



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

## **Exemplar for Internal Achievement Standard**

### **Visual Arts Level 2**

This exemplar supports assessment against:

**Achievement Standard 91307**

**Demonstrate an understanding of methods and ideas from established practice appropriate to photography.**

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 demonstrate an in-depth understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting particular information through the analysis of methods and ideas from established practice, in order to explain how and why art works are related to the context in which they are made, viewed and valued.</p> <p>In this extract the student has investigated the work of David Hilliard and Duane Michaels.</p> <p>The student makes connections between the background details of the photographer and the ideas explored in specific art works. For example, in the work of Duane Michaels, the student links an interest in emotion and philosophy (5) with implied religious ideas in the art work (6).</p> <p>Well selected quotes such as '<i>Hilliard's vision embraces the playful aspects of contemporary life as reality as its pathos</i>' (1) are used to support their explanations.</p> <p>The student demonstrates an in-depth understanding of how specific pictorial (3) and technical (4) devices are used to create specific effects and communicate meaning.</p> <p>For a more secure Excellence, the student could make more sustained use of information from appropriate formal research sources to support their ideas. For example, the student speculates about the implied relationship between man and the urban environment (2), but a quote from Hilliard could be used to support this idea.</p> <p>The student could expand the more significant areas of the analysis that have been restricted due to the template approach. For example the meaning (2) and intention (6) sections often show more depth of understanding about the ideas that underpin the work.</p>

### Photograph Analysis Sheet

#### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

The man is the point of focus, he is on a focal point. The foreground is in focus but you would not notice it until you look closely as it isn't put on a focal point or line of third. The depth of field behind the man is rather shallow, emphasizing the distance from the other man. There is a lot of light used in the shallow background to draw attention to the buildings. How are the visual elements used? The man and the puddle.

Line is used in the buildings making the buildings appear closed in on the man. The natural light shining in through the buildings appears foggy making the picture appear more closed and urban, the light against the man dressed in black makes him stand out. The light also hits the puddle making it significant. Texture - the detailed concrete ground has a rough/bare texture making the picture look more dirty and urban, the puddle also creates texture and makes the picture look busy.

#### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

The colours are bland, urban colours, the dark toning on the building on the right looks shadowy drawing more 'closeness' into the picture. Communicating an urban message 'trapped in a city' urbanisation.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

The man crouching juxtaposes against the tall buildings making him appear insignificant to the buildings. The man in the distance also appears small against the tall building. Juxtaposing his size to the city. Contributing a message of 'little people against the big city' that the city is a small place - they are out of it.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The crouching man being in the point of focus brings out his shape against the tall brick buildings. It has been staged on a foggy day I believe on purpose to make the lighting faint and blurred, adding to the DOF and the urban city theme, makes the buildings appear larger bringing out the 'big city small people' message.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

This image does not appear to be very manipulated. The brightness and contrast may have been edited to make the buildings darker and shadowy communicating the urban message emphasizing the size of the man.

The man being in black against the dark building emphasizes his size and insignificance against the tall building.

#### Photographer details:

Briefly outline what you have found out about their life and career.

David Hilliard is an American photographer born in 1964. "Hilliard's villain embraces the playful aspects of contemporary life as readily as it's pathos" - Los Angeles Times.

David is also a professor of photography at Yale University in America. His work has appeared in publications such as Blind Spot and ART news. He focuses his photography on the personal, the familiar and the simply ordinary. He says his work strikes a balance between autobiography and fiction.

#### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

A familiar urban city reality - a man has stopped in the busy apartment alleyway to examine/pick up something. His size stands out against the tall buildings that appear to be leaning inward, makes the picture look compact. Viewers are invited to assume what could be happening and to familiarize with the small man in the big city. Is the artist trying to communicate a particular idea? What could this be?

I think he could be communicating the idea that the men are insignificant to the tall buildings. That they have stopped for a moment in their routine which is out of the ordinary in the 'big city'. Perhaps the idea that the world is too urbanized, there is not much time to stop and wait as the man waiting is in the far away distance. The city is busy.

Artist David Hilliard  
Title



#### Evaluation

What do you think about the work?

I think that this work is simple but very good. It is contemporary and a simple urban background that can be familiarized with. I like the line in the buildings and how it makes the buildings appear closed in on the man. The picture is also very balanced which I like. It is almost as though there is a POF in each of the 3 pictures.

What aspects could you use in your own work? How? Why?

The line of the buildings to fill a picture and make it appear closed in. I think it makes a nice effect and helps to communicate David's ideas/messages and it could also help to communicate mine in my photography. I could take a picture of my subject matter against towering buildings, composing it so that there is a light space against my subject matter.

1

2

# Photograph Analysis Sheet

## Composition

How is the pictorial space arranged (foreground, background, points of focus)?

The crucifix is centred almost perfectly in the middle of the picture. There is no DOF. The whole picture is in focus. It is taken against a white wall and there is no distance in the background bringing out the emotion on the men's faces. Having no distance in the background also gives the picture more closeness. It makes it tense and rather uncomfortable to view. The men are on lines of third and the eye is on a focal point adding further emotion.

How are the visual elements used?

**Colour** The use of black and white in this picture adds mood and brings out the expression on the men's faces. It also creates a sense of space on the flat white surface of the background. I think the black & white was used for that purpose.  
**Light** The lighting in this picture creates shadow on the men's faces showing their negativity and highlighting the emotion in their faces.  
**Texture** There is a soft texture in this picture. The lighting on the men's faces makes their skin appear soft adding to the mood & emotion, bringing out the texture on the crucifix.

## Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

The black and white tones add mood and reflect the emotion on the faces, also making their wrinkles look deeper communicating their age. It communicates the negativity in the emotion, making the photo serious and tense, emotive.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

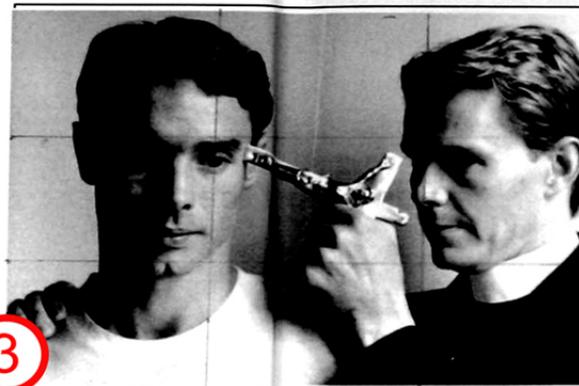
There is a juxtaposition between the priest holding the crucifix and the regular pain man in white. It communicates the persecution regular people face from religion and religious people. There is also a juxtaposition between innocence and guilt/good & bad crossing the roads together.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The staged lighting on the man brings out their expressions and adds age to their faces, communicating innocence and guilt. The man on the left's eye is the point of focus and instantly communicates the emotive message of guilt or sin. There is no DOF I think it is effective without it.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

I think the only manipulation in this photo would be adjusted light/saturation and the black and white. The manipulated levels of light would add to the shadow and expression on the faces communicating the emotive messages, religious philosophy.



Artist Duane Michaels Date \_\_\_\_\_  
 Title \_\_\_\_\_

## Photographer details:

Briefly outline what you have found out about their life and career.

Duane Michaels born February 18th 1932 is an American photographer. He taught himself photography. His work uses photo sequences, often incorporating text to examine emotion and philosophy. In 1968 he successfully photographed the Olympics. He studied at the University of Denver in America.

## Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

A philosophical religious message showing the persecution religion pressures upon people for sins and what they believe 'God' says is wrong. He presents this message through emotion on the faces, innocence and guilt triggering a familiar emotive response from viewers dependent on their religious stance. Is the artist trying to communicate a particular idea? What could this be? That religion persecutes and attempts to punish 'sinners'. That it is wrong but often occurs in society. Also that members of religion eg. priests are arrogant and believe that they are right to exploit people to make them feel guilty. The crucifix to the head may mean that religion is killing the man.

## Evaluation

What do you think about the work?

I think it is strong and effective. I really like that religion is included as it is something all of society understands. I think the message/idea Duane Michaels is sending may be a bit on too straight forward and more mystery would be good but overall I really like this picture and Duane Michaels work.

What aspects could you use in your own work? How? Why?

The religious idea, I could incorporate crucifixes into my work & other religious symbols. Lighting on faces to capture emotion and innocence or guilt. The subtle shadowing on faces to bring out evil and negativity, that there are dark people. The close background being black and white to create a spacious feeling and to bring out mood and distance between emotion. Juxtapose good to evil.

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to demonstrate an informed understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting particular information about how methods and ideas from established practice are used with reference to the context in which artworks are made, viewed and valued.</p> <p>In this extract the student has investigated the work of Brooke Shaden, Ava Seymour and Jerry Uelsmann.</p> <p>The student demonstrates informed understanding of methods and ideas in the reference to Seymour's political/war themes (3), moving from cut and paste techniques to digital manipulation. This approach is not immediately apparent simply by looking at the work, and indicates that the student has found, processed and applied relevant information from appropriate sources.</p> <p>The sustained discussions of composition and techniques show consistent connections between the stylistic devices and intended effects. For example, in the discussion of Brooke Shaden (1) the student explains how lines are used to balance the composition and lead the eye to the focal point of the image.</p> <p>To reach Excellence, the student could show greater depth of understand by providing more sustained explanations of key concepts. For example the student could expand on the relationship between Uelsmann and other artists, and explain terms like '<i>surrational</i>' (4).</p> <p>In the meaning section of the Shaden analysis (2) the student provides several references to potential meaning. These, however, are typically 'I think' statements. The student could include quotes from artists or critics which would move the discussion from personal speculation to authoritative explanation.</p>

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

the point of focus in this photograph is the dead girl wrapped in the sheet on the stairs. In the background is the stairs and in the foreground is the stone wall on the left hand side. the sheet that the girl is wearing draped down the stairs and finally rests at the bottom.

How are the visual elements used?

A visual element in the photo is the colour. In this picture seem quite dark and ~~dirty~~ dirty. The colours all seem to come from one colour pallet. There are no colours that stand out or seem out of place. The colours used help make the photo look more dead. Another visual element is the lines. The lines on the stairs that are horizontal and the vertical lines of the stone wall and rail of the stairs. The lines help keep balance in the photo and it's as though your eye

Follow the different lines to the dead girl.

1

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

the colours used in this photo are all quite ~~dark~~ dark. This photo has ~~no~~ toning to make it seem darker and only has greys, white, blacks and a tinge of blue. I think this makes the photo look lifeless which adds to the message that the girl is dead.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

the juxtaposition in this photograph is the contrast between the stairs/walls and the girl on the stairs. the strongness of the stones that make up the stairs/wall compared to the smoothness of the girl give a sort of balance between innocence and harshness. It gives an edge to the photo without taking the sadness of the girl being dead away.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

the point of focus in this photo is on the girl on the stairs. the lighting in this photo is mostly on the girl as well. The edges around the photo are dark. This helps make the photo look more dead and adds to the idea that the girl is dead and was dumped there.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

it looks like the colour was manipulated to look more dark and toned. Also the edges of the photo have been darkened helping draw the focus more towards the centre of the photograph. I don't think much else was done post-production. This photo looks staged so all the work would have been done before the photo was taken.



Artist Brooke Shaden  
Title uneven staircase

Date

### Evaluation

What do you think about the work?

I like this photo. I like how all the elements come together and work perfectly. I think it's cool how Brooke Shaden managed to make the girl look so lifeless. I also like how the colours are so dull but still manage to have 'colour' coming through. It adds to the theme of the girl being dead and makes the photograph look good.

What aspects could you use in your own work? How? Why?

I could use the theme of this photo in my own work. The theme seems to be death, as though the girl has been dumped there. I could also use the same sort of colouring as Brooke Shaden has. I think that the dark sort of colouring goes hand in hand with the theme of death.

### Photographer details:

Briefly outline what you have found out about their life and career.

Brooke Shaden was born in March 1987 in Lancaster PA, USA. She grew up near 'Amish Country' until attending Temple University. She graduated from Temple in 2008 with 2 degrees, Film and English.

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

In this photo the girl is dead. I think a sort of alternative reality has been presented in the fact that this could happen to anyone. I think the artist was inviting an emotive response to this photo. It seems as though because she's wrapped in a sheet and dumped that ~~something~~ something bad went down, which is sad.

Is the artist trying to communicate a particular idea? What could this be?

Brooke Shaden's photographs always seem to create 'new worlds' through her eye and her photography tends to question the meaning of what it means to be alive. I think that's exactly what she's trying to portray in this photo. The girl looks as though she was killed and dumped, when I look at this photo I see a sort of 'innocence' that has been lost.

2

## Photomontage Summary

### Techniques:

**Use of Black & White / Toning / Colour:** How does this contribute to the messages the works communicate?

-The use of colour in Ava Seymour's 'The Wall' is minimal, but makes a statement as the only coloured area stands out against the black and white.

-Similarly, Jerry Uelsmann uses minimal colour in his work, choosing to use only black & white and sepia tones, this helps communicate the dark, dream-like world he is creating in his work.

**Juxtaposition of subject matter:** How does this contribute to the messages the works communicate?

-Ava Seymour combines images that could be considered related, such as a post-war setting of the Berlin wall, with images of blood, skulls and guts, to represent death.

-Jerry Uelsmann's images have many examples of juxtaposition within them; light and dark, air and water, and black and white. He combines that you would not expect to see together in a real world.

**Production techniques (point of focus, DOF, lighting):** How do these contribute to the messages the works communicate?

-Ava Seymour uses colour as her main point of focus, and dull lighting to create her photographs, these techniques make her work more shocking and appealing.

-Jerry Uelsmann uses a central point of focus and large depth of field in his work. The lighting in his work is used to create bold shadows that emphasise the subjects.

**Post-production image manipulation (layering of images, cut and paste):** How does this contribute to the messages the works communicate?

-Ava Seymour chooses to manually cut and paste photographs on top of others, to create a bold, layered effect like a collage, then she scans her work into a computer and manipulates it further. This works well as her photographs all have a strong and bold idea behind them.

-Jerry Uelsmann makes all of his photographs in the dark room, combining multiple negatives and enlargements to make his final images. His final images appear to be seamless, and look almost real.



Ava Seymour - The Wall, 1993

### Concepts and common themes informing these artists' work:

Are there ideas or themes that these artists often work with? What are these? What are these artists trying to communicate to you or get you to think about?

-Ava Seymour appears to use themes such as war, and suffering a lot in her work, and her use of colour is quite shocking. I think she is trying to get us to think about the story behind her photograph, which is usually political or war based.

-Jerry Uelsmann creates dream like photographs by combining beautiful nature shots with everyday objects or scenes, such as a house, or a chair. When looking at Jerry Uelsmann's work there is so much to think about, and the story behind the photograph is mainly up to the viewer.

Is there particular subject matter or settings that these artists often use? What is the significance of these?

-Ava Seymour's work is generally set in post-war, or suburban places, and the subject matter is usually war, or pain.

-Jerry Uelsmann uses natural 'fantasy-like' settings such as flowing rivers, skies and oceans in his work to create alternate worlds within his photographs.

### Other artists there are links to:

Who are other artists that make work informed by similar themes to these artists?

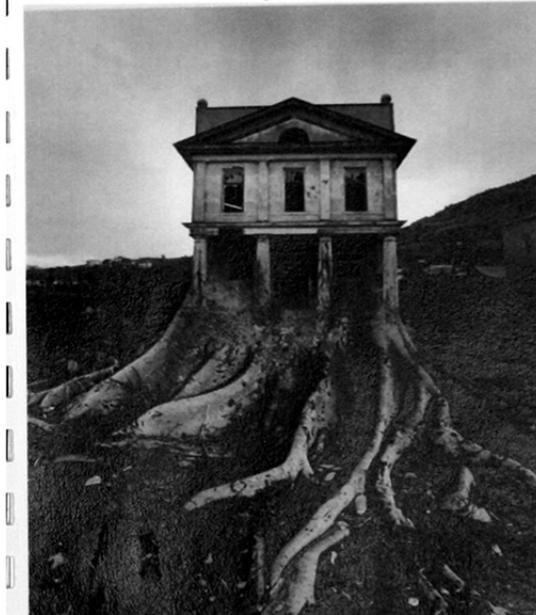
-Ava Seymour uses social political themes like many other photomontage artists. Peter Kennard uses similar themes of war and politics in his work, but the message he is trying to communicate is more obvious, whereas Ava Seymour's work is abstract.

-Scott Mutter is an American photomontage artist who uses similar techniques and similar themes to Jerry Uelsmann. He uses contrasting images to create a dream like perfect world, and has described his work as 'surreal'.

Who are other artists who use similar techniques when making work?

-Darla McKenna is an American artist who uses the traditional technique of cutting and pasting different images to create her work, like Ava Seymour.

-Oscar Rejlander was a Victorian photographer who had a similar technique to Uelsmann, they both had the idea that a final image does not have to come from a single negative, it can be made up of many.



Jerry Uelsmann - Untitled, 1982



Jerry Uelsmann - Untitled, 1992

③

④

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to demonstrate an informed understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting particular information about how methods and ideas from established practice are used with reference to the context in which artworks are made, viewed and valued.</p> <p>In this extract the student has investigated the work of David Hilliard and Thomas Allen.</p> <p>The student explains how pictorial devices are used to control how the image is viewed. For example, the use of a red dress has been used to draw the viewer's eye (1).</p> <p>The student provides a sustained explanation of technical and pictorial features. They correctly use photography terms such as '<i>point of focus</i>' (2) and '<i>DOF</i> (depth of field) (4) correctly. The student makes regular connections between visual devices and particular effects, for example how tone and curving pages create the effect of a '<i>serene</i>' ocean (3).</p> <p>For a more secure Merit, the student could provide more complete explanations of the ideas that underpin the images, and support these with evidence from appropriate research sources.</p> <p>In the communication section for Thomas Allen (5), the student speculates about potential meaning. In this case research sources typically refer to nostalgia and childhood memories in relation to Allen's pop-up book images.</p>

outline as a visual element is used in all 3 separate images and seems to frame the girl. The colour contrast is also one because of the green and red.

The point of focus for the first image is the large tree directly through the middle the 2nd is the girl + lady and the 3rd is the blurred sun-light.

A juxtaposition for this image could be the two opposing colours (red and green).

David Hilliard focusing on creating a set imagine (one artwork) out of more than one photo. each photo has its own point of focus.

**Composition**

How is the pictorial space arranged (foreground, background, points of focus)?

Point of focus has been arranged to sit directly in the middle of the 2nd picture. This is to draw your eye in first before you continue on to observe the rest of the image. Background has been set out to eliminate any confusion to the eye so your attention is only focused on the lady - P.O.F

How are the visual elements used?

The visual elements are used to draw peoples eye into only one visual element (the lady in the red dress.)

David Hilliard has only created one obvious and bold visual element to heighten how viewers may react to the image (whether they think in depth about why the lady may be there etc.)

1

**Techniques**

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

The colour red is only used in one area (the lady's dress) so she is recognised instead of black and white being used. The artist has set this image in a mostly green setting.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?  
I don't think there is any juxtaposition in this image as everything flows together there is no obvious juxtaposition.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The point of focus communicates how the lady feels having one obviously set P.O.F helps you determine what she's doing, how she feels in what she's doing, resulting in a full understanding in the image.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

David Hilliard has taken 3 separate images, all within the same set and "joint" them together to create one whole image, kind of like a story board. This contributes to the message because it helps your eye track left to right visualising what may be happening in the image.



Artist David Hilliard Date 2006  
Title Steep

**Photographer details:**

Briefly outline what you have found out about their life and career.

Born on ~~1964~~ ~~1965~~ ~~1966~~ ~~1967~~ ~~1968~~ ~~1969~~ ~~1970~~ ~~1971~~ ~~1972~~ ~~1973~~ ~~1974~~ ~~1975~~ ~~1976~~ ~~1977~~ ~~1978~~ ~~1979~~ ~~1980~~ ~~1981~~ ~~1982~~ ~~1983~~ ~~1984~~ ~~1985~~ ~~1986~~ ~~1987~~ ~~1988~~ ~~1989~~ ~~1990~~ ~~1991~~ ~~1992~~ ~~1993~~ ~~1994~~ ~~1995~~ ~~1996~~ ~~1997~~ ~~1998~~ ~~1999~~ ~~2000~~ ~~2001~~ ~~2002~~ ~~2003~~ ~~2004~~ ~~2005~~ ~~2006~~ ~~2007~~ ~~2008~~ ~~2009~~ ~~2010~~ ~~2011~~ ~~2012~~ ~~2013~~ ~~2014~~ ~~2015~~ ~~2016~~ ~~2017~~ ~~2018~~ ~~2019~~ ~~2020~~ ~~2021~~ ~~2022~~ ~~2023~~ ~~2024~~ ~~2025~~ ~~2026~~ ~~2027~~ ~~2028~~ ~~2029~~ ~~2030~~ ~~2031~~ ~~2032~~ ~~2033~~ ~~2034~~ ~~2035~~ ~~2036~~ ~~2037~~ ~~2038~~ ~~2039~~ ~~2040~~ ~~2041~~ ~~2042~~ ~~2043~~ ~~2044~~ ~~2045~~ ~~2046~~ ~~2047~~ ~~2048~~ ~~2049~~ ~~2050~~ ~~2051~~ ~~2052~~ ~~2053~~ ~~2054~~ ~~2055~~ ~~2056~~ ~~2057~~ ~~2058~~ ~~2059~~ ~~2060~~ ~~2061~~ ~~2062~~ ~~2063~~ ~~2064~~ ~~2065~~ ~~2066~~ ~~2067~~ ~~2068~~ ~~2069~~ ~~2070~~ ~~2071~~ ~~2072~~ ~~2073~~ 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## PHOTOGRAPH ANALYSIS SHEET: ARTIST THOMAS ALLEN.

## (COMPOSITION)

HOW IS THE PICTORIAL SPACE ARRANGED (FOREGROUND, BACKGROUND, POINT OF FOCUS)?

the pictorial space is arranged so the props of the image take up majority of the room compared to the background, the black colour still looks significant but the point of focus (the boat) and the book still use over half of the space available. the point of focus is arranged to sit directly in the middle of the image to attract your eye inwards before you look outward towards the corners of the image.

2

## HOW ARE THE VISUAL ELEMENTS USED?

the texture of the pages of the books and the lines each individual page is used to guide your eye over the arch the book has created towards the boat. the lines the writing in the book is also used as a guide for your eye. personally for me it takes my eye from the centre outwards towards the boat but for others it might drag their eye towards the spine of the book. The limited use of colour has also visually made it easier for people to concentrate on the point of focus.

## (TECHNIQUES)

USE OF BLACK AND WHITE/TONING/COLOUR/DIGITAL: HOW DOES THIS CONTRIBUTE TO THE MESSAGE THE WORK COMMUNICATES?

the use of white and black has contributed to the message because of how each colour stands out against the opposite. the white against the black has made the sail boat stand out to the eye and the off white pages blends into the black. the image feels almost serene like the boat is sailing on a wave of paper instead of water. Limited colour has been used to keep the eye focused on what the artist. Thomas Allen, wants to portray.

3

JUXTAPOSITION OF SUBJECT MATTER, HOW DOES THIS CONTRIBUTE TO THE MESSAGE?

personally i believe there is no juxtaposition, but to others the boat could be classed as a juxtaposition because it is on top of a book and can in some sense feel unusual as a boat is usually only seen or imagined in the water, not sailing on the pages of an old book.

(a juxtaposition could be the whole image. The boat is seen as a moving object yet the book is a still object)

PRODUCTION TECHNIQUES (POINT OF FOCUS, DOF, LIGHTING) HOW DOES THESE CONTRIBUTE TO THE MESSAGE?

the point of focus contributes to the message because the boat has been placed there directly by the artist to be seen as the main part of the image, without the boat there would be no obvious point of focus and the image would merely be seen as just an old book. the depth of field contributes largely to the image and the point of focus because every word of the book is blurred and the only clear area of the image is the boat, this has been done by using a small DOF. the lighting is ~~all~~ so the white boat stands out against the ~~cream~~ pages of the book.

4

POST PRODUCTION IMAGE MANIPULATION (LAYERING OF IMAGES, CUT AND PASTE) HOW DOES THIS CONTRIBUTE?

as i can see there is no post production manipulation. because thomas allen has staged his image it has not been adjusted, or had any image added to it ~~thru~~ a computer etc.

though

## (MEANING/INTENTION:)

WHAT KIND OF REALITY HAS BEEN PRESENTED? WHAT EMOTIVE OR INTELLECTUAL RESPONSE MIGHT THE ARTIST BE INVITING FROM VIEWERS? this image makes me feel curious about why Thomas Allen has decided to shoot it. It makes people want to look into the photograph deeper and see if the reason they think the image has presented is close to the how the actual photographer views it.

IS THE ARTIST TRYING TO COMMUNICATE A PARTICULAR IDEA? WHAT COULD THIS BE?

i am not sure what the artist is trying to communicate, Thomas Allen uses miniature things a lot in his images (boats, people, animals) and in a few of his images the base for these ~~these~~ miniature models is a book so he could be combining two things he likes the most together. There may be something written in the words of the book communicating a message which the viewer cannot see, that may remind Thomas Allen of certain things which could link to the boat.

5

## (EVALUATION)

WHAT DO YOU THINK ABOUT THE WORK?

i really like thomas Allen's work especially this image because it makes me curious to investigate his intention behind the picture and what made him take an image like this. his work is interesting because its bold and fills most of the pictorial space, i like this because the focal point is found straight away without your eye wandering.

WHAT ASPECTS COULD YOU USE IN YOUR OWN WORK?

i could use the small depth of field thomas allen has used to help my focal point stand out against the rest of the image. i could also use his idea of the book and use the words on the book to lead towards my focal point.

## PHOTOGRAPHER DETAILS:

Thomas Allen is an American photographer who, in most works, constructs dioramas, he usually uses cut outs from the 40s and 50s. in 1996 he did his master of fine arts at the university of Minnesota. he also did his bachelor of fine arts at wayne state university, Detroit during the year of 1991.



	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to demonstrate an understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting information about methods and ideas from established practice, with reference to the context in which artworks are made, viewed and valued.</p> <p>In this extract the student has investigated the work of David Hilliard and Yvonne Todd.</p> <p>The student correctly identifies and documents the compositional and technical aspects of each work. For example in the David Hilliard analysis the student identifies that both colour and tone have been used for a specific purpose (1).</p> <p>The student also explains how particular features are used with reference to the context in which they are made, or example, in the meaning section of the Hilliard response: <i>'Could be that someone dear to the person has passed away and that's where they use to sit'</i> (3).</p> <p>The reference to Hilliard documenting <i>'his life and the life of others'</i> (2) indicates that some responses are informed by research from appropriate sources. This comment is at the higher end of the Achieved grade range.</p> <p>To reach Merit, the student could further support their ideas with information from research sources. This means making direct connections between researched information (2) and the meaning of art works (3).</p> <p>Further research would result in the student being more reliably informed as to the intention of the artist's work and result in more accurate comments. For example, the comment <i>'happy vibe'</i> (4) should more accurately relate to the nervous tension normally associated with Todd's work.</p>

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

Everything in the image is crowded and cramped as if its an old man/lady in a rest home or there room, the colour is a tinted sepia toned old colour, and there is olden day stuff in a background.

How are the visual elements used?

Elements like colour and tone have been used. Colour as a sepia, olden day type of tinted colour. Tone is brightened and colours stand out, object in background is blurry, making chair and books stand out.

1

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

The colour of this image really stands out, and the point of focus for me is the chair/sofa on the right hand side of the image.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

I think the message in this image is to relax and the message i get from it is to enjoy life and relax.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

point of focus to me is the chair because its what stands out the most to me, because my eyes get pulled towards the chair and those colours as soon as i look at the image.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

This image has 3 different images but of the same stuff/thing at the same space and time. So its probably been edited or cut to make it look like that, so it looks like 3 different pictures of the same thing.



Artist David Hilliard  
Title 11 Books

Date 2005

### Evaluation

What do you think about the work?

i think the work is good and interesting, i like how they've cut the image into 3 and made it look like one of those paintings that go together but instead its a photograph.

What aspects could you use in your own work? How? Why?

i could use the 3 image idea that the artist himself has used, i could take a big picture and cut that in 3 or take 3 images and put them together like so.

### Photographer details:

Briefly outline what you have found out about their life and career.

For years hes been actively documenting his life and the life of others of He finds the enduring power and sheer ability of a photograph to express a thought, a moment or an idea, to be the most powerful expression.

2

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

A emotion i get from looking at this image is relating and peaceful and to take life and just enjoy and relax, no matter how old you get your still someone,

Is the artist trying to communicate a particular idea? What could this be?

The idea this artist could be trying communicate could be peace and happiness. i get a peaceful vibe. Could be that someone dear to them the person has passed away and thats where they use to sit.

3

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

Her body is the point of focus, the background seems dark and black and she is light coloured and her clothes are light coloured also. When I look at this image my eyes get dragged to her face and eyes first.

How are the visual elements used?

Tone/tint is used and colour. Tone - there seems to be a slight green/yellow tint when I look at the image. Colour has obviously been used as it is a coloured image. The background colour is darker so that the model is standing out.

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

There's a dark background and the model is pale and her clothes are also pale, this makes her stand out very well.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

I think the message in this image is the title springtime - which to me stands for peace and happiness. I think because she is placed on a swing gives me the impression of happiness.

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The main point of focus to me is her face because it stands out the most out of anything. And my eyes get dragged to her face almost immediately.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

I don't think this image has been cut or been paste on top of another. Maybe after being taken it's been photoshopped and the brightness/contrast has been edited to make her stand out more.



Artist Yvonne Todd  
Title Springtime

Date 2006

### Photographer details:

Briefly outline what you have found out about their life and career.

She's a New Zealand photographer born in Auckland, and she still works and lives there. She's done heaps of study and has a bachelor of fine arts and a certificate in professional photography. She's done solo exhibitions. And has an advanced certificate in professional photography.

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

The response I get when I look at this image is peaceful and happy, even though she isn't smiling I still get a happy vibe. Springtime like the image title.

Is the artist trying to communicate a particular idea? What could this be?

The artist could be trying to communicate an idea related to peace & relaxing. The way she's posed she looks calm and happy.

4

### Evaluation

What do you think about the work?

I think the work is cool and very well presented. I like how the model has been set and how the setting has been set. I like the colours, and I like how she looks very relaxed.

What aspects could you use in your own work? How? Why?

I could use a model to sit on a swing or something in a park and make her look doll-like.

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to demonstrate an understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting information about methods and ideas from established practice, with reference to the context in which artworks are made, viewed and valued.</p> <p>In this extract the student has investigated the work of Loretta Lux, Maggie Taylor, Sam Taylor Wood and David Hilliard.</p> <p>The student begins to explain the fundamental principles of photomontage and staged photography, for example how depth of field has been used to emphasise certain parts of the image (5). Some specific technical terms such as '<i>juxtaposed</i>' (1) (4) are used correctly.</p> <p>Connections are made between imagery and meaning. In the work of Loretta Lux, the student correctly states that the image is about lost childhood (2) although it is not explained how the pictorial elements communicate this idea.</p> <p>The complete sample includes three analysis pages that present sufficient discussion of composition and technique.</p> <p>For a more secure Achieved, the student could demonstrate further understanding by providing more sustained discussion of the ideas that underpin the work. For example, the fantasy meaning for the Hilliard image (6) is entirely speculative, and misses the biographical aspect of the image.</p> <p>The student could move beyond descriptions of photographic features to explain how they are used to create effects. This means that the student needs to move beyond identifying different depth of fields (3) to explain what effect this technical feature creates.</p>

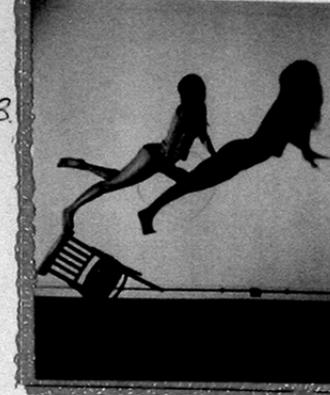
Photomontage / Staged Photography Summary Sheet



Artist ~~Boyd Webb~~  
Title *The Green Room*



Artist ~~Boyd Webb~~ Maggie Taylor Date ~~1984~~ 2001  
Title *Mood lifter*



Artist ~~Boyd Webb~~ Sam Taylor Wood Date ~~1985~~  
Title *Blessed shadow*

**Tableau vivant**  
(Staged Photography only)  
Tableau vivant means:

Tableaux vivants is relevant to Staged Photography because:

**Techniques**

Use of Black & White / Toning / Colour: How does this contribute to the messages the works communicate?

The colours don't usually match the picture main point of the picture and as you can see for the second picture the background would never be that colour

Juxtaposition of subject matter: How does this contribute to the messages the works communicate?

Usually they have something that is not meant to be there and it helps you understand the 2 messages of the objects juxtaposed.  
The empty room and the children

1

Production techniques (point of focus, DOF, lighting): How do these contribute to the messages the works communicate?

The point of focus is usually where someone/something being photoshopped in because it stands out and doesn't look in place.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the messages the works communicate?

By pasting another image on (as in photomontage) helps the viewer of the picture able to understand the two messages the photographer is trying to portray.

**Concepts and common themes informing this artist's work**

Are there ideas or themes that these artists often work with? What are these? What do artists trying to communicate to you or get you to think about?

1. Corretta Lux tries to get you to focus on children being forced to act old and losing their childhood.
  2. Maggie Taylor makes me think that she is trying to tell me that the girl in the pictures life is very debatched and she feels lost.
  3. This picture makes me think that the girl is very carefree and has lost her physical boundaries to the world, it makes me think that she has no care left.
- Is there particular subject matter or settings that these artists often use? What is the significance of these?

2

**Other artists there are links to:**

Who are other artists that make work informed by similar themes to these artists?

Who are other artists who use similar techniques when making work?

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

The foreground is an old man sitting on a yellow seat holding two boats, in the background it is a foresty type area. The point of focus is the boat on the left because that side is lighter and seems to stand out more.

How are the visual elements used?

In the foreground on the boats and the shallow D.O.F and in the background its deep D.O.F.

3

### Photographer details:

Briefly outline what you have found out about their life and career.

David Hilliard tries to show everyday things in a more simplistic way.

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

The reality is the guy sitting on the chair, in the forest with some boats which makes it seem like a fantasy.

6

Is the artist trying to communicate a particular idea? What could this be?

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

There is only really 3 main colours so it lets you focus on the actual items in the picture instead of all the bright colours.

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

The juxtaposition is boats in a forest because you would expect them to be in the water or on a shelf.

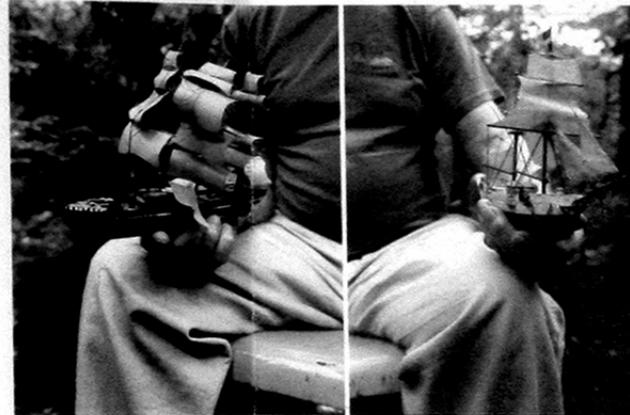
4

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The depth of field is shallow, which makes the man stand out more. The lighting seems quite natural, and the point of focus draws your eye to the left boat and makes you wonder why he is holding it.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?

The image is in two parts and is taken so that the very middle of what would be the man is taken out to maybe show split personality.



Artist David Hilliard  
Title

Date

5

### Evaluation

What do you think about the work?

I think it is trying to show the mans split personality or that he cant decide which boat to use.

What aspects could you use in your own work? How? Why?

The main points I would use is the background having deep D.O.F and the foreground being shallow, I would use 75mm because it makes you focus on the foreground.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to demonstrate an understanding of methods and ideas from established practice appropriate to photography.</p> <p>This involves identifying and documenting information about methods and ideas from established practice, with reference to the context in which artworks are made, viewed and valued.</p> <p>In this extract the student has investigated the work of Deborah Smith and Yvonne Todd.</p> <p>The student begins to discuss the methods and ideas of photography, and use basic appropriate terms such as '<i>point of focus</i>', '<i>foreground</i>' and '<i>background</i>' (3). Some comments begin to explain how pictorial devices are used to create an intended effect (4).</p> <p>The template has ensured the student considers the composition, techniques, and background of the artist. In the meaning section (5) the student has provided some discussion of the ideas that underpin the work.</p> <p>To reach Achieved, the student could provide more sustained and correct explanations of how pictorial and technical features are used to create particular effects. For example, in the Deborah Smith techniques section (2), the student mentions that the sailors costume and boat are not in a marine environment, but this response could explain the significant of this pictorial decision.</p> <p>To reach Achieved, the majority of information needs to be factually correct. The statement '<i>It's unbalanced because the girl is in the middle</i>' (1) is not accurate. At Achieved, students will correctly explain basic pictorial issues such as tonal and compositional balance, symmetry, and contrast.</p>

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

The girl is in the middle from thighs up and there's space around her.

How are the visual elements used?

It's unbalanced because the girl is in the middle.

1

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

Black background to outline the girl and black and white dress to

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

She's got a boat and dressed like a sailor in a surroundings that isn't the sea.

2

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The point of focus is the boat and then her face.

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?



Artist Deborah Smith Date 2010  
Title Steam boat Bill Collection

### Photographer details:

Briefly outline what you have found out about their life and career.

Has been making photos since the 1980's.  
Recently a lecturer at Unitec school of design, Auckland.  
She worked some of the time with her brother, Mark Smith.

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

It's an advertisement showing off Katie Battersby's clothes line which is a reality. It gives off a happy feeling even though it's in a black room.  
Is the artist trying to communicate a particular idea? What could this be?  
That the outfit being advertised makes it look like a sailor, but because she's not by the sea it's not suppose to be exactly like a sailor.

### Evaluation

What do you think about the work?

I think it's a good way of advertising. It's also a good example of creative photography.

What aspects could you use in your own work? How? Why?

The black background to outline the model.

## Photograph Analysis Sheet

### Composition

How is the pictorial space arranged (foreground, background, points of focus)?

The point of focus is the girls face and she takes up most of the foreground while theres a bit of space in the background

3

How are the visual elements used?

### Techniques

Use of Black & White / Toning / Colour / Digital: How does this contribute to the message the work communicates?

Black makes the background dark and outlines the foreground, and her dress is white which makes her stand out.

4

Juxtaposition of subject matter: How does this contribute to the message the work communicates?

She's in a dark place

Production techniques (point of focus, DOF, lighting): How do these contribute to the message the work communicates?

The lighting only shows the girl

Post-production image manipulation (layering of images, cut and paste): How does this contribute to the message the work communicates?



Artist Yvonne Todd  
Title Limpet

Date 2005

### Evaluation

What do you think about the work?

I think it's creative and I like the old fashioned dress. It makes you wonder why such a young girl would be wearing what looks like a wedding dress.

What aspects could you use in your own work? How? Why?

The black background to outline the main image, and the waist-up figure.

### Photographer details:

Briefly outline what you have found out about their life and career.

Born 1973, Auckland, NZ  
2001 - Bachelor of Fine Arts  
1995 - Advanced Certificate in Professional Photography  
1994 - Certificate " "  
Has a bit of solo Exhibitions

### Meaning/intention

What kind of reality has been presented? What emotive or intellectual response might the artist be inviting from viewers?

The reality is the girl, but the dress is old fashioned which kind of shows fantasy.

5

Is the artist trying to communicate a particular idea? What could this be?

This could be showing sadness in an innocent girl, and making it look old fashioned.