



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

Exemplar for Internal Achievement Standard Visual Arts Level 3

This exemplar supports assessment against:

Achievement Standard 91460

**Produce a resolved work that demonstrates purposeful control of skills
appropriate to a visual arts cultural context**

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 mastery of skills appropriate to a visual arts cultural context.</p> <p>This involves the critical selection and command of art making processes, procedures, materials, and techniques to achieve an accomplished outcome.</p> <p>This student has produced a flip book outcome that shows mastery of conceptual narrative skills to communicate environmental ideas in a relevant and engaging manner. The deceptive simplicity of the shifts between multiple references including the earth bleeding (2) and the breakup of the Rena (3) which is then finished with blood/oil soaked hands (4).</p> <p>The ‘unspoilt earth’ beginning and ‘oil soaked remains’ finish, is succinct, clear and poignant. The use of hands as the earth enables both conceptual ideas (Earth’s future in our hands) and technical opportunities (stop motion flip book action).</p> <p>The significant refinements between the initial trial (1) and the final outcome (2) (3) (4) reveal critical thinking and command of the conceptual and communicative potential of the flip book context.</p> <p>For a more secure Excellence, the student could show greater mastery of the technical aspects of the flip book convention. The transitions could be smoother to avoid excessive hand jumping (see video). Resolving this technical issue would enable the viewer to fully focus on the conceptual ideas without being distracted by technical imperfections.</p>

Main Ideas

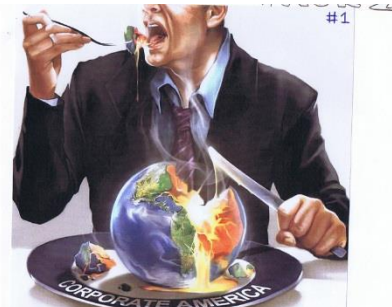
Oil-everything contains oil, hair products, plastic etc

An oil is any substance that is liquid at ambient temperatures and does not mix with water but may mix with other oils and organic solvents. This general definition includes vegetable oils, volatile essential oils, petroleum-based oils, and synthetic oils.

Gasoline - is a transparent petroleum-derived liquid that is primarily used as a fuel in internal combustion engines.

Sam Taylor Wood: Vanitas #5

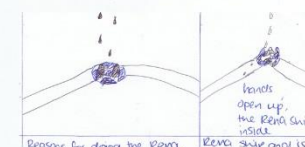
This is a recording by Sam Taylor Wood showing a bowl of fruit rotting over a period of time. It was made using stop motion photography and a picture of the bowl of fruit was taken every 1 or 2 days to show the progress of the fruit decaying. The rotting fruit symbolises the break down of society. Its specificity was the showing of the vanity of the worldly things through often subtle signs of elapsing time and decay. To begin with the bowl is full of fresh fruit but by the end the bowl is mainly now trees its just a decaying



MV Rena was a 3,351 TEU container ship owned by the Greek shipping company Costamare Inc. through one of its subsidiaries, Daina Shipping Co. The ship was built in 1990 as ZIM America for the Israeli shipping company Zim by Howaldtswerke-Deutsche Werft AG in Kiel, Germany. She was renamed Andaman Sea in 2007 and has sailed under her current name and owner since 2010.

On 5 October 2011 the Rena ran aground near Tauranga, New Zealand, resulting in an oil spill. On 8 January 2012 the Rena broke in two after enduring heavy winds and seas overnight. By 10 January the stern section had sunk almost completely.

TASK 3

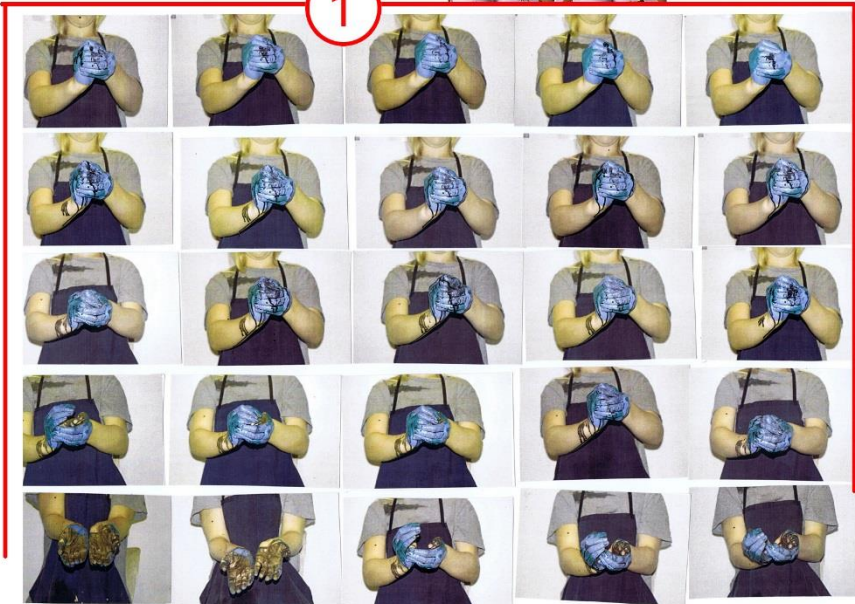


Reasons for doing the RENA. The RENA container ship wrecked New Zealand waters for quite sometime and killed lots of sea life due to the oil spill from the ship. My idea of oil ruining the planet, relates well to the RENA ship and is performed to me and is a current event. People have reacted on the consequences of 1 oil spill because they can no longer see the effect but I want my film back to remind people the horrible effects of

Student 1: Low Excellence

NZQA Intended for teacher use only

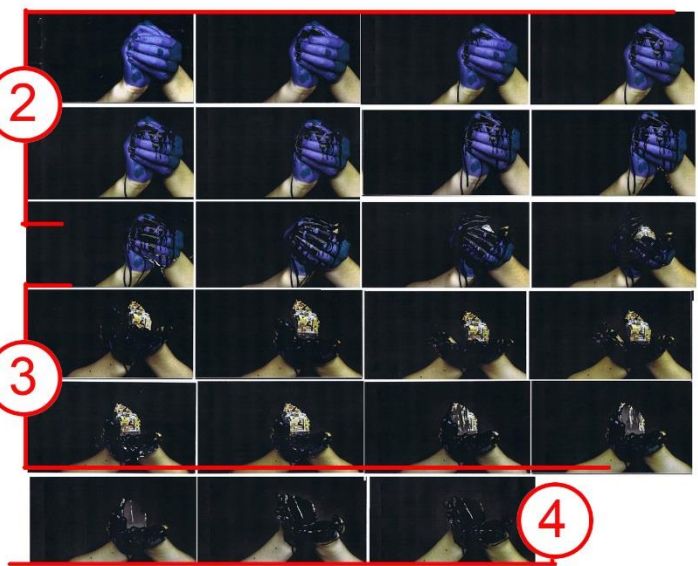
1



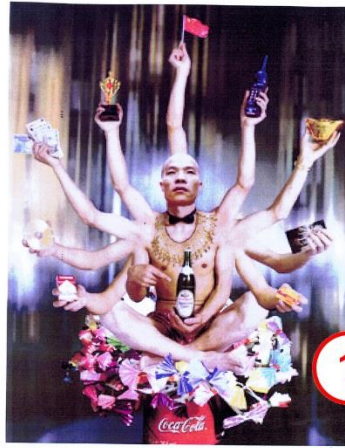
2

3

4

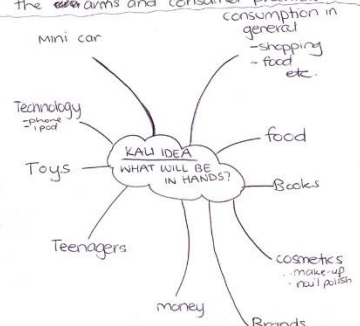


	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to produce a resolved work that demonstrates refined control of skills appropriate to a visual arts cultural context.</p> <p>This involves the deliberate, independent selection and proficient use of art making processes, procedures, materials, and techniques to achieve a particular outcome.</p> <p>This student has produced a flip book outcome that successfully communicates ideas about consumerism and spirituality. A potential strength of the outcome is the conceptual ambiguity where the Kali Goddess reference (1) could be read as either religion as a form of consumerism or consumerism as a form of religion.</p> <p>The evaluation of the trial flipbook (2) reveals the evaluative thinking that leads to a more conceptually and technically refined solution in the final version (see video). These refinements include changing the clothing and hair to be more neutral, rotating the camera viewpoint to accommodate all objects (3), and then digitally removing the background to enhance the dramatic impact (4).</p> <p>To reach Excellence, the student could move beyond the initial Wang Qingsong model (1) to produce a more original response to the consumerism and spirituality theme. For example, the multi-frame context would allow the student to include a change of facial expression or a progressive reduction of cash in the central hand.</p>



Wang Qingqiang

- * could use a green/blue skied background so it would juxtapose with the idea of consumerism and destruction.
- * Background could be facts/words on consumerism.
- * Plain background - so full focus is on the arms and consumer products.



→ who will be my model?
→ how many arms? 20

Flipbook Trial:



Analysis of Trial Flipbook:

I found that doing a trial flipbook of my idea (Kali) was very helpful for what I should and shouldn't do in my final flipbook.

→ I realised that I should shoot my flipbook portrait not landscape so it would be easier to fit all the higher arms in a lot better instead of having to position the camera further back to capture the arms in the frame.

→ I also think that I will get my model to wear a sleeveless tight black top so when I photoshop the arms of her body it will be a lot clearer and easier to cut off.

→ For my final flipbook I will also have her hair tied up into a bun so it looks tidy and puts the focus more upon the consumerist materials.

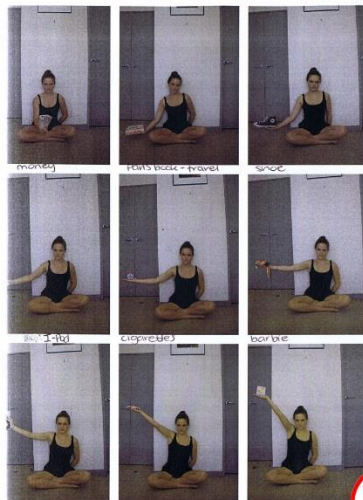
→ I will also make sure that there are 20 consumerist items so there are 20 flipbook pages.

→ It also showed which objects were clear to see and the ones which were not like the Barbie doll and mini vodka bottle - I will change these for my final flipbook, so that they are easily noticeable.

→ What was successful is how the model is wearing black as it is good contrast and an easy colour to photoshop.

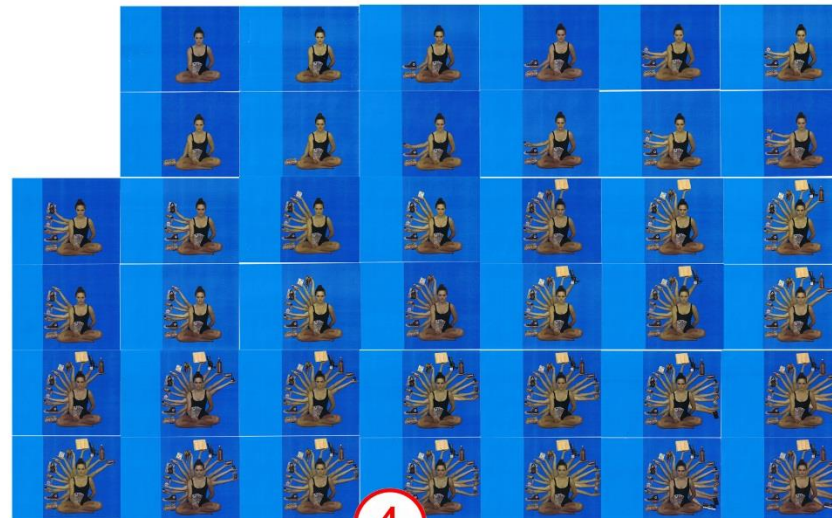
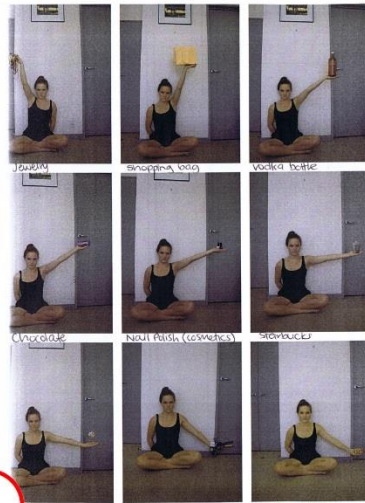
→ The plain background is also very successful as it makes the girl, arms and items easy to see. It also will mean that it will make it easier to Photoshop.

MY FLIPBOOK



3

PHOTO'S



4

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to produce a resolved work that demonstrates refined control of skills appropriate to a visual arts cultural context.</p> <p>This involves the deliberate, independent selection and proficient use of art making processes, procedures, materials, and techniques to achieve a particular outcome.</p> <p>This student has developed a flip book outcome that succinctly communicates the concept of planetary consumption. The selection and management of visual (world map and flames) and technical (framing, lighting, and timing) considerations are sufficiently proficient to successfully communicate a particular message.</p> <p>The student moves from a burning globe in the initial story board (2) to the burning map of the final outcome (3). This refinement better suits the flipbook convention in its simplicity, technical viability and the added tension of having the flames move towards the fingers of a (right handed) user.</p> <p>For a more secure Merit, the student could resolve the fundamental technical issue of having the map moving up and down in the initial frames (see video). This could be achieved by fixing the map and camera positions in the initial photo-shoot or aligning the map edges in post-production. Smoother transitions would significantly reduce technical distractions, allowing the viewer to fully appreciate the metaphorical ideas.</p> <p>The research and planning material focus initially on ideas of consumerism and planned obsolescence (1). This more subtle theme may offer more opportunity for refined solutions that the more obvious 'consumption of fossil fuels' approach.</p>

Brain storming What is consumerism?

Ideas For my flipbook.

- Rubbish Bin filling up and overflowing
- Ball with the world painted on it. The ball slowly filling up till it goes black. Symbolising pollution.
- earth deflates.
- Advertisement.

1



People desiring to buy goods in greater amounts. The large amount of goods leads rubbish and pollution. Large amount of waste.

Pollution, excess rubbish, chemicals etc.

With the increase of advertisement and products being sold more and more items will be dismissed and thought of as waste because stores and advertisers have advertised something 'better' and more useful.

PLANNED OBSELENC.

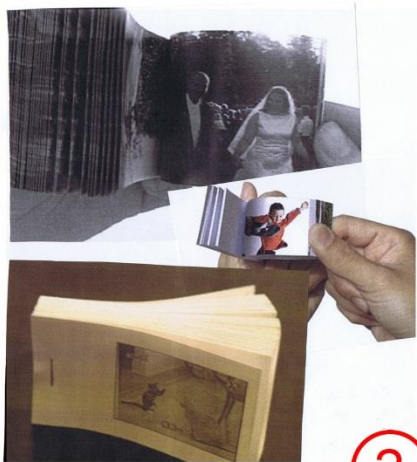
Planned obsolescence is when products are made to only last a certain amount of time resulting in people having to go out and buy more of that product. For the company Apple is a good example. The ipads and headphones only last a year or so you get so hooked on that product that you make sure you go out and buy a new one. Continuing the cycle of consumerism.

PERCEIVED OBSELENC.

Perceived obsolescence is when a new version of the product you have comes out. A better more upgraded version. This new version manipulates you to believe its better than what you have leading you to go out and buy the new version. This happens every few months to continue the cycle of consumerism.

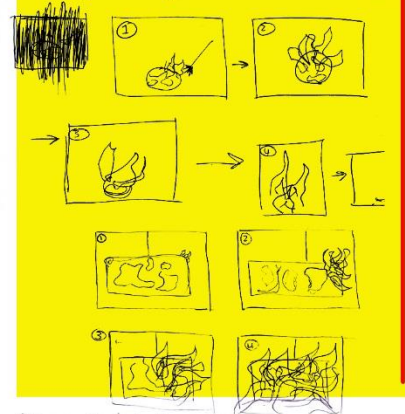
Because of the outcome if I use a globe (it will melt instead of burn) I have decided to use a paper made out of paper instead of a globe.

These are still motion photography. Not a flipbook but has the same idea capturing a change in a item. This is the rotting process of a ~~plum~~ plum as far as consumerism flipbook we will have a short process in pictures.



2

Story boarding



- 1: someone who lights the globe on fire.
- 2: the flame slowly begins to destroy the globe.
- 3: the flame continues to destroy the globe.
- 4: all that's left is a flame.
- 5: the flame dies. all that's left is ashes.

Andreas Gursky
Baydelt Webb.



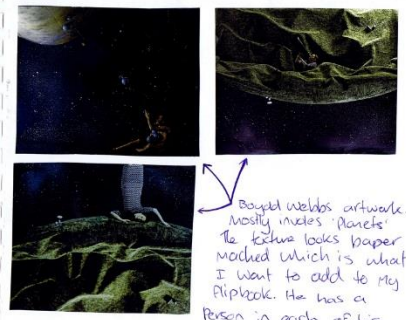
Task 3. Processing objects to use in our flipbooks. Researching artist models.

Brainstorming ideas for my consumerism flipbook.



The idea that I'm going to choose is a globe. a globe deflating or possibly burning. So my objects (subject matter) will be a globe.

An artist that uses a lot of globes in his work is Baydelt Webb. a lot of his work involves paper mache. I would like to make a paper mache globe and have that burn.



Baydelt Webb's artwork. Mostly makes 'planets'. The texture looks paper mached which is what I want to add to my flipbook. He has a person in each of his pieces which I most likely won't have.

3



	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to produce a resolved work that demonstrates purposeful control of skills appropriate to a visual arts cultural context.</p> <p>This involves the deliberate, independent selection and use of art making processes, procedures, materials, and techniques in a resolved work.</p> <p>This student has produced a functional flip book that refers to environmental population and its effects on flora and fauna (see video). The planning pages reveal sustained research and clear purpose for the work based on the clearing of the Amazon rainforest due to oil and gas concessions (1).</p> <p>The cut out conventions of Molly Jey (2) have been intelligently adapted to the flip book stop motion context. The graphic simplicity and use of monochrome is appropriate to the flip book convention.</p> <p>To reach Merit, the student could further refine the narrative sequence to more effectively and explicitly communicate the conservation message. This may include finishing the narrative with complete blackness or beginning the sequence with full colour images. The sense of oil flow could be enhanced by progressively extending existing ink lines rather than adding complete new lines to each new frame (3).</p> <p>Refined control would mean that the technical issues of the stage shifting around would be resolved. This could be done by physically fixing the stage/camera positions or digitally altering a single master image of the scene.</p>

Consumerism
- The story of Stuff

1

- Process System -
 - Extraction → Production → Distribution → Consumption → Disposal
 - ↳ materials economy
- Corporations are more important/powerful than the government
- In the last decade we have taken a third of the world's resources
- USA has under 1% of original forests left/10% water ways undrinkable
- Amazon loses 2,000 trees a minute
- Brazil heading is with fitting towns from the outside world into an children.
- The people whose land is taken away for resource development are then used in the factories.
- USA releases 4 billion pounds of toxic waste each year and that is all they admit! meaning they release more.
- Cost of production are externalised so that the consumer is not paying a ~~bit~~ for the product.
- Products are designed to break so we as consumers will go back and buy more
- Each US citizen makes 4.5kg of trash every day

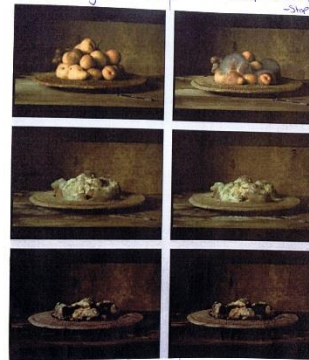
My Plan

Initial	Final
- Trees	- Oil
- Green	- Destruction
- Happy	- Sad/Angry
- Animals	- Glass
- Plants	
- Cutouts	

Initial thoughts

I will create a cut out set involving some sort of consumerism and photograph an idea.
I plan on involving the Amazon rainforest and oil. I want to create a lush rainforest, and then photograph oil being poured down.

Sam Taylor Wood - Fruit Decomposition



This collection of pictures are from Sam Taylor Wood's stop motion composition. They display how a bowl of fruit decomposes over a long period. One photo is taken of the fruit everyday. A pen is placed next to the bowl to show us that everything but the fruit is caught in still life, while the bowl of fruit comes to life as it decomposes.

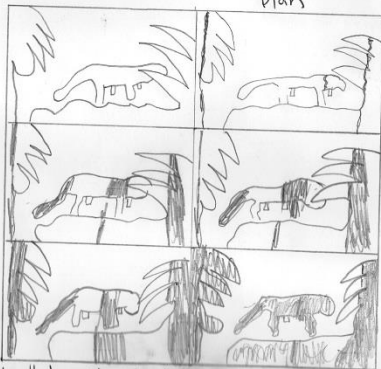
Molly Jay - Deer in the Forest of White Birch

2



Molly Jay is one of my artist models. I admire her the way she manipulates cut outs. She is able to create a very vivid picture using simplistic methods. In the photo above she has used multiple layers which have been cut out to produce the final image. The technique is simple, but complex at the same time because it links fully. I am interested in combining the use of Molly Jay's cut out techniques with the work of Thomas Allen.

Flipbook sequence - Rough Plan



I will dip ink onto the cut out set to resemble oil taking over the rainforest. I have included a spare second practice flipbook however using my actual photo as this film. I will need to further edit these pictures and change colour management settings in order to produce a near, less



Post Flipbook development thoughts

I think that I portrayed my point very successfully. I created a 3 layer, 3 dimensional set involving lush rainforest and a tiger (rainforest creature/animal). I then photographed oil (ink) being dripped onto the set, to purposefully ruin it. This worked extremely well and we can clearly see how the flipbook relates and links to consumerism. My goal was to produce a flipbook that would portray what is happening in the rainforest of the Amazon, right now. Now in 2012 over 40% of the Peruvian rainforest is covered by oil and gas concessions. Having such a vast percentage covered (and rapidly growing) is destroying nature, tribes, animals and we are also at a loss with medicines (medicines from the rainforest). This is all a result of consumerism. Man's greed and need for more and more resources. If this continues at its current rate, earth will have no resources before long. The planet will turn into a barren wasteland.

3

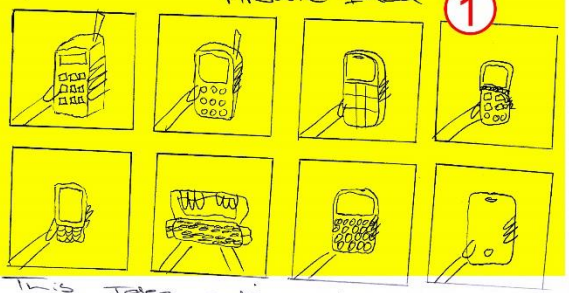


	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to produce a resolved work that demonstrates purposeful control of skills appropriate to a visual arts cultural context.</p> <p>This involves the deliberate, independent selection and use of art making processes, procedures, materials, and techniques in a resolved work.</p> <p>This student has used the strategy of showing the progressive evolution of cell phone design (1) to reference the concept of planned obsolescence (2)</p> <p>The relatively simple topology of a neutral background and artificial lighting (3) is well suited to the concept. This demonstrates appropriate consideration of the technical aspects associate with the production of the outcome.</p> <p>For a more secure Achieved, the student could more fully resolve the technical problem of the jerkiness of the outcome caused by having the arm in slightly different positons (see video). This could be resolved by a fixed brace for the arm, or by using a single arm image and digitally inserting different phones.</p> <p>Further consideration is needed to ensure that the consumerism theme is more clearly communicated, as the outcome could currently be viewed as a positive promotion for new technology. For example, a cumulative tally of costs could be included, or the phone could vanish entirely leaving the consumer empty handed.</p> <p>The selection of phones themselves may also be further developed. The student could have used (in image form) even more primitive cell phones, or other forms of communication that precede the phone. Future speculative models that imply a never-ending process of replacement phones could be another alternative approach.</p>

Task 3

Ideas for my Flip Book

Idea one
 Show the development of the mobile phone



This idea addresses the problem of consumerism by technology always updating & people are always trying to keep up with the trend. Shows the idea of planned obsolescence

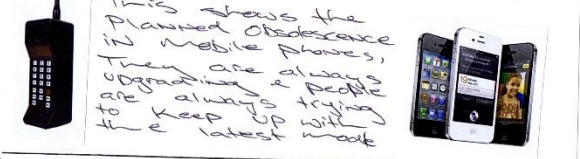
* Roger could include Barbara on the last phone screen.

new canvas black.



Planned Obsolescence 2

Its industrial design is a policy of planning or designing a product with a limited useful life, so it will become obsolete, that is, unfashionable or no longer functional after a period of time. Benefits for a producer has potential obtain continuing use of the product again, whether is under pressure to purchase manufacturer (a replacement part or a newer model) or from the same manufacturer which may also rely on planned obsolescence.

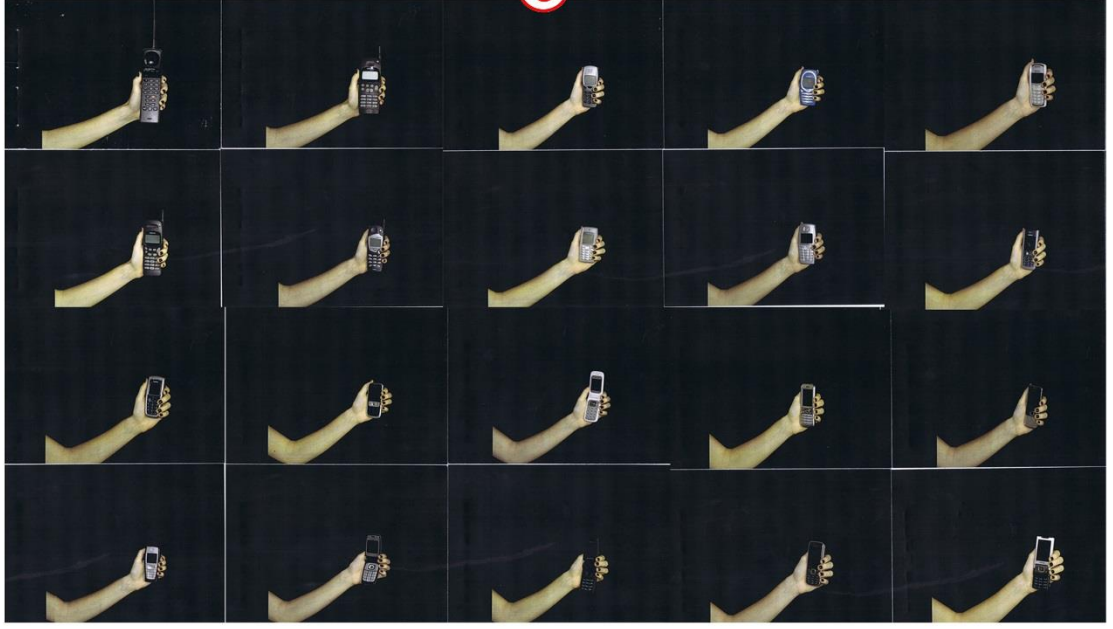


This shows the planned obsolescence in mobile phones, they are always upgrading & people are always trying to keep up with the latest work.

Flip Book

I feel as if my flip book turned out well, its like that it is simple and effective. it shows the idea of planned obsolescence really well & shows the viewer this consumerism problem. I feel as if i could of shot it better. the hand & arm move quite a bit & the flip book loses its effect a little. But overall i am happy with what i have produced & the way i have addressed my idea.

3



	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to produce a resolved work that demonstrates purposeful control of skills appropriate to a visual arts cultural context.</p> <p>This involves the deliberate, independent selection and use of art making processes, procedures, materials, and techniques in a resolved work.</p> <p>This student has produced a flip book outcome that attempts to communicate ideas about oil pollution by having ink spill from a paper boat into a bowl of water (see video). A degree of stylistic and technical consistency is created through a limited number of pictorial elements and dramatic monochrome contrast.</p> <p>The flip book action is taken into account by adding a black spacer on the left side of each image (1). This allows the entirety of each image to be viewed without the left side being obscured by the book binding.</p> <p>To reach Achieved, the student could further refine the technical and/or conceptual aspects of the project. Technically, all frames need to be correctly focused and aligned, and the tonal values more consistent. This would result in a smoother transition between frames.</p> <p>The conceptual ideas could also be developed to ensure that the environmental message of the outcome is more clearly communicated. This may include a recognisable oil tanker hook at the beginning, or finishing with a real world reference.</p> <p>For Achieved, the student could treat the outcome as a trial maquette rather than finished work. They could then use the evaluation of the strengths and weaknesses of this work to inform the development of a more resolved flip book.</p>

Critiquing Consumerism

Brainstorming

TASK 1

Deforestation is clearing of the forests on a massive scale, often resulting in damage to the quality of the land.

Consumerism - is a social and economic order based on fostering a desire to purchase goods and services in even greater amounts. It is economically manifested in the chronic purchasing of new goods and services, with little attention to their true need or production origin.



Oil spill -

Oil spill happens when people make mistakes or are careless and cause an oil tanker to leak oil into the ocean. Equipment breaking down may cause an oil spill too.

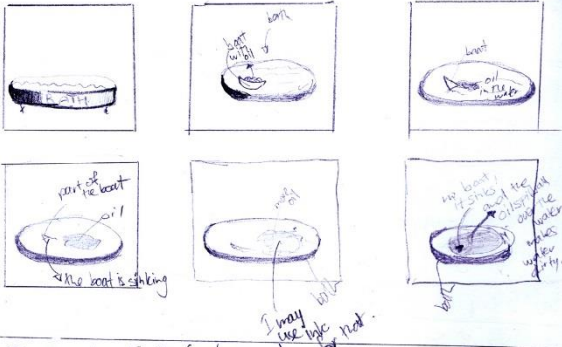
Land Stripping

Antecedent weathering and subsequent stripping are now commonly claimed to be important factors in relief formation in many areas underlain by crystalline rocks.

Spill the oil into the water

TASK 3

I may use a filled bath with water and use a toy boat full of oil inside and spill it into the water.

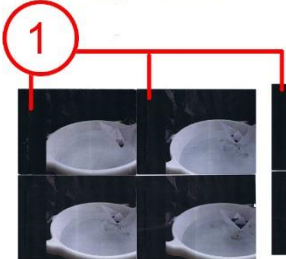


Decomposing Fruit (eg. banana)

Take for 2 photos each day, cos you need to have time for the banana to rot.

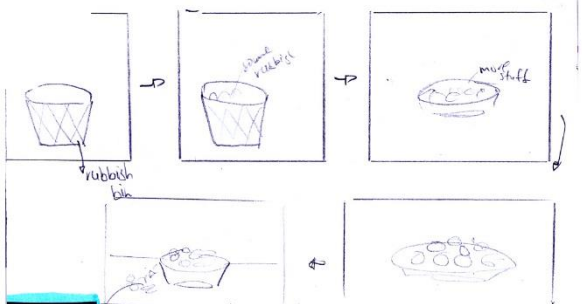
Put rubbish into the rubbish bin

Put rubbish into the rubbish bin and then fill it slowly with stuff (rubbish) and then it will become fuller and fuller so that in the end the stuff will fall out on the ground.



Summary: } TASK 4. [Evaluation]
 My idea is: Oil spillages
 I used a container with water and I made a paper boat and I used black ink to represent Oil.
 My last photo looked like all the water that was in the container boat was now in the water, and the water became black.
 I think it was successful idea because it is clearly seen on my images (Oil spillage - using black ink) - to represent Oil. and the paper boat sinks into the water.

What's an oil spill?
 Oil spills happen when people make mistakes or are careless and cause an oil tanker to leak oil into the ocean. There are a few more ways an oil spill can occur. Equipment breaking down may cause an oil spill. If the equipment breaks down, the tanker may get stuck on shallow land. When they start to drive the tanker again, they can put a hole in the tanker causing it to leak oil.



Edward Burtynsky - Work in China

MANUFACTURED LANDSCAPES

There's also a film that we watched over lessons about manufactured landscape in mostly in China.