

BODY OF WORK

DESIGNED OBJECTS AND ENVIRONMENT EXEMPLAR

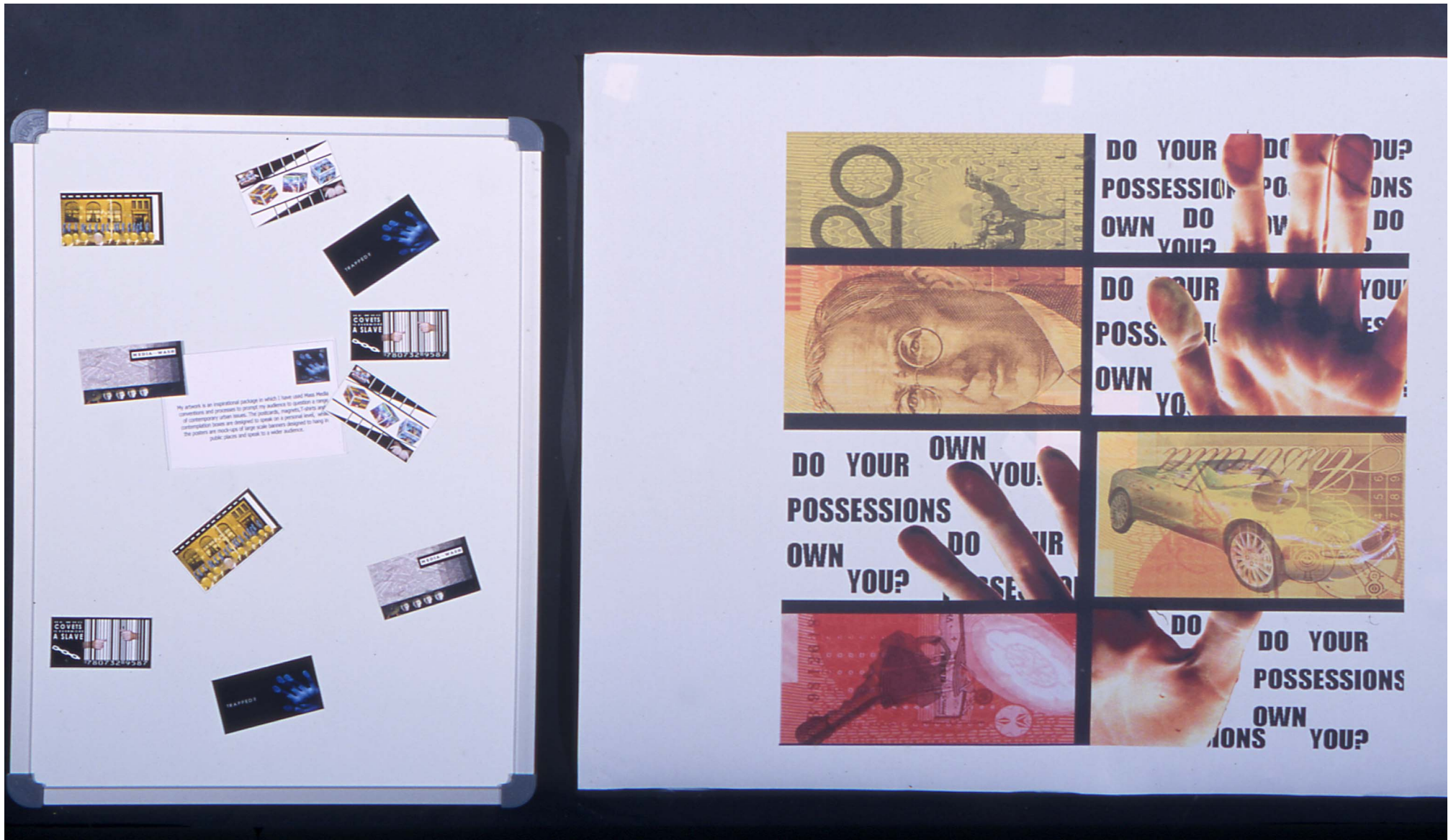
TITLE: DESIGNED PROJECTS OF AN URBAN WORLD



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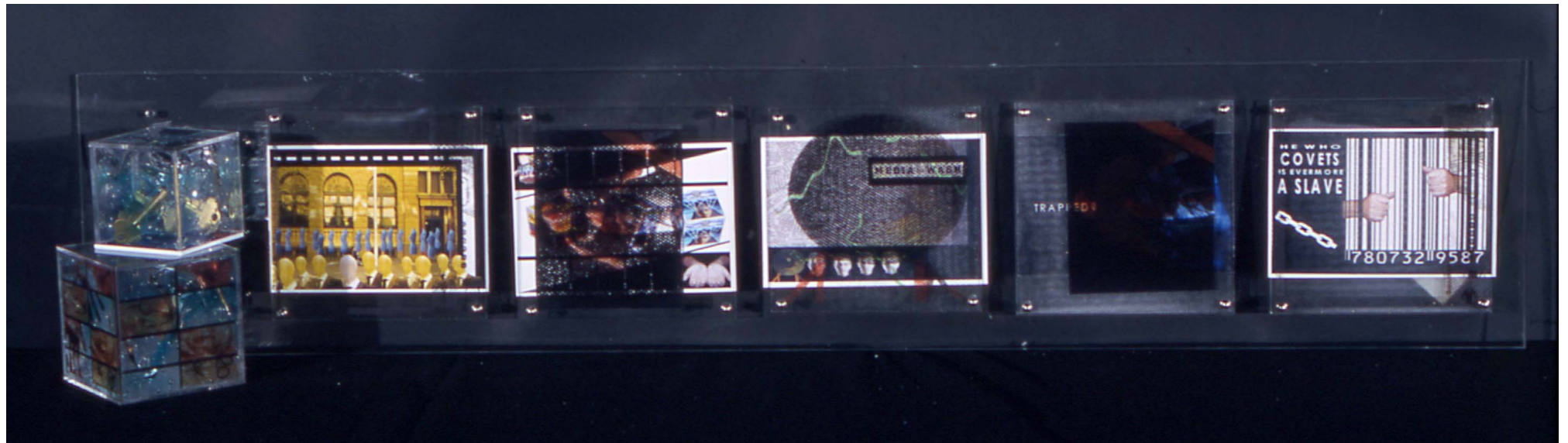


DETAIL

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## BODY OF WORK

### DESIGNED OBJECTS AND ENVIRONMENT EXEMPLAR

**TITLE:** DESIGNED PROJECTS OF AN URBAN WORLD

**NO. OF WORKS:** 10  
**SIZE:** one – 600 x 460mm      three t-shirts – 560 x 760mm  
three – 690 x 920mm  
one – 1000 x 200mm

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?

This body of work consists of three t-shirts, corporate postcards, fridge magnets, contemplative cubes, and mock-ups for large billboards. The student seeks to elicit a response to contemporary urban issues from the audience. This is a very resolved work, which reflects a sophisticated understanding of the world of advertising, corporate imagery and product design. The student has presented their intentions, using the conventions of advertising, as a package of products and images.

### EXPLANATION

IN WHAT WAYS ARE CONCEPTUAL AND MATERIAL PRACTICE REPRESENTED?

This work reflects strong material and conceptual practices. The student uses a range of symbols of urban culture successfully and references artworks as comments on a slick and professional, male business world. The concept deals with the idea of being trapped by the products of the corporate world. The student cleverly integrates bar codes, grids and the human form to comment on the way the corporate world and advertising generate greed and desire. The work reflects an understanding of how scale is used in the advertising world to engage the viewer, in the production of large scale billboard plans, small interactive corporate toys and functional art to wear. The materials are judiciously selected. Professionally printed t-shirts, posters and fridge magnets add a polish to the work that enhances the concept of the world of corporate advertising.

### JUDGEMENT

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

There is evidence of an investigation and exploration of the corporate world and the conventions of design in the presentation and manipulation of images used in advertising. This package mimics the way that products are presented and flaunted in the corporate world. The resolution in the material and conceptual practice engages the audience, broadens their perceptions of advertising and parodies the profession. The images used support the message of how the corporate world might be packaged and marketed. These images are repeated and employed in a range of 2D and 3D contexts and in some of the works the combinations and applications are less resolved and considered.