



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

Exemplar for Internal Achievement Standard

Visual Arts Level 2

This exemplar supports assessment against:

Achievement Standard 91325

Produce a resolved work that demonstrates control of skills appropriate to cultural conventions

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to produce a resolved work that demonstrates facility with skills appropriate to cultural conventions.</p> <p>This involves the easy and ready control with which skills are applied, appropriate to an identified cultural convention.</p> <p>This student has created a cohesive promotional video that shows fluent control of graphic imagery and animated typography. This demonstrates sound understanding of motion graphic conventions. The bold typographic decisions ensure that the message is clearly communicated, while the rich diversity of font and image selection retains viewer engagement throughout the work.</p> <p>The consistent use of pastel blue, pink and yellow ensures a degree of stylistic cohesion, while the judicious use of appropriate photographic images and Thai language elements create variety.</p> <p>The playful music sits well with the positive message of the video, and is reminiscent of established motion graphic soundtracks.</p> <p>For a more secure Excellence, the student could reconsider less convincing sections to show more consistent critical facility. For example, the key word 'Thai' (1) could be more instantly legible, and/or a more evocative Thai image could be used. The final 'flavours' part (2) could also be reformatted to provide a stronger finishing note.</p>

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to produce a resolved work that demonstrates sustained control of skills appropriate to cultural conventions.</p> <p>This involves the consistent management of processes, procedures, materials, and techniques, appropriate to the identified cultural convention.</p> <p>The premise of this sample is well defined, leading to the clear and concise delivery of a specific message about identity, designed to appeal to a teenage audience.</p> <p>The sample incorporates sustained control of a range of cinematic and photographic conventions including first person point of view (1), pronounced depth of field (2), monochrome (3) and worms-eye-view (4). The transitions between shots are well considered, with carefully edited and elegantly presented graphic elements signalling the intent of each section.</p> <p>The original music and lyrics are designed to align with the imagery and support the message of hope. This leads to a highly cohesive resolved work.</p> <p>To reach Excellence, the sample could be more sustained, with the possible inclusion of an additional scene (for example having the figure meet a second person), finishing the video on an optimistic note in keeping with the message.</p> <p>More subtle linking of the different imagery, such as having the notepad used in the initial scene (1) recurring in later images, might also further integrate the different pictorial styles.</p>

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to produce a resolved work that demonstrates sustained control of skills appropriate to cultural conventions.</p> <p>This involves the consistent management of processes, procedures, materials, and techniques, appropriate to the identified cultural convention.</p> <p>This student has linked together a series of coastal themed images and an appropriate supporting soundtrack to build a cohesive resolved work. The musical style and lyrics support the sunshine beach imagery to evoke a relaxed tranquil atmosphere.</p> <p>The sample utilises a variety of specific video conventions include panning (1), fading transition (2), and reverse motion (3) to retain visual interest. Camera conventions include framing (4) and rule of thirds (5). The focal quality and the pacing of the editing show considered and consistent control of production skills appropriate to video conventions.</p> <p>For a more secure Merit, the student could develop and communicate a specific or personal response to the theme beyond generic beach imagery. This may include a particular narrative element such as the passage from night to day, or a human or animal storyline.</p> <p>Other technical conventions appropriate to the identified context, such as title or credit sequences, may also provide opportunity for the student to show more sustained control of production skills.</p>

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to produce a resolved work that demonstrates control of skills appropriate to cultural conventions.</p> <p>This involves the ability to manage media according to an intention that is consistent with the identified cultural convention.</p> <p>This student has demonstrated a consistently high level of technical skills to record a range of transitory effects related to the theme of 'liquid movement'. The framing, lighting and focal qualities show assured control of camera skills, with crisp focus and pronounced depth of field used to focus viewer's attention on the key action (1).</p> <p>Selected video conventions such as slow motion (2), time-lapse (3), and reversed film (4) are used to enhance the motion features of sequences.</p> <p>The editing of individual sequences including seamless transitions, steady pacing, and appropriate soundtrack are well considered to maintain the viewers interest.</p> <p>To reach Merit, the student could move beyond a series of technical exercises to further develop the conceptual idea or narrative potential of the proposition. For example, scenes could be edited or reconfigured to build in terms of visual complexity or movement intensity.</p> <p>Alternatively, a narrative progression may include sequencing episodes so that the video begins with fast changing scenarios being slowed down and finishes with slow changing scenarios being sped up.</p>

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to produce a resolved work that demonstrates control of skills appropriate to cultural conventions.</p> <p>This involves the ability to manage media according to an intention that is consistent with the identified cultural convention.</p> <p>This student has used a variety of camera and editing techniques to clearly communicate a specific message about adopting animals from the SPCA. Examples include zoom (1), black and white (2) and close ups (3). The variety of camera shots, clear narrative progression, and judicious use of succinct text elements, combine to deliver a strong message.</p> <p>The student also demonstrates appropriate use of scripting conventions such as the dog dream sequence (4) being repeated as a reality in the final culminating scene (5).</p> <p>The visual elements are enhanced by a sentimental soundtrack in the first half, followed by an appropriately upbeat score in the second half when the dog is being 'adopted'.</p> <p>For a more secure Achieved, the student could show more sustained control of modelling and stop motion skills appropriate to the claymation convention. While the dogs are well fabricated, the cage and human figures could be further refined and more appropriate to scale.</p> <p>Including more frames per second and greater articulation of leg and arm action would create more fluent and convincing movement.</p>

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to produce a resolved work that demonstrates control of skills appropriate to cultural conventions.</p> <p>This involves the ability to manage media according to an intention that is consistent with the identified cultural convention.</p> <p>This student has produced a completed narrative sequence that includes clear beginning, middle and finishing sections. The relatively tight script is supported by a variety of video conventions such as zoom (1), close-up (2), and text transition (3).</p> <p>The soundtrack includes a range of (royalty free) audio conventions including television recording, phone, door knock, original dialogue, and choir music. The sound and image components are well aligned, with the sound adding significant value to the outcome.</p> <p>The strong sense of humour, partly generated by the naive modelling and simple graphics, is a contributing factor to the success of the outcome and highly appropriate to viral video conventions.</p> <p>To reach Achieved, the student could further refine the technical conventions used in terms of claymation and graphic elements. For example, additional frames per second in the claymation sequences would enable the figure to move more fluidly.</p>