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3

91483A



914831



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Level 3 Art History, 2015

91483 Examine how meanings are communicated through art works

2.00 p.m. Thursday 26 November 2015
Credits: Four

ANSWER BOOKLET

Achievement	Achievement with Merit	Achievement with Excellence
Examine how meanings are communicated through art works.	Examine, in depth, how meanings are communicated through art works.	Examine, perceptively, how meanings are communicated through art works.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

Use this booklet to answer ONE question from Question Booklet 91483Q.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low Merit

TOTAL

05

ASSESSOR'S USE ONLY

Question number: 4

Art work (1): Weissenhof Estate / Mies van der Rohe

Art work (2): Fallingwater / Frank Lloyd Wright

The Weissenhof Estate ~~and~~ and Mies van der Rohe's Weissenhof Estate and Frank Lloyd Wright's Fallingwater are two examples of a modern take on domestic living and both in terms of domestic living vary in scale and in function. These domestic places were a very modern representation of what it felt like to live in a functional home at the time. With modern design and architecture movements gaining momentum in Europe and America halfway through the 20th century, ~~such as~~ many architects have found ways to cater to domestic living needs in an increasingly modernised setting.

Of the modern architectural ~~man~~ movements taking shape at the time, the Weissenhof Estate can be attributed to the increasingly popular International Style which had its full grip on Europe up to the 1950s. The architectural mastermind behind the Weissenhof Estate is ~~Le Corbusier~~ ^{Mies van der Rohe} ~~Le Corbusier~~ Mies van der Rohe along with 17 other distinguished architects (including Le Corbusier) helped design and create the estate so that it met the needs of residents living in post-war Stuttgart, Germany. The effects of WW2 reached Stuttgart and soon after the city's council needed a plan to compensate the housing shortages there. With the Estate built, it meant that it could house and accom

date many city dwellers. Open plan living was one of the main aspects of International Style buildings and was also implemented in domestic living spaces to give residents/home owners more flexible space. Given the small and narrow apartment rooms in the apartment section of the estate, many of the inner walls are not load bearing meaning that walls ~~could~~ inside could be adjusted the way the dweller wanted it therefore giving them more or less space based on the area's function. As well as the open plan, Mies van der Rohe wanted to promote healthy living - the use of ribbon windows around the apartment gave the apartment all around access ~~to~~ to sunlight. Even though the estate was met with some criticism, the estate was promoting a new way of living. The idea of an estate meant that domestic living has gone out of its boundaries and people are starting to share and live together under one roof ~~but~~ but at the same time have the privacy they need. The domestic way of life as a result of this communal space has become a utopian dream come true for some of the architects who built in the international style.

~~Fallingwater~~ Frank Lloyd Wright's Fallingwater is one of the more prized pieces of the American Vernacular that gave attention to a new way of living. Wright built Fallingwater on the basis of 'organic architecture'. This organic architecture

is based solely on the use of natural materials and on nature and the house's ~~surroundings~~ natural surroundings. To give the house some meaning, Wright built it as if it was embedded into nature - functional space in harmony with the nature around it. Doing this he also put the house directly on top of the bedrock and water fall. One of Wright's signature techniques is the placement of the fireplace. Wright had once considered the fireplace as the hearth of the home.

giving harmonious balance between nature and living

Merit exemplar for 91483 2015			Total score	05
Q	Grade score	Annotation		
4	M5	Explains the meanings for both art works appropriately to the requirements of the question.		

3

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High Merit

TOTAL

06

ASSESSOR'S USE ONLY

Question number: Seven (Open Choice)

Art work (1): 'Brillo Box' Andy Warhol, 1964

Art work (2): 'Your Body is a Battleground' Barbara Krueger

Plan: Artworks that convey meanings about people & a changing world

Artwork 1 - Conveys meanings about how consumerism & capitalism are changing people's lives & the world around them

Symbols/Motifs - Consumerist packaging → Increase in consumerist culture, everything must have quality packaging

Big bold words → Products are something people should be excited about

American colours → Everything must be patriotic

Box → Typical packaging; everyone is trapped in a box & cannot get out due to the consumerist culture which is driving the West.

Artwork 2 - Feminism is causing change in Western society due to the change in the values & beliefs of younger generations. Pro-life vs Pro-choice artwork

Symbols/Motifs - Language → 'Battleground' = war, women must fight for their rights

'Your body' = possession of your own body
Negative filter → Pro-life vs Pro-choice, but which is which?
vs positive **PERSPECTIVE**

Perfect symmetrical → unrealistic beauty standards for women model

Essay structure:

- Intro to discussion
- Artwork 1 meaning
- Features that show this meaning
- Artist + context
- Effect of art
- Artwork 2 meaning
- Features that show this meaning
- Artist + context
- Effect of art

Essay begins on page 3

In post-war America, society began to change due to new ideas, events, & the economic boom of the 1950s which brought on new commodities & changed the way people thought & did everyday things.

Two artworks which depict ~~ideas about~~ meanings about the changing world & lives of everyday people are Andy Warhol's 'Brillo Box' & Barbara Krueger's 'Your Body is a Battleground'.

'Brillo Box' by Warhol is a sculpture he made in 1964 which conveys meanings about how capitalism & consumerism are changing people's lives & the world around them. Warhol was a man who had two personas; the true him which nobody saw, & his artist persona who was seen as a celebrity & took part in ~~making the art w~~ changing the art world through the way he mass produced & sold his art, marketing ~~it~~ like himself as a brand. 'Brillo Box' depicts these meanings of the changing society & art world ~~through~~ by making the work look like it is

cheap
 a packaged ~~prod~~ product that is ready to be sold; this look is created through the box form Warhol creates, the language used on the work which is bright & bolded, the trademark & logo symbols, & also the United States ~~col~~ colours of red, white & blue.

Firstly, the box is typical packaging for many consumerist products, it is simple & is ^{now} associated with commodities due to the ~~mass~~ mass production of products which caused everything to be packaged so that buying mass goods would be easier. The mass production which had changed the way people shopped was introduced to supermarkets during the economic boom of the 1950s, & it was seen as an exciting thing as it made products more affordable, meaning that people were forced to purchase a mass of goods as they would be packaged together in boxes that were brightly coloured & appealing. The onslaught of consumerist culture had many positives to it, however it had many downsides too; the symbol of a box shows how

consumerists have been metaphorically trapped in a box that they have been put in & labelled as consumerists by large businesses who will continue to have their business making consumerism ~~the~~ last. The box also depicts how the art world is trapped in a box set ~~on~~ on rules, but how Warhol is coming out of this box and changing the art world by breaking these rules by making his art a mass produced product which reflected the consumerist culture ~~of~~ the society it was produced in; ~~in~~ before Warhol defied the ~~rules of art~~ traditional rules of art, art was supposed to be a one of product which would be purchased for a fairly large sum by a gallery, collector, etc, however due to Warhol's mass production his art was sold for a far lower sum, making it affordable to most people.

Lastly, the language used on the artwork is printed in fun, bolded ~~colours~~ & colourful prints which are a reflection of consumerist culture, as many people will ~~to~~ purchase appealing products

which get them excited, & Warhol conveys ~~the~~ the meaning perfectly through this as he tries to get people excited about Brillo which is a soap pad product nobody has ever heard of, & through language ^{use} such as 'New!' & '24 Giant size packages' he arouses the excitement in his consumerist viewers; therefore he ~~perfectly~~ conveys the ~~ideas of~~ meanings of ^{the} changing world & the people in it.

'Your Body is a Battleground' is a 1980s artwork by Krueger which conveys messages about the changing world caused by the changing attitudes of younger generations that then in turn divide ~~the~~ society into conservatives & liberals; Krueger's artwork is about the controversial issue of abortion which causes the people in society to decide between pro-life & pro-choice. Krueger is a feminist artist who creates artworks that convey her sociopolitical beliefs; she believes that men & women should be equal socially, economically, & politically, & that women should have the rights

to their own bodies. ^{Kruger} ~~Kruger~~ shows ~~these~~ the meanings of her feminist beliefs which are causing change in the world through features such as language use, negative imposed filter, & human symmetry.

Kruger is known for her use of strong & thought provoking language, in this artwork she uses that to tell women that their bodies are theirs to do what they please to them, & that they must fight for their rights to them; 'Your body' shows the possession that women have to their own bodies, & 'battleground' suggests a war, thus encouraging women to fight for their rights & to convince their governments that abortion should not be illegal.

The subject matter of the model's close-up stoic face ~~is~~ is halved into two, on the left half there is a negative filter, & on the right ~~it is~~ ~~just like~~ there is a black & white filter used; this divide shows the two main different attitudes towards abortion, pro-life & pro-choice.

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
USE ONLYQUESTION
NUMBER

however it is the viewer's perspective to decide which half is which argument.

Lastly, the model's perfect symmetrical face shows the feminist views towards unrealistic beauty standards in the media which hurt the majority of women who cannot look like that, therefore this shows the changing world & how many people want to change it for the better...

However many conservatives have wanted to keep it the same, hence why many Feminists & pro-choice people have had to protest for the rights of women as they believe these rights, such as abortion, equal pay, etc are important & need to be one of the many changes in the late 20th century society.

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Merit exemplar for 91483 2015			Total score	06
Q	Grade score	Annotation		
7	M6	Provides a coherent and considered explanation of meanings in both art works. Starts to discuss context information but insufficient for Excellence and tends to repeat a few points.		