

**TOM NEWBY SCHOOL FORMAL ASSESSMENT**

Subject	CREATIVE ART: VISUAL ART	Examiner	MRS M GOUGH
Date	NOVEMBER 2022	Total marks	50
Grade	7	Duration	2 HOURS
		Moderator	MRS A SINGH
Special instructions/ Equipment	Colouring pencils.		

MEMORANDUM

No.	Question	Mark	Level
1.	Fill in the missing words to complete each sentence below.	5	1
1.1	Contrast✓		
1.2	Space✓		
1.3	Texture✓		
1.4	Organic✓		
1.5	Emphasis✓		
2.	Match the concepts in Column A with the definitions/explanations in Column B. Write the letter from Column B, in the spaces provided below.	10	2
2.1	C✓		
2.2	F✓		
2.3	G✓		
2.4	D✓		
2.5	H✓		
2.6	A✓		
2.7	B✓		
2.8	E✓		
2.9	J✓		
2.10	I✓		
3.	Give the definition of each art concept that is listed below. Explain how each concept has been used in the picture.		
3.1	Unity Aligning all separate elements together to work in harmony through patterns, balance and rhythm. ✓ The images of the hands are in harmony with each other to show balance. Different colours are used, but the pattern is the same. ✓	2	3

3.2	<p>Variety Utilizing different shapes, colours and textures to keep the overall image interesting. ✓</p> <p>The image is made up of different shapes and colours that are put together to create one image it is interesting and not boring. ✓</p>	2	3
3.3	<p>Value Refers to the different degrees of lightness and darkness. The different relates to focal contrast. ✓</p> <p>In the image, you can clearly see the lighter and darker shades. The darker shading emphasizes the images at certain points, while the lighter shades do not. ✓</p>	2	3
3.4	<p>Space Is used to create the illusion of depth. Space can be 2D or 3D, negative or positive . ✓</p> <p>In the image there is an illusion of depth. The tree and the geese appear to take up the front space, the house is the middle space and the mountain is behind everything. ✓</p>	2	3
3.5	<p>Texture Describes the feel of a surface/object. The surface quality of an object, can be real or implied. ✓</p> <p>The texture of the objects appear to be smooth. ✓</p>	2	3
4.	<p>Answer the questions about Pop Art</p>		
4.1	<p>What is the difference between traditional art and pop art?</p> <p>Traditional art refers to landscapes and stiff portraits. Pop art is young, bold, colourful and fun.</p> <p>OR</p> <p>Traditional art focuses on traditional art themes like morality and history. Pop art celebrated common place objects and people's everyday lives.</p>	2	4

	<p>OR</p> <p>In traditional art, great value was placed on paintings and sculptures and they were usually one of a kind. A person usually had to be very rich to afford art produced by a good artist. Pop art was about mass production - many copies of one artistic work could be made at low cost.</p> <p>(any of the above differences)✓</p>		
4.2	<p>What was Andy Warhol famous for?</p> <p>He was famous for using brands like Coca Cola ✓ and Campbell's Soup ✓ (which was one of his favourite things to eat) in his art.</p>	2	4
4.3	<p>Explain the process of screen printing.</p> <p>Screen printing is a printing process that can create lots of artwork that look the same. ✓</p> <p>The design is separated into individual colours and the position of each colour is marked out by a stencil on a screen. ✓</p>	2	4
4.4	<p>Describe the screen of the screen printer.</p> <p>The screen is a frame of wood with a fine mesh stretched over it. ✓</p>	1	4
4.5	<p>What type of art work was Roy Lichtenstein famous for?</p> <p>He became famous for his bright and bold paintings of comic strip cartoons ✓ as well as his paintings of everyday objects. ✓</p>	2	4
4.6	<p>Roy used Ben Day dots in his art. Explain what this is?</p> <p>It is a system invented to increase the range of colours available to newspaper printing. The colours are clear from a distance, but look like tiny dots and dashes close-up. ✓</p>	1	4

5.	Proportion and Mood.		
5.1	<p>What is proportion, in art?</p> <p>Proportion is the relationship of elements to one another and to the whole artwork in terms of their properties of quantity, size and degree of emphasis. ✓</p>	1	5
5.2	<p>What is the first thing you notice in the picture? Give a reason for your answer.</p> <p>The black dot. ✓</p> <p>The artist used it as an emphasis point - to get attention. ✓</p>	2	5
5.3	<p>What would you do in the picture so that the calm mood can change?</p> <p>I would change the blue sky to a grey or black sky. The clouds can be turned grey and I could add heavy rain.</p> <p>I could change the black dot to red.</p> <p>(accept 2 suitable answers) ✓✓</p>	2	5
6.	<p>Create, using Art elements and Design principles. Draw a picture of a landscape, using the following:</p> <p>Art elements: warm colours and space.</p> <p>Design principles: rhythm and emphasis.</p> <p>Mark to be allocated as per the rubric.</p>	10	6