

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

3

91482A



914821



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, 2016

### 91482 Demonstrate understanding of style in art works

9.30 a.m. Wednesday 23 November 2016  
Credits: Four

#### ANSWER BOOKLET

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of style in art works.	Demonstrate in-depth understanding of style in art works.	Demonstrate perceptive understanding of style in 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 91482Q.

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

5

ASSESSOR'S USE ONLY

Question number: FOUR

Art work (1): 'Battleship Potemkin' - Alexander Rodchenko 1925

Art work (2): 'Poster for Au Bucheron' - A.M. Cassandre 1923

A) Both Rodchenko and Cassandre have used very similar colour palettes in their posters - but have used them differently. They share the use of warm tones of yellow and orange, contrasting them with dark and bold colours. Both artists share the same views on communication with design and their main goal is to attract the viewer's attention and draw them into the meaning of their work. In this case both artists are advertising media and consumer products and the way they have drawn the viewer into their grip ~~reflects~~ reflects their similar style in design. Rodchenko is advertising a film and has dramatically focused on the focal point by having a light background. The contrast of the very light shade of pale yellow and dark black focal point draws the viewer straight to the center and immediately has their grip. Unlike Rodchenko, Cassandre has done the opposite, used a very dark black background to really bring out the bright tones of orange and yellow. Cassandre also has a very bright patch of yellow - almost white - in the center of his artwork which contrasts completely with the rest of the poster. This immediately draws the viewer's attention as all colours compliment each other and make them bolder and more ~~vibrant~~ vibrant. Something both artists share is that they use colour to frame the geometric shapes they have used. Rodchenko and Cassandre have repeatedly used triangular and rectangular shapes in

their posters, framing them with bold colours that contrast with each other to really make the poster stand out. Their geometric shapes are placed in the middle while colour fills up the negative space to dramatically enhance the poster. This symbolises both artists' views on graphic design and reflects the style of that era. //

---

B) Rodchenko and Cassandre share many similarities in their graphic design such as their use of colour and form which reflects the style of graphic design during the early 20th Century. Both posters were made during the 1920s which was the birth of Art Deco. Art Deco was a strong artistic movement, purely based on design. There was no ideology, inspiration was drawn from the east and middle eastern side of the world such as Greece and Egypt. Art Deco was an age that embraced different designs, colours, media and technology. This age strongly reflects the decade of the roaring 20s. The age of art deco is strongly reflected in both posters which explains their strong similarities. Art Deco was heavily reliant on advertising and graphic design - everything was advertised from films to normal everyday consumer products. This explains both artists' shared use of colour as different shades of yellow contrasted with black was extremely evident during the 1920s. As art deco embraced the machine age, a very large ship is boldly placed in the middle of Rodchenko's film poster. Unlike Rodchenko, Cassandre's poster doesn't embrace the machine age but it strongly reflects the use of different forms and shapes that art deco embraced. The form of a

man is evident on Cassandre's poster, a form that was commonly depicted during art deco. Lastly, the colours used <sup>symbolize</sup> ~~what~~ what the age embraced. As art deco is an immediate movement after the first world war the common use of the colour yellow possibly reflects design, brightness and happiness after a depressing period of time. ~~then~~ The different tones and shades of black and grey reflect the machine age that immensely increased in popularity during the 1920's. ✓

M5

<b>Subject:</b>	<b>Art History</b>	<b>Standard:</b>	<b>91482</b>	<b>Total score:</b>	<b>M5</b>
<b>Q</b>	<b>Grade score</b>	<b>Annotation</b>			
Modernist Design and Architecture Q4	M5	<p>The candidate has used appropriate terminology in an integrated discussion of style (form and colour) and similarities (mainly) in the chosen works:</p> <ul style="list-style-type: none"> <li>• Form: geometric shapes, framed with bold colours, shapes fill up the negative space, focal point, repeatedly used triangles and rectangular shapes</li> <li>• Colour: similar colour palettes, warm tones, contrasting with dark and bold colours, light background, colours compliment, graphic design style</li> </ul> <p>The candidate has demonstrated in-depth understanding and provided reasons with some reference to new technologies:</p> <ul style="list-style-type: none"> <li>• Reference to the early 20<sup>th</sup> century context of graphic design</li> <li>• Linking to the characteristics and features of Art Deco</li> <li>• Explaining the link between purpose and style in each poster</li> <li>• Rodchenko's embrace of the machine age</li> <li>• The birth of art deco and the connection to advertising</li> </ul> <p>The candidate has provided evidence from the art works for visual analysis and the new technology of poster advertising:</p> <ul style="list-style-type: none"> <li>• Rodchenko advertising for film</li> <li>• Cassandre advertising for everyday consumer products</li> </ul> <p>This is M5 because some of the explanations are undeveloped and the reasoning becomes generalised towards the end. The reasons are sufficient and appropriate, with some explanation.</p>			