Achievement Standard *AS91447 (v 2)*

Visual Arts Photography

3.2 – Communicating Conventions

Subject Reference *Photography 3.2*

Title *Use drawing methods to demonstrate understanding of conventions appropriate to photography.*

Level *3* ***Credits*** *4* ***Assessment*** *Internal*

	Achievement	Achievement with Merit	Achievement with Excellence
	Use drawing to demonstrate understanding of conventions appropriate to photography.	Use drawing to demonstrate understanding of specific conventions appropriate to photography.	Use drawing to demonstrate in-depth understanding of specific conventions appropriate to photography.

Due Date: Wednesday, 9ᵗʰ April 2025

You will have approximately 30 hours of class time and homework time to complete this assessment.

In this unit, you will create at least 12 works demonstrating your knowledge of photographic conventions. Final grades will be decided based on a holistic examination of the 12 works submitted and workbooks / evidence of their practice.

You will be assessed on your ability to use drawing conventions relevant to photography. You will need to select and apply appropriate photographic processes, procedures, materials and techniques, such as lighting, focus, composition, proofs, working prints and final prints.

In part 1, you will research artist models and analyse how they use conventions to communicate meaning and ideas. In part 2, you will complete your own photoshoots that demonstrate an understanding of conventions appropriate to photography and explore your own visual ideas.

Part One: *Planning and Investigation*

Part Two: *3 x Photoshoots with analysis and reflection*

Final outputs:

- *Artist Models, annotated photographs and planning sheets*
- *Contact sheets from all photoshoots*
- *Self-evaluation forms (formative and hand-in)*
- *A collection of photographs investigating 8 Conventions (conventions labelled)*

Part One

1. **Pick a genre:**

Documentary   Landscape   Surrealism   Still-life

2. **Select two Artist Models – you may use the list provided or choose your own artist models.**
   They must both reflect the genre you are working with.

Artist Model List

Documentary	Landscape	Surrealism	Still-life
- Marti Friedlander - Edith Amituanai - William Eggleston - Kwasi Boyd-Bouldin - Anthony Barboza - Joanne Leonard	- Haruhiko Sameshima - Jerry Takigawa - Laura Letinsky - Fiona Pardington - Man Ray - Krista van der Niet	- Lisa Reihana - Martha Rosler - Susana Blasco - Oleg Oprisco - Yvonne Todd - Tanu Gago	- Ansel Adams - Laurence Aberhart - Erieta Attali - Franco Fontana - Mark Adams - Alex Monteith

3. **Create an Artist Model Page (A4 page each) for each artist.**
Include a range images of their work, important dates, and other relevant information.
   - *Your research might include how they studied (where they self-taught or did they study at an art, music or architecture school?), if they use any other mediums (moving image or print are common combos with photographers), whanau or other artists they collaborate with... Every artist has had a different journey with different facts that tell their story.*
   - *Extension - what was currently happening in the world that could have influenced this photographer?*

4. **Analyse and annotate two photographs from each artist (4 in total).**
Outline four conventions you can see in each photo and how/where it is seen.
You can use arrows and bullet points to do this.
   - *Include titles and dates.*
   - *(2 x A4 pages per artist - you can make these pages on Word, PowerPoint, an Adobe application or you can make a hand-written version)*
   - *Extension – What are the broader themes, issues or ideas this work points towards. How do these ideas connect to you personally?*

Defining & Clarifying Your Ideas

- *Consider your artist research, and your own environment and interests.*
- *You will explore a variety of approaches to photography within this location, so it is important to have regular access to it, and permission to photograph there.*

1. **Brainstorm ideas in your visual diary** about themes, concepts and ideas that interest you.

   Use inspiration from your artist models and consider ideas that provide opportunities to capture a range of photographic conventions.

2. **Produce a Kaupapa Proposal for your strongest idea and move on to Part Two**

Part Two

1. **Choose 8 conventions from the list:**

Colour	Line	Movement
Composition	Cropping	Focus / Blur
Viewpoint	Framing	Negative Space
Depth of field	Texture	Leading Lines

2. **Shoot 1: Exteriors and outlooks**

   Use this first photoshoot to generate a sense of place in your chosen theme or idea – consider exterior views, outlooks, peripheries of an object…

   a. Complete a planning sheet for your first photoshoot. Include notes about the conventions you have chosen (sketches or bullet points) and the location.
   b. Shoot a minimum of 30 photos that follow your planning sheet and chosen conventions.
   c. Create a contact sheet of your photoshoot.
   d. Select the 12 most successful images that demonstrate your understanding of conventions – you should aim for two successful shots for each convention.

3. **Shoot 2: Interiors and close-ups**

   Use this second photoshoot to investigate the details of your chosen place – consider elements, both subtle and obvious, that make this space significant to you.

   a. Complete a planning sheet for your second photoshoot. Include notes about the conventions you have chosen (sketches or bullet points) and the location.
   b. Shoot a minimum of 30 photos that follow your planning sheet and chosen conventions.
   c. Create a contact sheet of your photoshoot.
   d. Select the 12 most successful images – you should aim for two successful shots for each convention.

4. **Shoot 3: Refining the shots**

Use this third photoshoot to refine your images and re-shoot any compositions you think could be stronger. Review your previous two photoshoots and use your planning documents to refine your approach.

Whist planning and reviewing previous shoots, refer to your chosen conventions and check that the photographs you are capturing truly reflect the idea you are trying to communicate.

a. Complete a planning sheet for your third photoshoot, responding to previous shoots and refining shots you want to recapture. Include notes about the conventions you have chosen (sketches or bullet points).
b. Shoot a minimum of 30 photos that follow your planning sheet and chosen conventions.
c. Create a contact sheet of your photoshoot.
d. Select the 12 most successful images – you should aim for two successful shots for each convention.

5. **Review all your photoshoots and collate the strongest images that reflect your chosen conventions.**

6. **Present your images with clearly labelled conventions**
    (a series of A4 pages, printed and submitted in your folder).

7. **Fill out a hand-in form, including the Authenticity Declaration and checklist.**

Assessment notes

Assessment criteria

Achievement	Achievement with Merit	Achievement with Excellence
Use drawing to **demonstrate understanding** of conventions appropriate to photography.	Use drawing to **demonstrate understanding of specific** conventions appropriate to photography.	Use drawing to **demonstrate in-depth understanding of specific** conventions appropriate to photography.
Use drawing to demonstrate understanding of conventions involves selecting and using art making processes, procedures, materials, techniques, and conventions with knowledge of their particular characteristics to achieve a particular outcome.	*Use drawing to demonstrate understanding of specific conventions* involves purposefully selecting and using art making processes, procedures, materials, techniques, and conventions with consideration of their particular characteristics to achieve a particular outcome.	*Use drawing to demonstrate in-depth understanding of specific conventions* involves critically selecting and fluently applying art making processes, procedures, materials, techniques, and conventions with consideration of their particular characteristics to achieve a particular outcome.

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
The student completes analysis of at least two artist models and successfully identifies and labels conventions in their work. The student produces drawings (photographs) in which they select and use at least eight conventions related to the field of photography.	The student completes analysis of at least two artist models and successfully identifies and explains conventions in their work. The student produces drawings (photographs) in which they purposefully select and use at least eight conventions related to the field of photography.	The student completes analysis of at least two artist models and successfully identifies, explains and critically evaluate conventions in their work. The student produces a variety of drawings (photographs) that accurately capture at least eight conventions related to the field of photography, demonstrating fluency in their technical approach and critical iterations that clarify ideas being communicated.

Final grades will be decided using professional judgement based on a holistic examination of the evidence provided against the criteria in the Achievement Standard.