining candidates whose work is comparable. Schools send final results for their remaining candidates to NZQA.

Key findings

- Candidates used briefs successfully to provide clear and concise outlines of chosen problems and their parameters.
- The two-panel submission provided ample opportunity for students to show evidence of a systematic approach to generating and developing ideas. The samples selected show a range of themes and problems undertaken by candidates.

- Evidence of research for this standard was generally selective and relevant. Some candidates had taken their own photographs as a starting point to generate ideas or to extend ideas into another possible design solution. Too often, the evidence of research, presented on the top half of board one, showed photocopies of images downloaded from the net or cut out of magazines, with little relevance to the project.
- The range of appropriate technologies, including traditional drawing media as well as digital processes, were used successfully. Candidates were assessed on the process undertaken, their decision-making through the generation and development of ideas and the tasks and media selected that were appropriate for purpose.

Additional notes for teachers

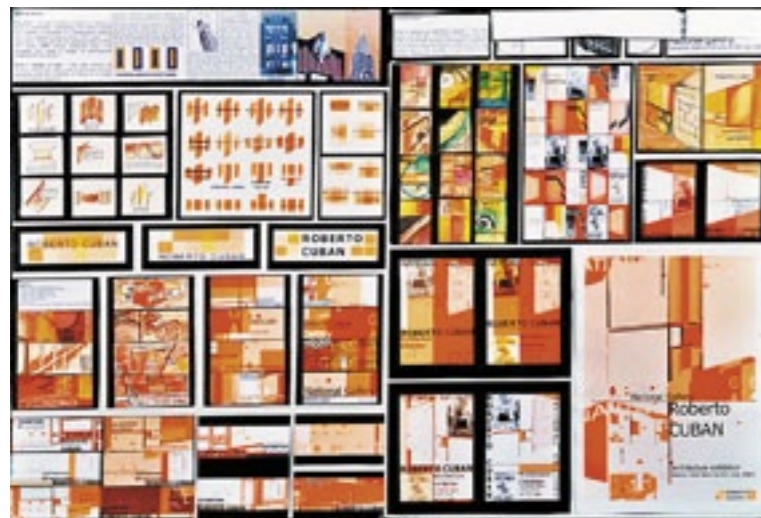
- Where candidates are dealing with typeface it is not appropriate to use the design of the typeface as subject matter.
- It is important for candidates to present work in a logical sequence, (left to right, top to bottom of each panel) with scale being used to demonstrate development of ideas.
- Visual Arts teachers are responsible for implementing school policies and procedures for managing authentication of candidate work. Policies and procedures are also required for managing equitable candidate access to media, particularly with regard to the use of digital technology.
- For essential assessment information refer to the explanatory notes in the standard and the assessment specifications for this standard.

NCEA Level 2 – Visual Art 2003 – AS90235

SUBMISSION ONE

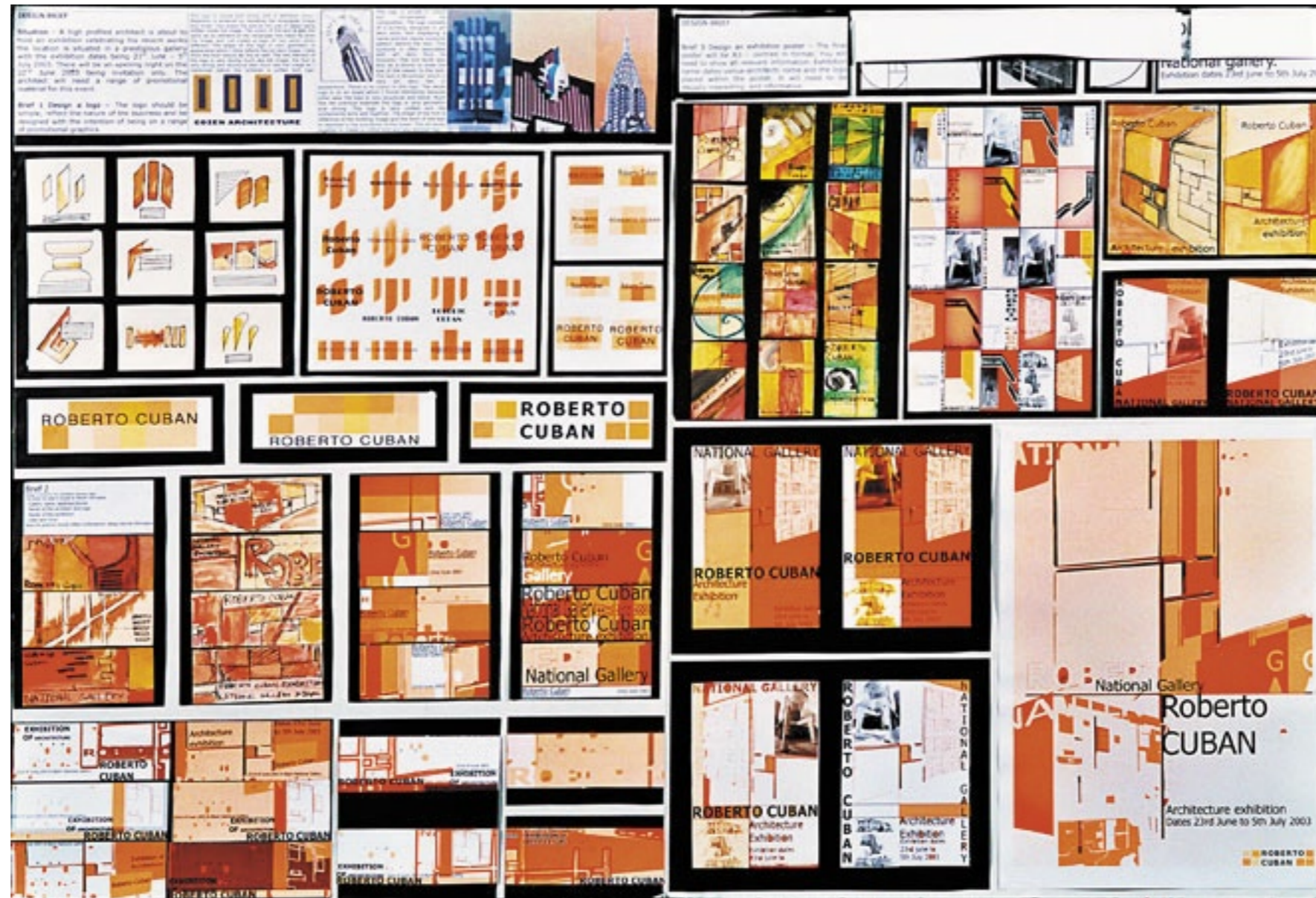
Overview

The design brief for this submission was: An exhibition of work by a selected architect or architects. The brief outlined the promotional material, ticket, catalogue and poster to be used for the exhibition opening. Candidates researched a range of contemporary designers and architects sourced from books and the Internet, in order to select an appropriate style and model from which to develop their own design ideas. A range of wet and dry media was used. Typography and image were combined using Adobe Photoshop™ and Illustrator™ in the development of ideas and for the final solutions.



NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Excellence



1/1

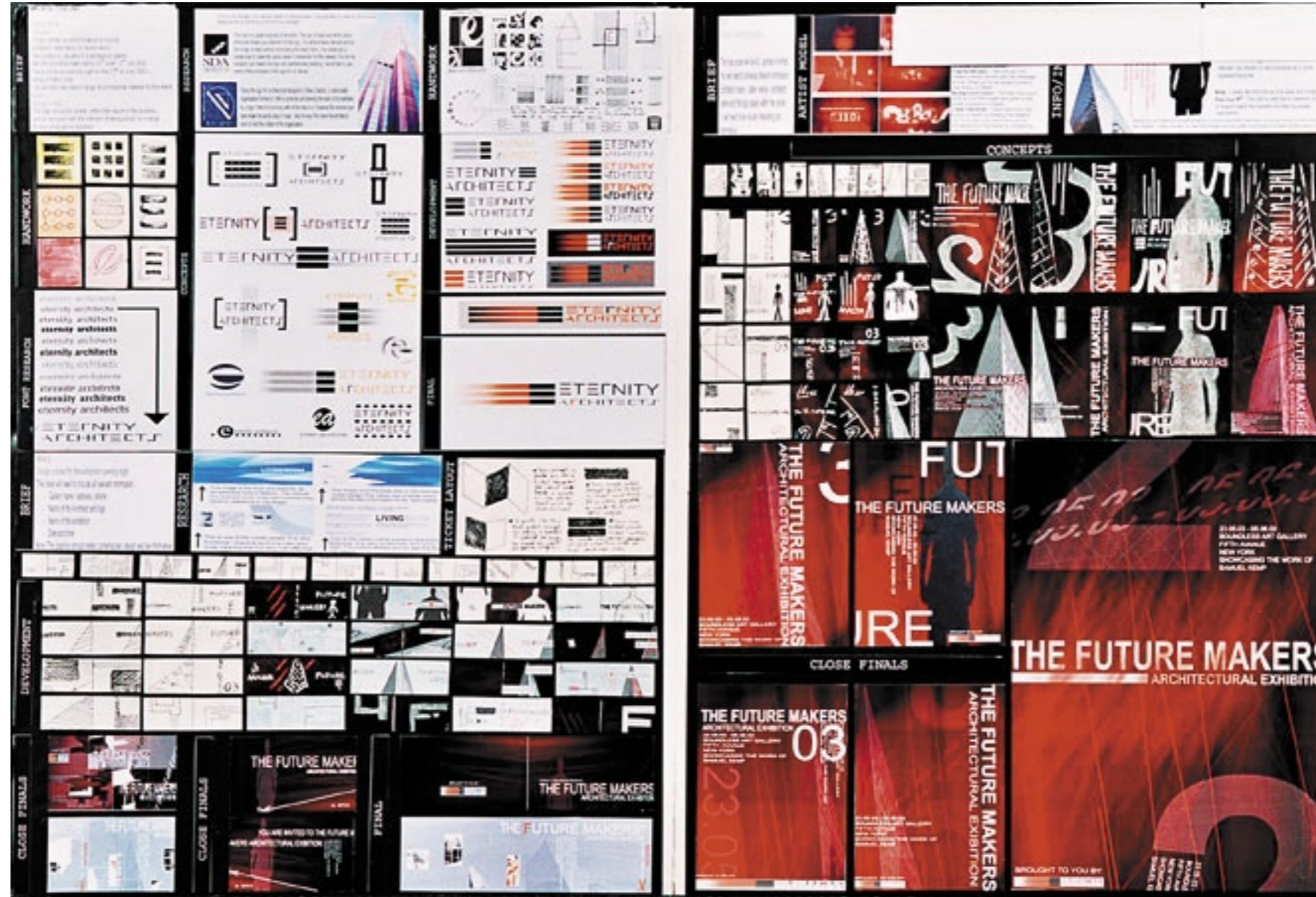
This folio achieved the standard with Excellence.

- Drawing was used as the central means to generate, analyse and clarify a range of ideas in response to the brief outlined. Research drew upon architects Roberto Gottardi and Ricardo Porro, commissioned to design Cuban Art Schools.
- A systematic and critical approach was used to develop ideas, combining simple tonal shapes and building blocks, to form the logo and design the invitation. Regeneration of ideas, introduction of new colours and critical selection of material led to a range of possible solutions. Understanding of colour, space and balance was evident in the A3 poster design.
- There is clear evidence of research into, familiarity with, and understanding of processes, procedures, materials and techniques from established practice.



NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Excellence



1/2

This folio achieved the standard with Excellence.

- Ideas were explored for a logo, invitation, magazine article and poster, using thumbnail sketches and digital processes. Ongoing analysis, refinement and regeneration of ideas led to a series of possible solutions for a portrait-format poster for the architectural exhibition. Use of Photoshop™ to scan architectural images was combined with typography to emphasise the vertical and horizontal lines associated with the subject.
- A systematic and critical approach was taken, using a limited colour range, tightly controlled layout and careful editing.
- Materials and techniques were used with purpose, demonstrating understanding of contemporary design practice.

NCEA Level 2 – Visual Art 2003 – AS90235

Achievement



1/3

This submission folio achieved the standard.

- Drawing was used as the central means to generate and develop ideas in response to the design brief.
- A systematic approach was taken with the selection and development of ideas for the logo, leading to a series of poster designs combining layering effects with text overlay using Photoshop™.
- Appropriate design procedures, materials and techniques were used to generate ideas towards a logo, invitation card and poster solutions.



NCEA Level 2 – Visual Art 2003 – AS90235

SUBMISSION TWO

Overview

Candidates followed a student-centred programme to produce individual work. Computers were not used extensively and there was an emphasis on traditional drawing processes using felt and pilot pens. The brief was generic and allowed for individual areas of interest. It emphasised that the interests should be realistic and experienced in some way by the students, including surfing, travel and films. These interests provided the starting point for each design project. Ideas translated easily from two- to three-dimensional work, for example, a promotional package which included a double-page spread.

Starting points were appropriate and ideas were extended, using a systematic approach with reference to contemporary design practice. Candidates looked at the work of French poster designers such as Cassandre and Mathieu Mercier, together with contemporary popular culture magazines.



NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Excellence



2/1

This folio achieved the standard with Excellence.

- Drawing using thumbnail sketches was the central means to generate, analyse and clarify a range of ideas. Regeneration of a depth and range of ideas was evident, moving a two-dimensional to a three-dimensional design for a promotional package with the design considered on all facets.
- A systematic and critical approach was taken, using a limited colour range. Ideas were explored using positive and negative shapes of the figure and text, framed inside a shape with a slogan.
- Processes, procedures, materials and techniques from established practice were used with purpose and understanding.



NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Merit



2/2

This folio achieved the standard with Merit.

- Drawing was used as the central means to generate, develop and extend ideas in response to a chosen brief.
- A systematic approach was taken, combining simplified images of a surfer with stylised typography to generate and develop ideas for a logo, poster and double-page spread.
- Appropriate design processes, procedures, materials and techniques from established practice were used with understanding. Thumbnail sketches in black and white, then colour, emphasise the movement of the surfer, with the text explored in a stylised calligraphic form to generate ideas towards possible solutions.

NCEA Level 2 – Visual Art 2003 – AS90235

Achievement



2/3

This folio achieved the standard.

- Drawing is used as the central means to generate and develop ideas in response to a chosen brief.
- A systematic approach was taken to select and simplify images related to the theme. Chevrons, steering wheels, mag wheels and rev counters were combined with a city backdrop to form the basis for a magazine spread.
- Appropriate design procedures, materials and techniques were used to generate ideas.



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SUBMISSION THREE

Overview

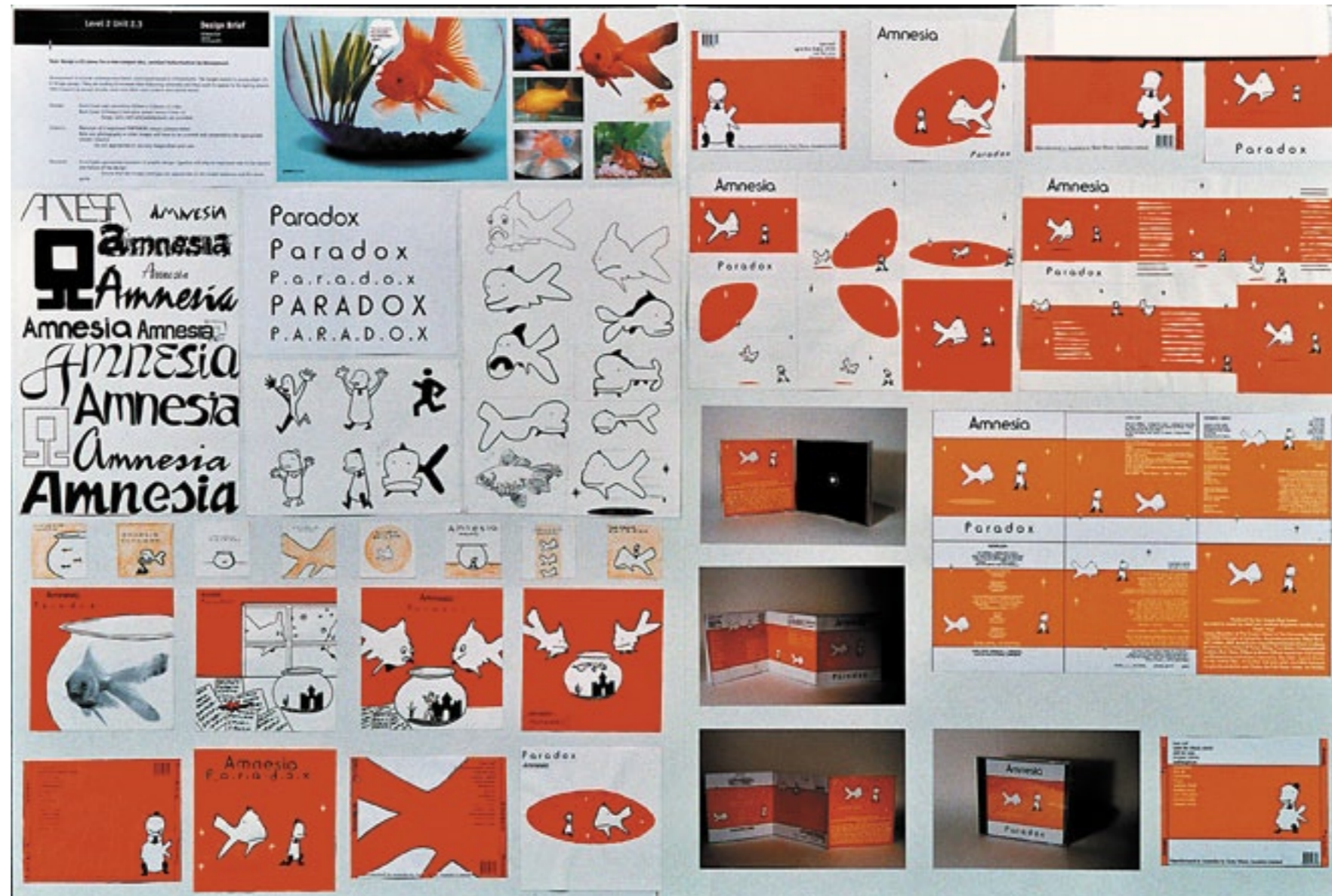
Candidates worked from a set brief which was to design promotional material for the music industry, in particular, a CD cover design for a band. A variety of media was used – wet and dry for preparatory work, and photography to generate ideas. Scanner and computer use was evident in the development of ideas.

The presentation of the work clearly demonstrated an understanding of the design process. Research was appropriate and restricted to the topic, and ideas were developed then clarified. The final solution was constructed and photographed from a range of viewpoints. Each folio provided clear evidence that processes, procedures, materials and techniques were used from established practice. The variety of approaches available to students provided opportunities to demonstrate decision-making skills.



NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Excellence



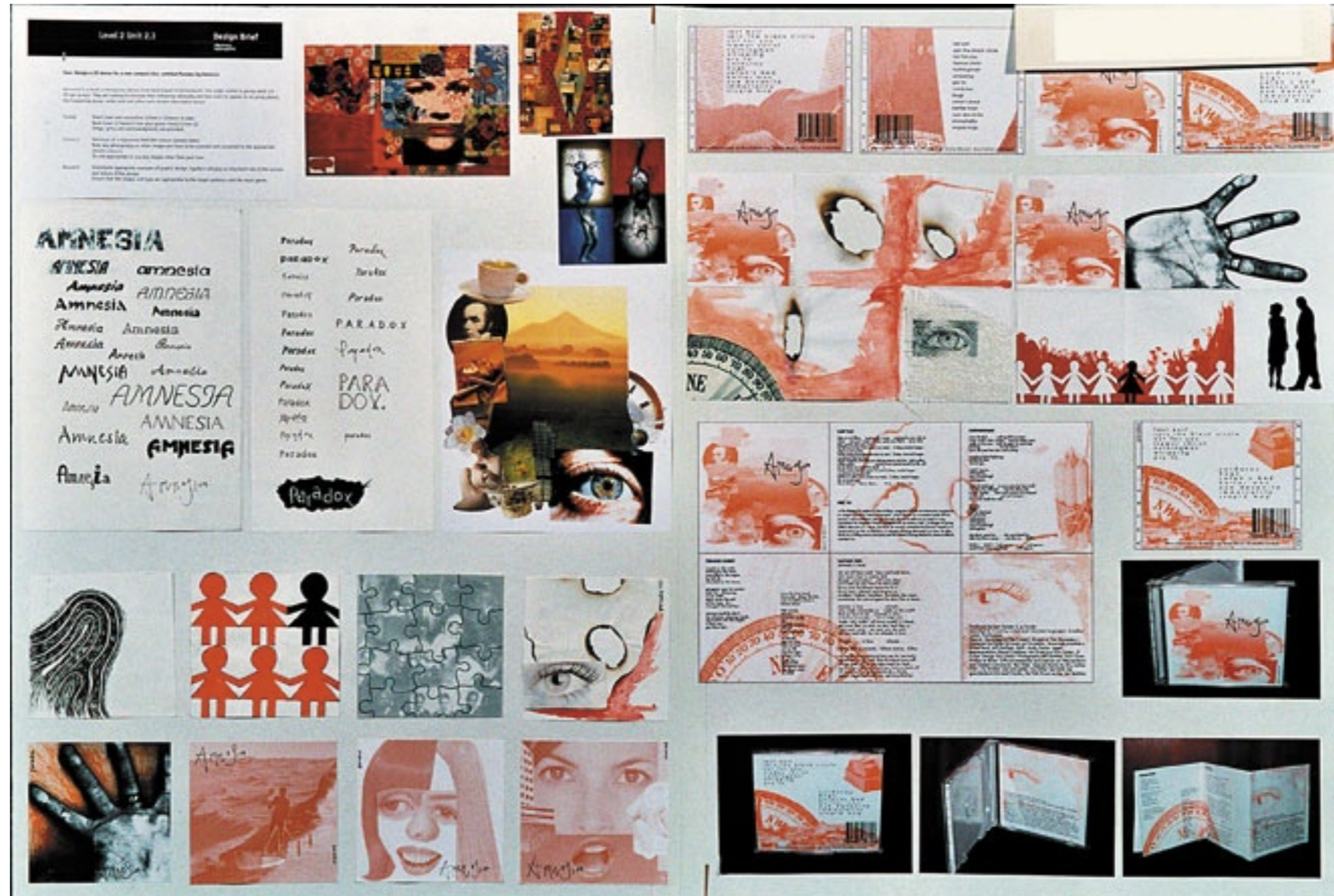
3/1

This folio achieved the standard with Excellence.

- Drawing was used as the central means to generate, analyse and clarify a range of ideas for the chosen topic and CD design, reflecting the selected theme through its title.
- A systematic and critical approach was taken, developing ideas in sequences of small studies using a limited colour range. Scale was considered and altered in relation to the white space. The fish placed outside the bowl, and no longer contained, presented a paradox and a play on words for the CD title. The regeneration of ideas with scanned photographs combined with hand-drawn images led to the final solutions for the CD sleeve and booklet design.
- Processes, procedures, materials and techniques from contemporary practice were used with understanding.

NCEA Level 2 – Visual Art 2003 – AS90235

Achievement with Merit



3/2

This folio achieved the standard with Merit.

- Drawing was used as the central means to generate, develop and extend ideas in response to a given brief.
- A systematic approach was taken to select and simplify images related to the theme. A scanner and Photoshop™ were used to layer the images, in a manner that emphasised the title and subject.
- Appropriate design processes, procedures, materials and techniques from established practice were used with understanding.



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Achievement



3/3

This folio achieved the standard.

- Drawing was used as the central means to generate and develop ideas in response to a given brief. Typestyles were explored and developed on the first panel.
- A systematic approach was taken in the development of ideas, with thumbnail sketches and the introduction of a silhouette to form anonymous identity and title.
- Appropriate design processes, procedures, materials and techniques from established practice were used with understanding.