2017 Standard Setting Sample

2-D Design Sustained Investigation (Concentration) Score 4

Image	Dimensions	Media
1	12 x 8	digital
2	12 x 8	digital
3	12 x 8	digital
4	12 x 8	digital
5	12 x 8	digital
6	12 x 8	digital
7	12 x 8	digital
8	12 x 8	digital
9	12 x 8	digital
10	12 x 8	digital`
11	12 x 8	digital
12	12 x 8	digital

Sustained Investigation (Concentration) Statement

1. I want to raise awareness on the effects of climate change.

2. My first piece in my concentration was my first exploration of digital design and the use of text, background, and the various aspects of design. In my second piece, I used a gas mask to show our potential future. My process originally involved a central image or subject and this can be seen up until Number 6. This was my epiphany moment, I realized that this was the common design I wanted to follow, and that climate change was the focus of my work. In order for it to be effective, I needed something to symbolize innocence. I needed something that could influence those around us. Animals are depicted as cute and used as symbols of beauty. By showing these animals and the effects we have on them, it changes the very way we see them and hopefully can promote change. In designs 8, through 9, I started to utilize text and graphic techniques to add texture and depth to my work. My final piece, "The tip of the iceberg." shows a polar bear standing on a iceberg that is continuing to melt due to the flame escaping the oil drill. The drill is directly beneath the ice, I made the choice to put this there to show how man is killing and destroying the various animal species.

Rationale for Score

- Some clear decision making and discovery are evident in this investigation of the effects of climate change. Some of the initial works presented, especially images 3 and 4, are relatively unconsidered in concept. As the work begins to explore the mixing of text and image, there is evidence of discovery. For instance, the exploration of different types of background patterns in images 6, 8, 9, 10, and 11 leads to a more effective integration of the background with the theme of the work in image 12.

- The work is inconsistent, but overall the understanding and application of 2-D Design principles are good. For example, the use of color in image 1 does not strengthen the composition or clearly support the concepts

indicated by text and image. However, in images 9–12 colors are used successfully as part of a coherent design to convey blood and fire, connecting the work to the topic.

- Some transformation and growth are evident, but the work is repetitive. It is clear that images 6, 8, 9, 10, 11, and 12 all use the same approach to the background and the central placement of an animal figure. However, there is growth and transformation evident even within that repetition. In image 10, for example, the value change from the top to the bottom strengthens the composition. In image 12 both the stretching of the figure from the top to the bottom of the space and the integration of figure and ground through the smoke at the left contribute to a more dynamic and unified composition.

- The work demonstrates good technical competence and use of materials and media. The care taken with the typography, for example, shows a level of competence with digital media, and the most successful pieces are the ones in which the text is clearly visible (e.g., image 8). Also, the collage effect showing the animals placed over the text is generally successful.

- The work shows uneven levels of accomplishment and engagement with 2-D Design issues, but overall the work is at a good level.