

BODY OF WORK

DIGITAL MEDIA

MID-HIGH BAND 5

TITLE:

FOUR ELEMENTS



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DETAIL

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NO. OF WORKS: 4

SIZE:

ON WHAT TERMS SHOULD WE CONSIDER THE BODY OF WORK?

WHAT IS THE STUDENT TRYING TO DO?

WHAT IS THE EFFECT OF THE BODY OF WORK ON US?

The student presents the concept of the four elements as bold figurative/text schemas, which combine saturated colour, high contrast and a glossy commercial graphics feel.

The student establishes a range of symbols and suggests different levels of meaning in the body of work. This is slightly restricted by its limited exploration of its design layout, which is repeated in the four individual works.

EXPLANATION

IN WHAT WAYS ARE CONCEPTUAL AND MATERIAL PRACTICE REPRESENTED?

This work entices the audience with a very polished graphic design, which is initially highly seductive in terms of communicative properties. The design focuses on the interaction in the picture plane of simply defined and highly charged visual elements – the male figure, lettering blocks etc.

The selection of scale, resolution of image and forceful composition contribute to the strength of this work. It reflects the visual authority situated in mass media advertising, reflecting a good understanding of the principles of graphic design. Whilst the student had explored the relationship of visual and language within the properties of text and the assembly of image it is rendered in a formulaic process with conventional Photoshop filters.

JUDGEMENT

HOW DOES THE STUDENT'S CONCEPTUAL AND MATERIAL PRACTICE COMPARE TO THE DESCRIPTIVE STATEMENTS IN THE MARKING GUIDELINES?

The body of work displays the visual layering and transparent image techniques, which characterises many of the submissions in this expressive form. It further demonstrates a good reconciliation of ideas in addition to the treatment of the design to maintain an aesthetic intensity.

In terms of the handling of material properties however it does not sustain more complex consideration.

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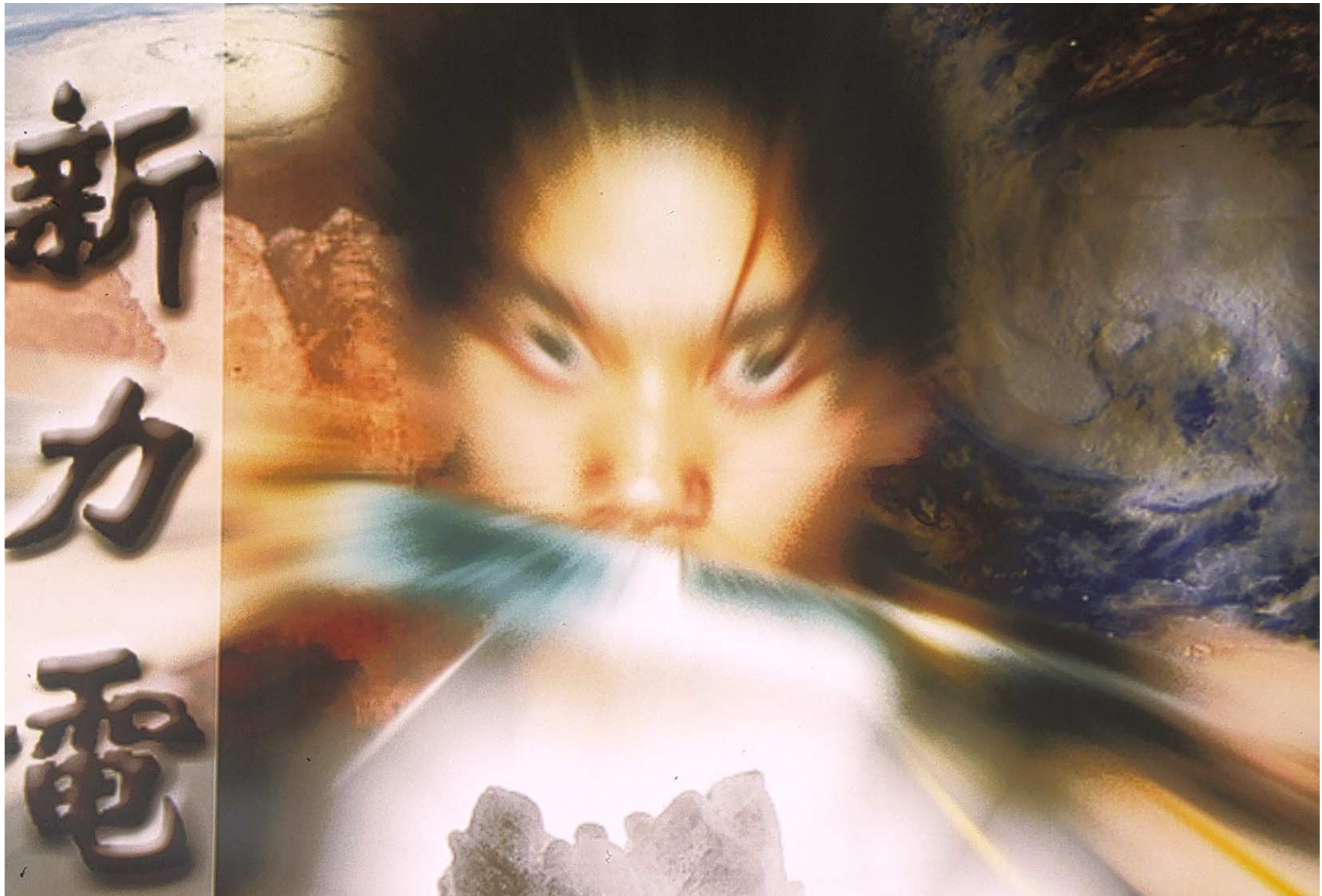
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