



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA



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

NCEA Level 2 – Visual Arts 2004 – AS90235

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

Examples of Candidate Work 2004



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Examples of Candidate Work

Introduction

This resource contains examples of candidate work submitted in 2004 for verification of assessment for Visual Arts at Level 2.

The purpose of this resource is to assist art teachers to prepare teaching programmes and their students for assessment in 2005. The Assessment Report for this standard for 2004 is available on the NZQA website, and provides important information for Visual Arts teachers using this standard in 2005.

Examples from three school submissions have been selected to reflect the wide range of school Visual Arts programmes providing students with opportunities to succeed. The submissions selected contain examples of work that have gained Achievement, Achievement with Merit or Achievement with Excellence.

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.

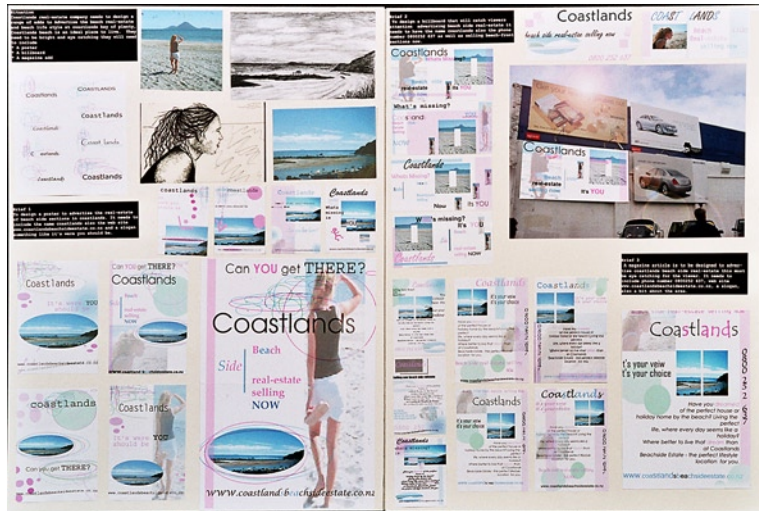
The Assessment Report for 2004 can be found at www.nzqa.govt.nz

Examples of candidate work for NCEA Visual Arts external standards and New Zealand Scholarship can be purchased in poster sets (not Level 1) or on CD rom (all levels).

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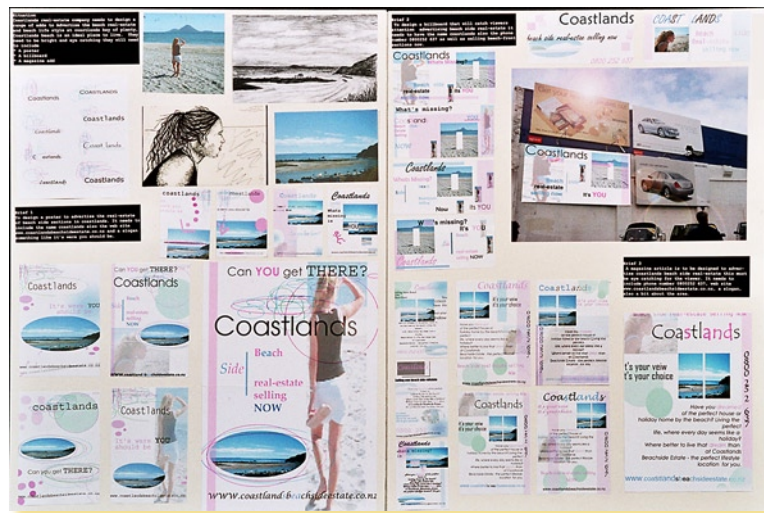


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Submission One

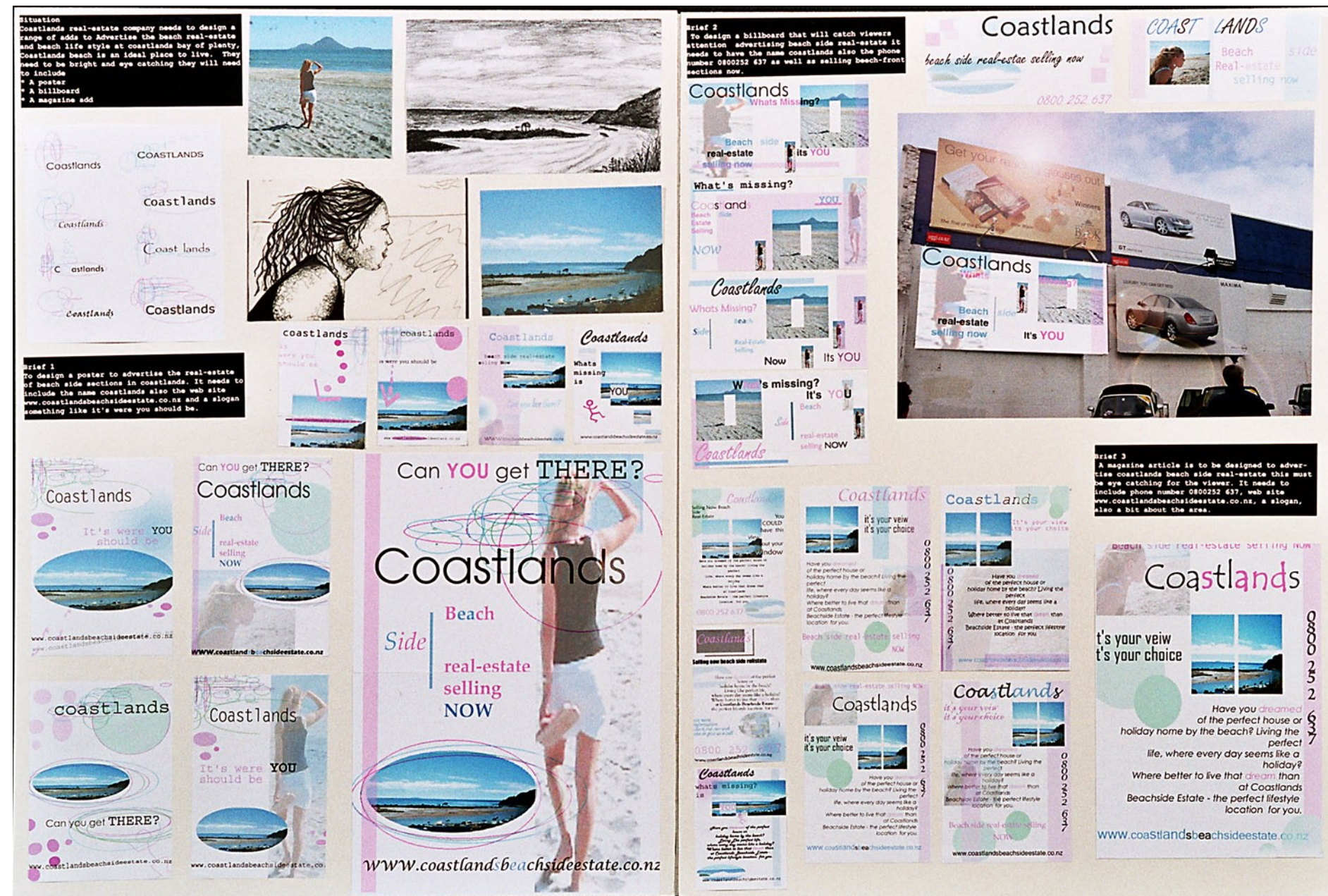
Overview

Candidates were provided with an opportunity to develop their own brief in an area of personal interest. Candidates worked within a structured programme towards solutions in poster, billboard, and magazine advertisement briefs. They gathered their own photographic resources and used Photoshop™ to generate and develop ideas. Existing posters, billboards, and magazines were researched as artist models, supported with specific reference to David Carson and Neville Brody. A common purpose, to inform and persuade, is reinforced by all three briefs. This enabled candidates to consider the implications of alternate (but related) design contexts that provided them with opportunities to analyse, clarify and regenerate a depth and range of ideas.



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Achievement



1/1

The work shows clear evidence that:

- drawing has been used to generate and develop ideas. Appropriate photographs have been generated by the candidate and integrated with text towards solutions for a poster, billboard and magazine advertisement
- a systematic approach has been used to generate and develop ideas. Three separate solutions are supported by concept and development stages
- appropriate design procedures, processes, materials and techniques have been used. Photoshop™ has been employed to integrate text and image with consideration given to the properties of each different design context.

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Achievement with Merit



1/2

The work shows sufficient evidence that:

- drawing has been used to generate, develop and extend ideas. Each brief concludes with a unique solution that is related to, but not dependent on, the previous solution. The candidate has resisted the temptation to rely on a single successful solution applied across different briefs
- a systematic approach has been used to generate and develop ideas with understanding. Each brief begins with the generation of a number of different options. The most successful of these has then been developed towards a successful solution
- processes, procedures, materials and techniques from established design practices have been used with understanding. The colour photographs have been processed (posterised and monochrome) to enable a more balanced relationship between text and image. The billboard explores the use of text as image in response to contemporary typographic artist models.

NCEA Level 2 – Visual Arts 2004 – AS90235

Achievement with Excellence



1/3

The work shows evidence of:

- a depth and range of ideas that have been analysed, clarified and regenerated. Clarification is evident in the well-considered integration of text and image, and the consistently high resolution of the final solutions. Regeneration is demonstrated by the unique nature of each solution while maintaining a consistent stylistic convention
- a critical approach to the development of ideas that has been used with purpose and understanding. Ideas have been developed through research, concept, development, and resolution stages. The size and placement of the selected images at each stage indicates a purposeful application of this process
- the conventions of contemporary design having been applied with purpose and understanding. The elegant restraint of the solutions indicates a sophisticated understanding of the purpose of communication design and stylistic features from the contemporary graphic style of David Carson and Neville Brody.

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Submission Two

Overview

Candidates were given the opportunity to select their own theme within an events promotion global brief. They would then determine an event name and develop a logo solution for this which defined the visual identity for the body of work. Candidates applied this identity to their own briefs, chosen from a selection of tickets, invitation, poster, banner, booklet, T-shirt, or flyer. This gave candidates a high degree of ownership of their work by providing options that suited their personal interests, within a clearly structured learning environment.

Drawing and digital photography were available as a means of gathering imagery, with attention being given to the selective use of appropriate imagery suited to the style and context of each brief. Ideas were generated and developed appropriately through both bitmap (Photoshop™) and vector (Freehand™) software.

A strong emphasis was placed on contemporary design practice. Models used include Paul Rand and Piet Gerards, as well as Neville Brody and David Carson. Consideration was given to the adaptation and extension of the logo and chromatic continuity of colour across all projects, to generate cohesive submissions with a unified corporate identity.



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Achievement



2/1

The work shows evidence that:

- drawing has been used to generate and develop ideas. Images have been gathered and concepts developed towards solutions for logo, poster, and brochure
- a systematic approach was used. Research, concept, development, and solution stages are evident in each project
- appropriate design processes, procedures, materials and techniques from established practice were used. The use of text, image, and the block of texture, acknowledges the relationship of these elements in established practice.

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Achievement with Merit



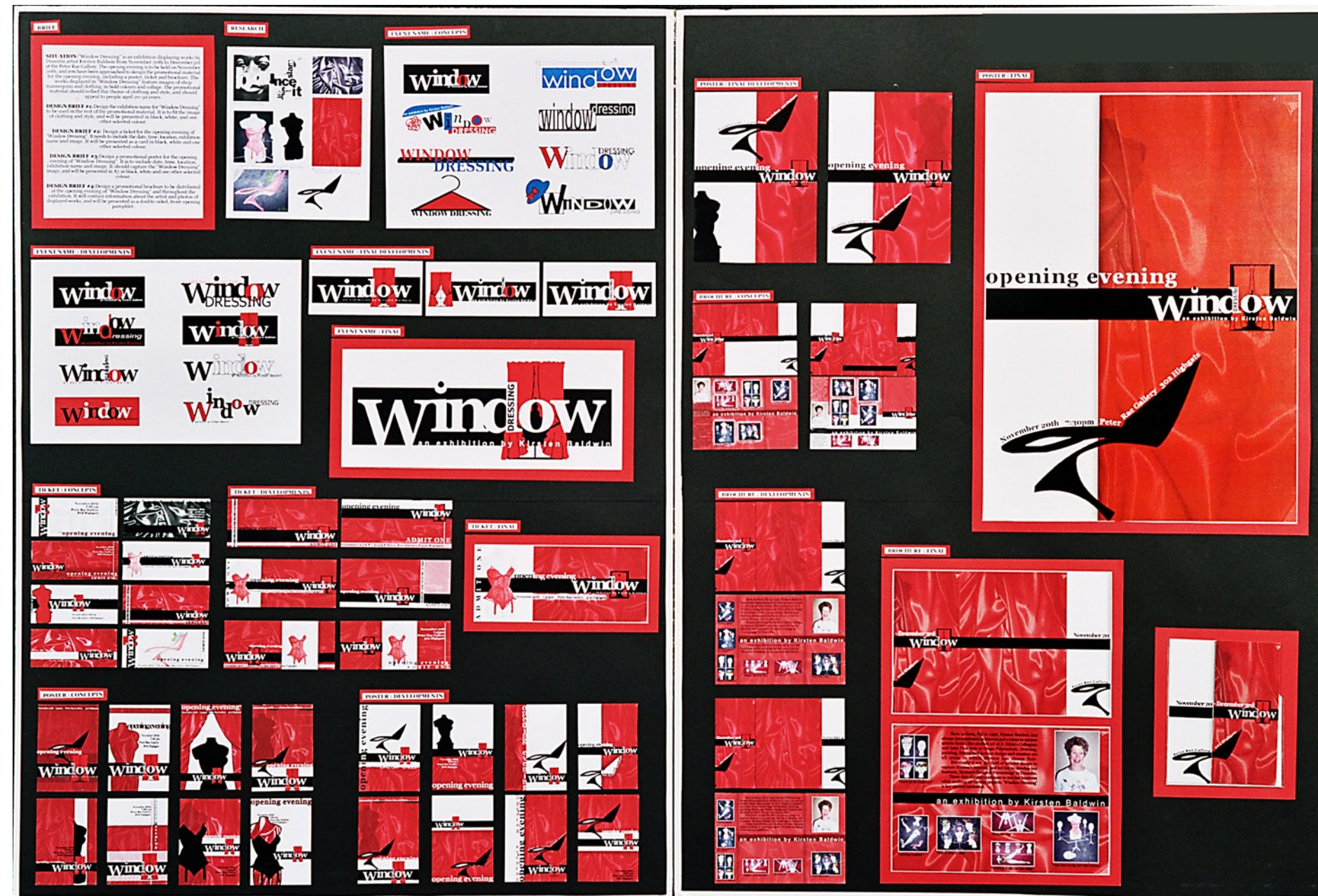
2/2

The work shows sufficient evidence that:

- ideas have been generated, developed and extended. The building block logo is supported by the inclusion of an appropriately naïve illustration and sequence of child-centred icons in later briefs
- solutions have been developed through a sequence of logical steps demonstrating a clear understanding of the systematic approach. A number of alternative options are provided in the logo and ticket briefs from which the most promising have been further processed towards successful resolutions
- design processes, procedures, materials and techniques have been used with understanding. Colour and font selection show a simplified style that is entirely appropriate to the child-centred theme.

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Achievement with Excellence



2/3

The work shows evidence that:

- a depth and range of ideas have been regenerated through analysis and clarification. Each solution has drawn in new visual elements while maintaining a distinct corporate identity. The relationship between text and image becomes increasingly sophisticated in later briefs
- a critical approach has been used with purpose and understanding. Each step in the developmental process has been critically edited and the folio layout clearly demonstrates the order of steps taken
- the processes, procedures, materials and techniques used demonstrate an understanding of the purpose of established design practice. Stylistic features of contemporary design have been integrated towards the development of unique visual solutions.

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Submission Three

Overview

Candidates were given the brief of designing visual material for an exhibition featuring the work of either light-based or nature-based sculpture. Briefs included a logo, brochure and poster with a consistent visual identity, based on the materials and structures of the exhibiting artists. A range of contemporary design models were researched and images of the sculpture gathered as a starting point for the programme. A selected sample of this research is included on the top section of panel one.

Candidates used wet/dry, and digital processes to generate resource imagery and develop their ideas. A distinct visual style was identified early in the programme by each candidate and then applied, developed, and extended to subsequent briefs. Digital technology was used with a high degree of facility where filters and effects were used for purposeful, rather than decorative reasons.

This structured programme provided sound opportunities for candidates to provide evidence for Achievement, Achievement with Merit or Achievement with Excellence.



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Achievement



3/1

The work shows evidence that:

- drawing has been used to generate and develop ideas. A hand-made font and painted background have been developed and modified throughout the three briefs
- a systematic approach has been used to generate and develop ideas. The font and background pattern have been developed consistently throughout the programme with a clear separation between development and resolved stages of the process
- appropriate processes, procedures, materials and techniques from established practice have been used. The submission employs an organic visual style for a nature-based theme with the clean sans serif font on the poster acknowledging the marketing function of this brief.

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Achievement with Merit



3/2

The work shows evidence that:

- drawing has been used to generate, develop and extend ideas. Different briefs maintain a chosen set of stylistic features that have been reconfigured in a variety of different combinations throughout the development and resolution stages of each project
- the submission demonstrates an understanding of the systematic approach to the generation and development of ideas. A number of alternative layout and colour options have been explored within a clearly defined set of stylistic parameters
- the processes, procedures, materials, and techniques of established design practice have been used with understanding. The linear elements, monochromatic colour, choice of font, and layout of each solution demonstrate a clear link to the contemporary design exemplars.

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Achievement with Excellence



3/3

The work shows evidence that:

- a depth and range of ideas have been analysed, clarified, and regenerated. Drawing and photography have been used by the candidate to develop their own resource images and these have been used with sensitivity and restraint. Each project has generated a unique solution while maintaining stylistic links between the logo, brochure and poster
- a critical approach is demonstrated through the purposeful development of ideas. Selected concept and development pieces demonstrate a high level of decision-making
- the processes, procedures, materials and techniques of established practice have been used with purpose and understanding. Solutions demonstrate a sophisticated understanding of the stylistic features of contemporary models. These have been adapted, extended and refined by the candidate to suit the given brief.