

# Field *Conventions* for Visual Arts Standards

*Conventions* refer to the characteristics and constraints applicable, relevant and fitting to established practice within the fields of design, painting photography, printmaking and sculpture. These include:

- drawing conventions: approaches and practices
- technical conventions: processes and procedures
- pictorial and conceptual conventions: ideas, themes, imagery and contexts

It is typically recommended that students explore the specific conventions of particular artist models and apply aspects of these in their own pictorial, personal investigations. The criteria are written to be inclusive of a wide range of approaches.

Below are indicative lists and may be expanded by teachers to encompass the particular pictorial, technical, thematic or conceptual concerns of specific artists and/or approaches to art-making.

## ***Design***

**Drawing conventions** include (but are not limited to):

Research, analysis, recording, concept visualisation, worksheets, roughs, mock-ups, prototypes, models, refinements, evaluative notes, solutions

**Technical conventions** include (but are not limited to):

Hand drawing, collage, watercolour, illustration, digital, typography (font, style, kerning, leading, stressed), layout, transformation, transparency, montage, posterisation, filters

**Pictorial and conceptual conventions** include (but are not limited to): grunge, comic, handmade, corporate, illustrative, decorative, simplified, mechanical, organic, moving image, typographic, monochromatic, black and white, pictorial and typographic hierarchy, deconstructed, grid, symmetry/asymmetry, positive/negative balance, narrative, communicative purpose, target audience, production mode: magazine, billboard, video, packaging, DPS, letterhead, logo, masthead, poster, pillow book, website, gaming, advertising, promotion, video, industrial, fabric, architectural and landscape design

## ***Painting***

**Drawing conventions** include (but are not limited to):

Research, drawing notes, sketches, compositional plans, monochromatic and colour studies, collage, digital processes, painting, evaluative notes,

**Technical conventions** include (but are not limited to):

Wet and dry media, pencil, crayon, charcoal, conte, pen, ink, dye, paint, shellac, collage, shading, blending, scumbling, impasto, glazing, layering, drips, dry brush, scratching, graffito, spray paint, wiping, stencil, transfer, multimedia, installation, in situ, digital processes

**Pictorial and conceptual conventions** include (but are not limited to):

Abstract, figurative, cubist, minimal, decorative, narrative, post-modern, still life, vanitas, landscape, metaphorical, symbolic, portrait, expressive, gestural, hard edge, op, pop, political, historical, cultural, pattern making, surrealist, dada, grunge, street, bombing, graffiti, animation (eg Kentridge), perspective, grid, montage, morphing, juxtaposition (colour/image), monochrome

## ***Photography***

**Drawing conventions** include (but are not limited to):

Sketches, compositional notes, thumbnail concepts, proof sheets, working prints, photograms, pinhole, collage, montage, photographs, digital processes, evaluative notes

**Technical conventions** include (but are not limited to):

Contrast, grain, focus, exposure, shutter speed, aperture, light source, tilt-shift, etc for analogue (fixing, sandwich negatives, double exposure, dodging, burning, sepia, spotting, solarisation) and

digital approaches (hue, saturation, contrast, posterisation, montage, selection, transformation, filters etc)

**Pictorial and conceptual conventions** include (but are not limited to):

Rule of thirds, diagonals, negative space, framing, viewpoint, sequencing, leading lines, depth of field, motion blur, simplicity, texture, drama, narrative, black and white, monochrome, full colour, macro, panoramic, staged photography, multiple image, HDR (high dynamic range), studio, surreal, symbolism, metaphor, portrait, figure, nude, landscape, architecture, still life, vanitas, political, cultural, documentary, sport, fashion, abstract, pattern making

## ***Printmaking***

**Drawing conventions** include (but are not limited to):

Research, sketches, drawing notes, technical experiments, concept and compositional plans, monochromatic and/or colour studies, collage, proofs, developmental and final prints, evaluative notes

**Technical conventions** include (but are not limited to):

Woodcut, aquatint, collotype, etching, engraving, dry point, screen print, mono print, transfer, multimedia, lithography, letterpress, digigraph, intaglio, hatching, mezzotint, graffito, relief print, stamp, digital processes, stencil, proof, edition, registration, embossing, line, tone, texture, pattern

**Pictorial and conceptual conventions** include (but are not limited to):

Abstract, figurative, floral, cubist, minimal, decorative, narrative, post-modern, still life, vanitas, landscape, metaphorical, symbolic, portrait, expressive, gestural, hard edge, op, pop, political, historical, cultural, pattern making, surrealist, dada, grunge, perspective, grid, montage, morphing, juxtaposition (colour/image), monochrome, reflection, rotation, repetition

## ***Sculpture***

**Drawing conventions** include (but are not limited to):

Research, drawing in two-dimensions, three-dimensions, sketches, drawing notes, worksheets, concepts, plans, models, maquettes, photo-collage, photo-documentation, digital processes, evaluative notes

**Technical conventions** include (but are not limited to):

Carving, casting, modelling, relief, assemblage, bound, wrapped, tied, welded, glue, stitching, sewing, found materials, ceramic, glass, marble, stone, wood, wire, paper, card, string, bronze, steel, iron, clay, wax, water, plastic, sound, light, movement, performance, video, projection

**Conceptual conventions** include (but are not limited to):

Tension, compression, suspension, repetition, scale, installation, figurative, abstract, geometric, organic, hard, soft, linear, mass, narrative, symbolic, political, social, satire, cultural, personal, environmental, site specific, dada, readymade, conceptual, post-modern, 2D, 3D, 4D time-based approaches such as kinetics, performance, mechanical works and natural processes

## ***Cultural Conventions (1.5)***

*Cultural conventions* are defined as the customs, formalities, practices and protocols that relate to the shared knowledge and values of a specific society, cultural or ethnic group. Traditional and/or contemporary practices may include: whakairo, salon painting, street art, siapo, tukutuku, tattooing, knitting, mask making, tivaevae, jewellery making.

*Skills appropriate to cultural conventions* could include:

- knowledge of processes and procedures specific to the cultural context
- thinking through the use of materials and processes
- planning and development of ideas that contribute to the final work
- collaborative and/or other protocols appropriate to the cultural context.