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ACVL100 Test 2



FACULTY OF HUMANITIES

Graphic Design

Visual Literacy 1

ACVL100

September 2019

Internal Examiner: Bianca Le Cornu

Total Marks: 50
Duration: 3 Hours
Section A: Essay Questions - choose 2 of 3 50 Marks

Instructions to Candidates:

1. Read each question carefully.
2. You must answer ALL sections.
3. Some sections might have a choice between questions. Read the instructions of each section carefully to ensure you know which questions to answer.
4. Answer your chosen questions in the allocated spaces.
5. This test should not be removed from the venue.
6. This is an open resource test and as such you have access to any material you brought into the venue as well as internet resources.

This test contributes 10% towards the final mark.

This quiz closed on Tuesday, 10 September 2019, 3:30 PM

Time limit: 3 hours

Grading method: Highest grade

Your answers will automatically be saved during your attempt

You can preview this quiz, but if this were a real attempt, you would be blocked because:

This quiz is not currently available

Information

Section A

Essay Questions 50 Marks

Each question is worth 25 marks. Answer TWO (2) of the THREE (3) questions in the allocated spaces.

[◀ ACHG100 Deferred Test 2017
Submission Link \(hidden\)](#)

Jump to section

[Test 2 Info - September 2019
\(hidden\) ▶](#)

Question **1**Not yet
answeredMarked out of
25

In Semester One (1) we learned about the “Peak Shift” Theory in relation to the human body and how humans have always sought to distort the human form for various reasons; especially when it comes to art and design. Looking at the following images (FIG 1 and FIG 2), first discuss each image in context and then suggest the similarities and differences (between the two (2) examples) when considering the concept of the “Peak Shift” theory. Lastly, do you believe that the “Peak Shift” theory still exists in modern advertising/ design? Provide an example to substantiate your answer.



FIGURE 1



FIGURE 2

Rich text editor toolbar with icons for: list, bold, italic, bulleted list, numbered list, link, unlink, and image.

Question 2

Not yet answered

Marked out of 25

The following images (Figure 3 and Figure 4) share a surprising similarity. That being said, they are very different in many ways.

First name the artworks, the artists who created them and state the movements they come from. Having completed that, suggest the similarity and then discuss how both pieces fit into their respective modernist movements through an analysis.

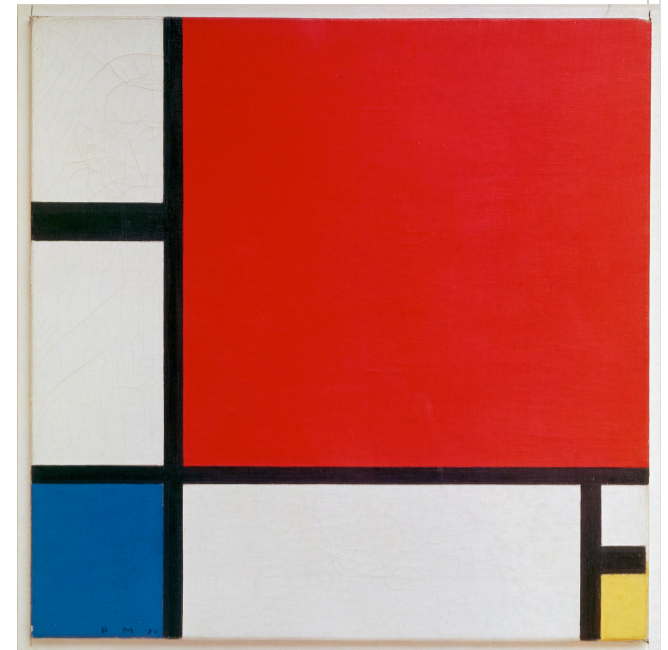
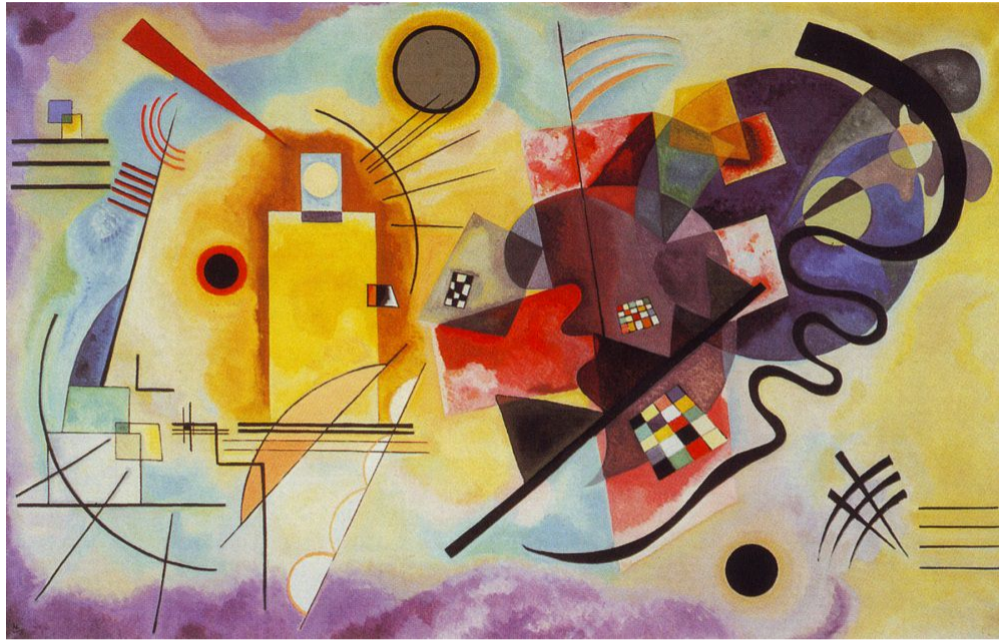
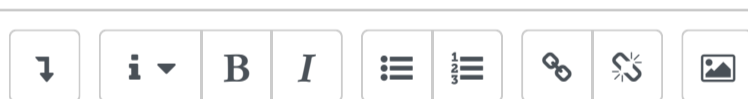


Figure 3

Figure 4



A large empty rectangular box intended for the student's answer to the question.

Question **3**

Not yet answered

Marked out of 25

The following quotations are taken from various modern art movement manifestos.

- **Quotation A:** *"It will serve to show how articulated language comes into being. I let the vowels fool around. I let the vowels quite simply occur, as a cat meows . . . Words emerge, shoulders of words, legs, arms, hands of words. Au, oi, uh. One shouldn't let too many words out. A line of poetry is a chance to get rid of all the filth that clings to this accursed language, as if put there by stockbrokers' hands, hands worn smooth by coins. I want the word where it ends and begins."*
- **Quotation B:** *"It is not the fear of madness which will oblige us to leave the flag of imagination furled. The case against the realistic attitude demands to be examined, following the case against the materialistic attitude. The latter, more poetic in fact than the former, admittedly implies on the part of man a kind of monstrous pride which, admittedly, is monstrous, but not a new and more complete decay. It should above all be viewed as a welcome reaction against certain ridiculous tendencies of spiritualism."*

Write an essay in which you describe the two movements referenced in **Quotation A and B**, in terms of their history, their driving principles, similarities and differences. Provide a variety of examples that include artist/ designers and their work (at least 1 example each). Put into your own words how the quotations are representative of the movement's new vision of Art and Design, mentioning at least 3 other aims and beliefs that underpin the ideology of each movement discussed.

Note: Discuss the ideas and ANALYSE at least ONE artwork/ design from an artist/ designer from each movement. Marks will be given on structuring the essay in the correct format and for analysing two (2) designs within the structure of the essay.

Consider:

- Introduction
- Quotation A synopsis/ discussion
 - o Aims/ Beliefs
 - o Example - ANALYSIS
- Quotation B synopsis/ discussion
 - o Aims/ Beliefs
 - o Example - ANALYSIS
- Similarities and Differences between the two movements using the analysis/ research to guide you
- Conclusion

