Level 1 Design and Visual Communication

AS91063   Produce freehand sketches that communicate design ideas
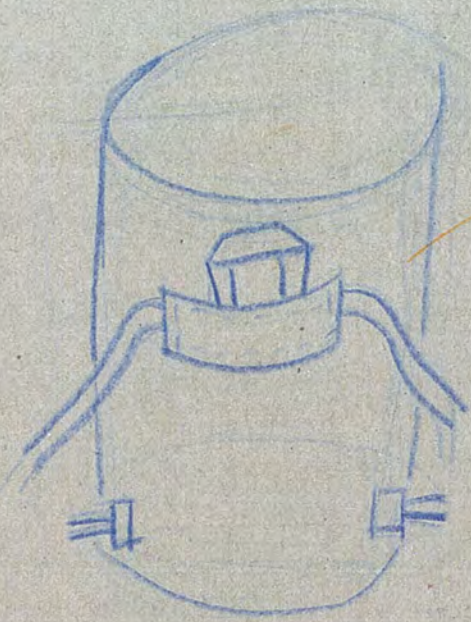
Exemplar for Low Excellence

This submission shows the students design ideas to an excellent standard.
Both **2D** and **3D** sketches are freehand, in *proportion* and show effective *in-depth* visual information.
The sketches show the form and shape by *related sketches* of a good standard.

Secures straps & handle

Buckle

Concept 2

Gathers top with rope

similar to

Zip pocket inside

Un-ziped pocket

Buckle

I think this concept is not interesting enough. It is very boring and has nothing making it unique.

FRONT

triangle for straps & handle
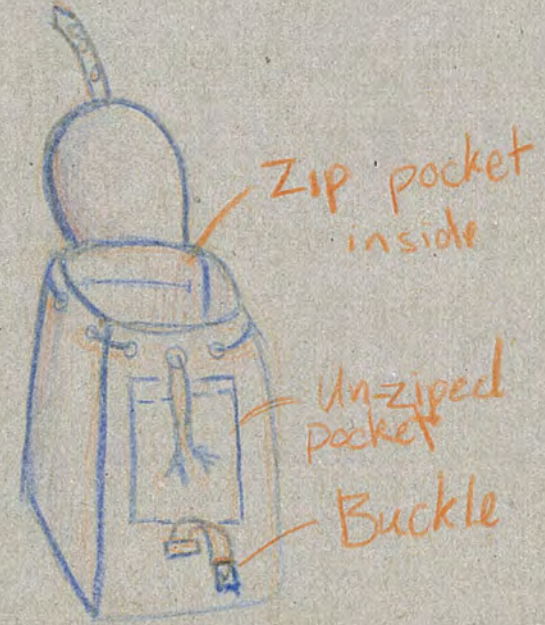
BACK

triangle to hold handle & strap

NZQA Assessed

SIDE

Concept 1

Concept 3

Rope tightens top

Hidden zipped pocket

String inside hem

FRONT

Straps hold handle down

BACK

Un zipped pocket

Elastic on pocket

top

FRONT

gusseted pocket

Thicker straps
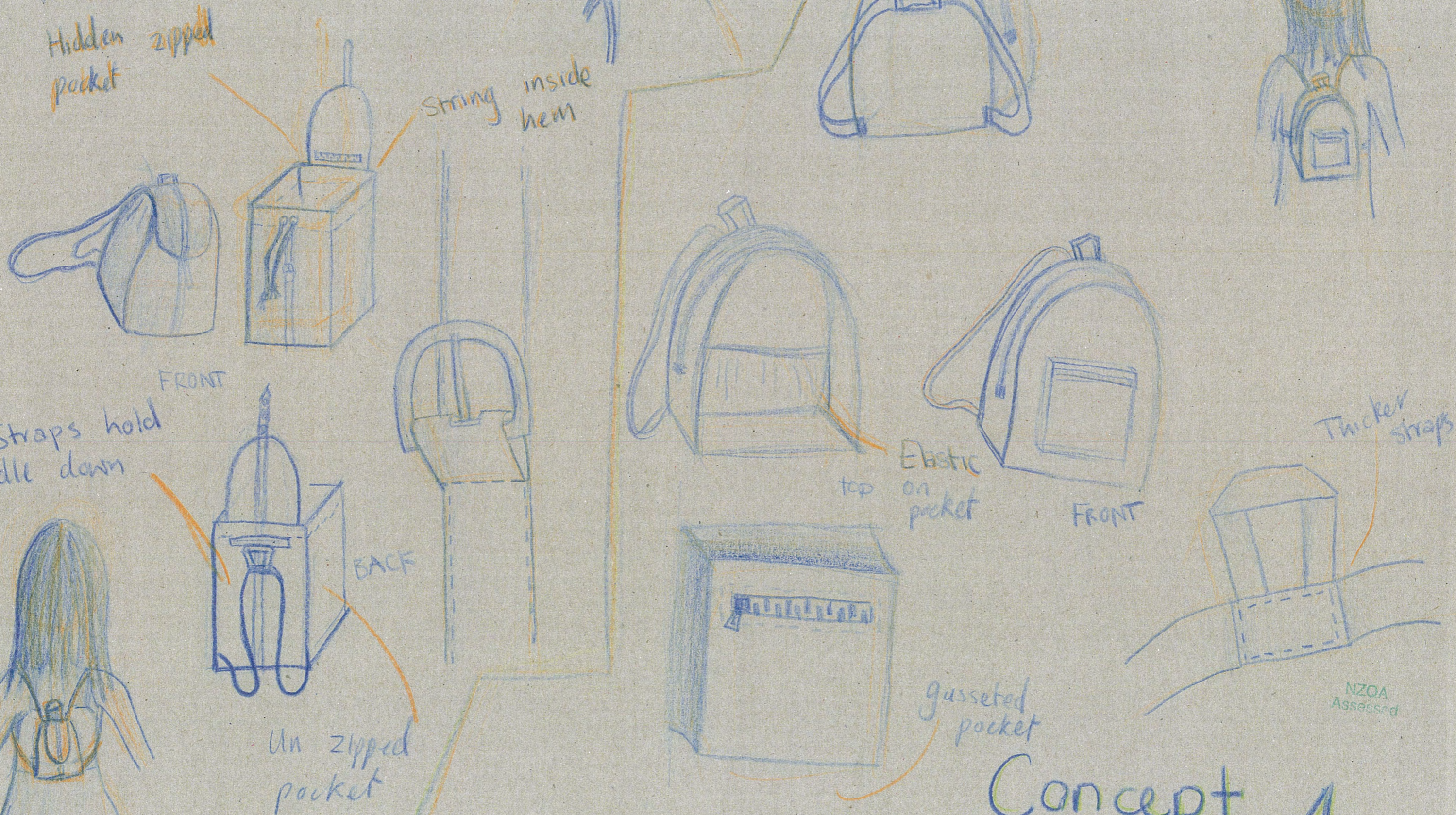
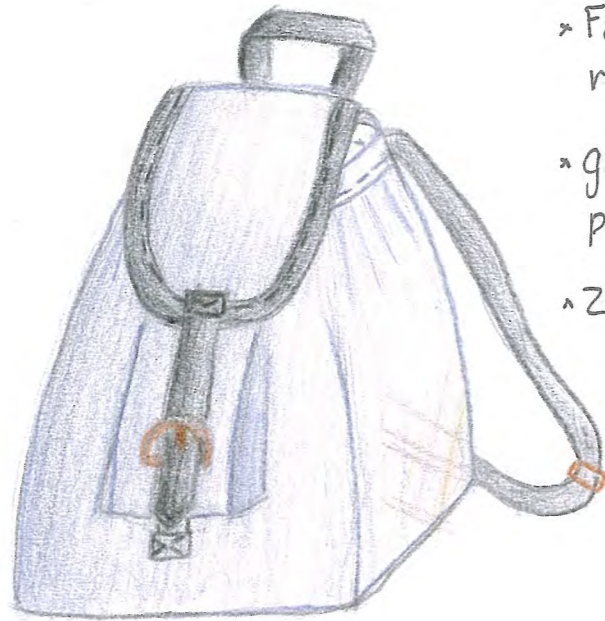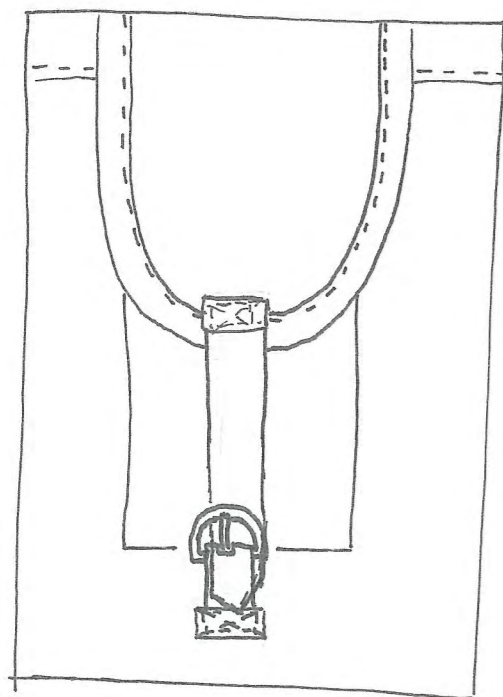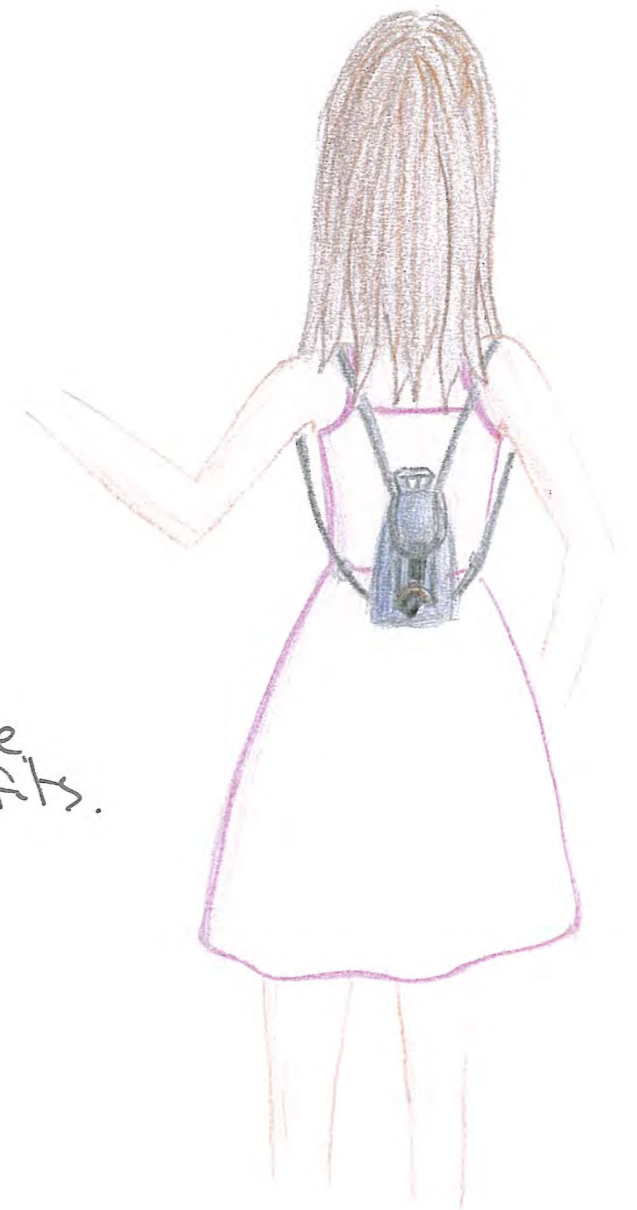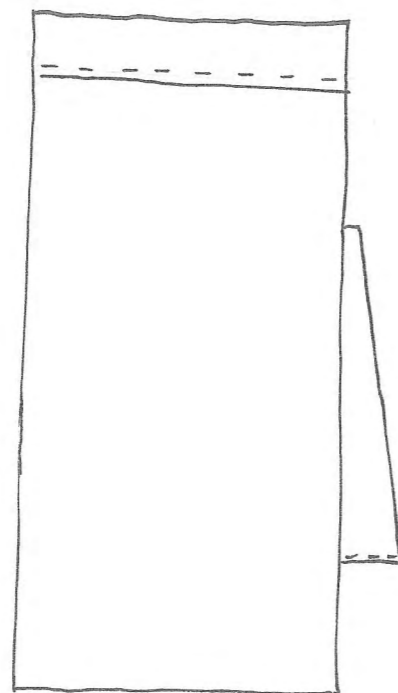# Concept 4

Final design

- Adustible straps
- Fabric toggle for ropes
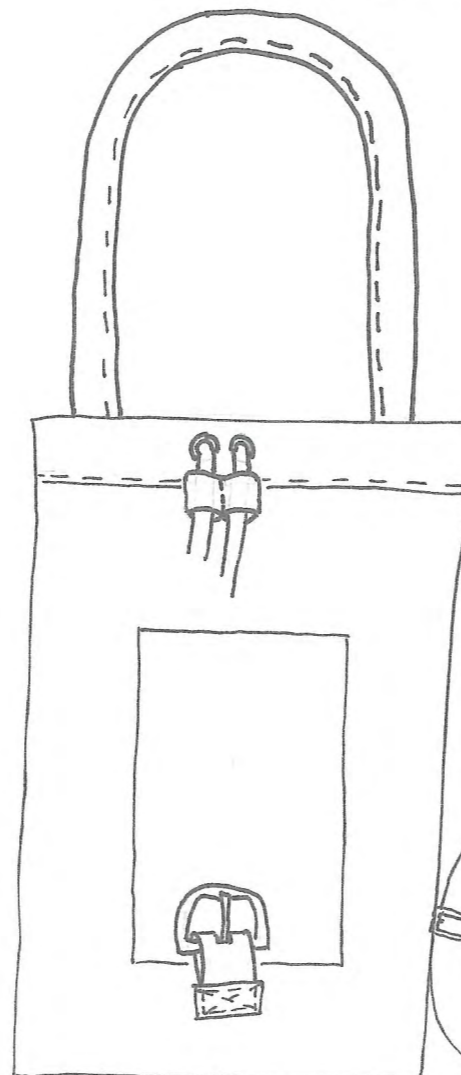- gusset on front pocket
- Zip pocket inside

- Thick outside fabric, interfaced for extra durability.
- Bright inside and homemade bais make the bag unique
- Simple, easy to use design
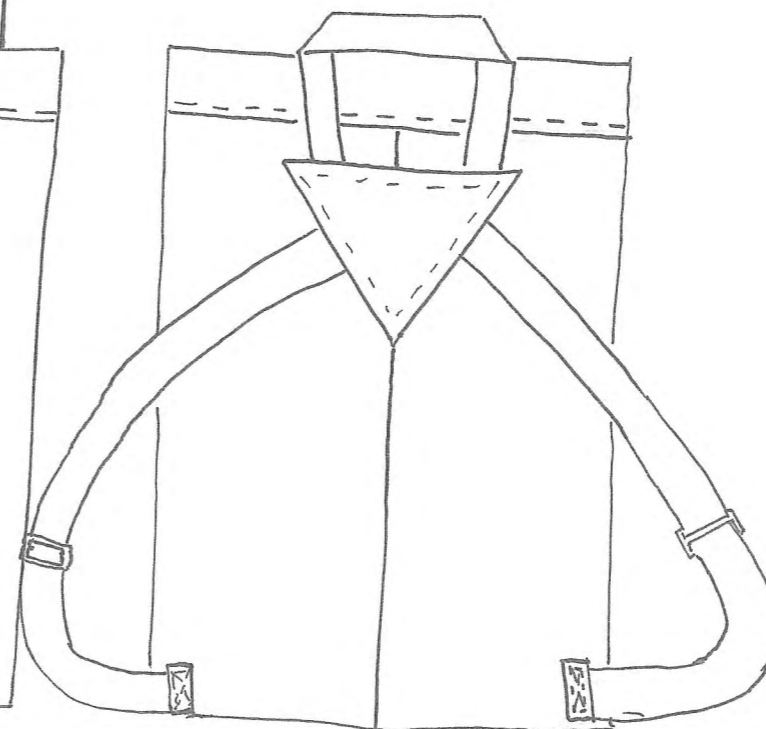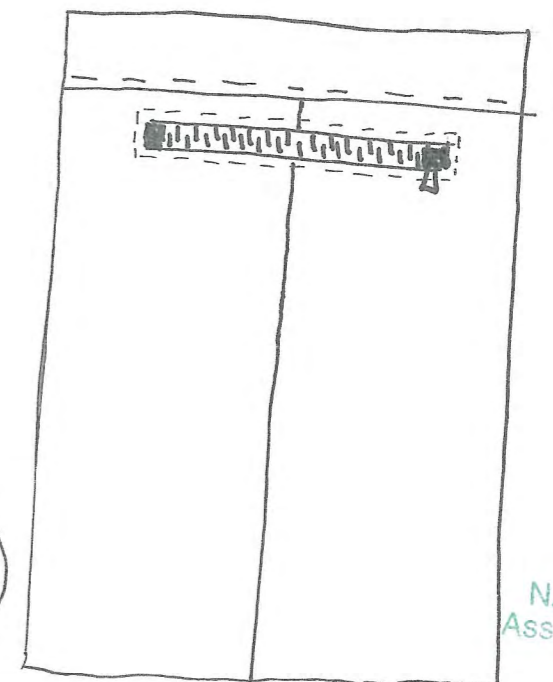- Simple outside make it suitable to wear with many outfits.
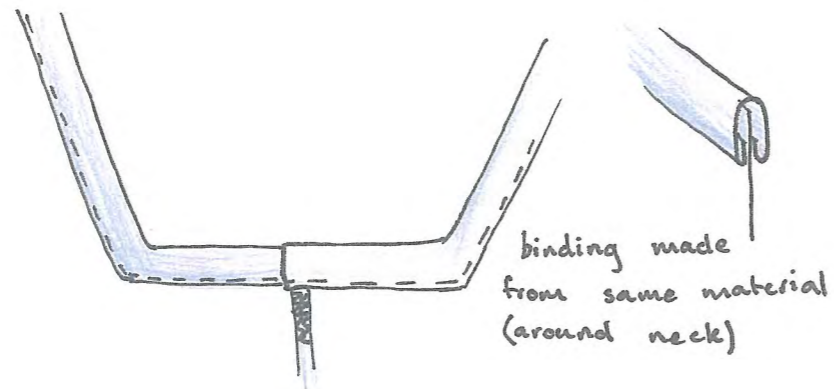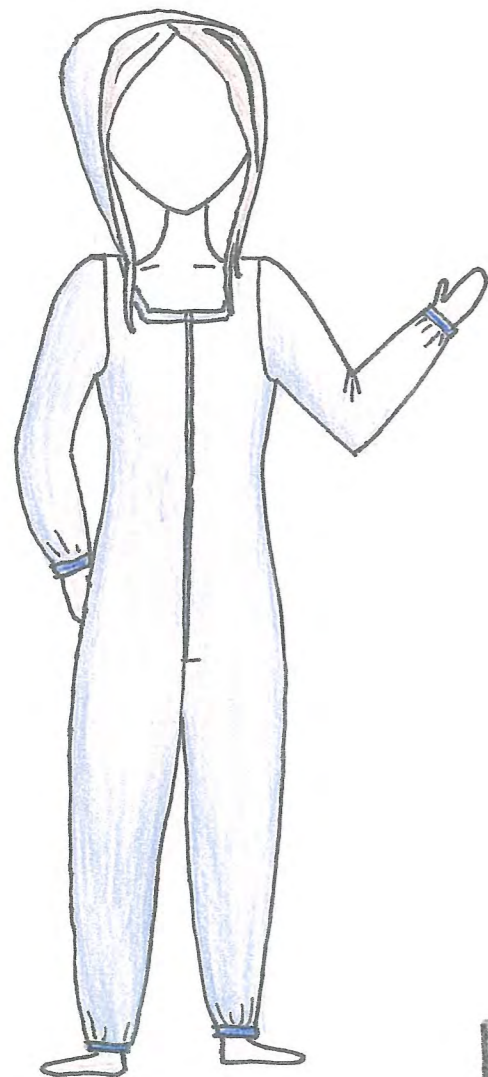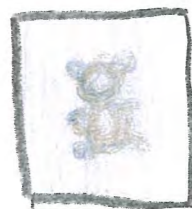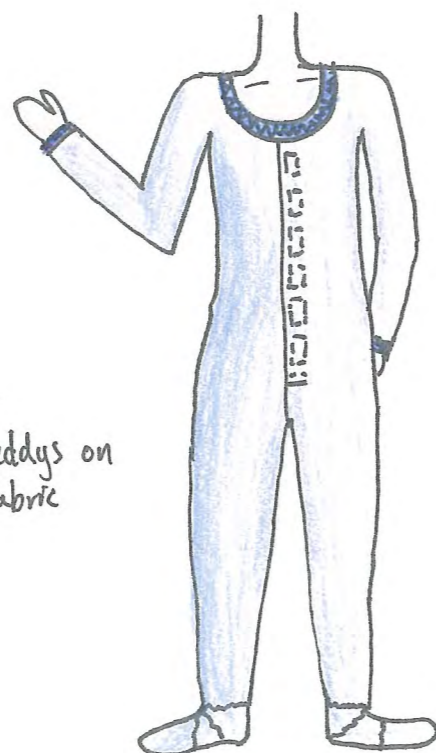
FRONT

LEFT SIDE

FRONT (lid up)

BACK

BACK INSIDE

Development 2 FROM CONCEPT 1

binding made from same material (around neck)
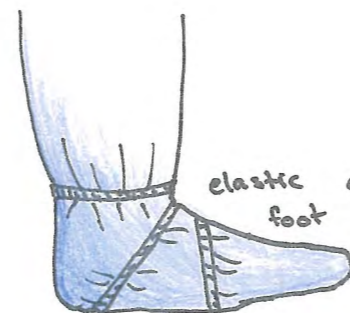
Fabric covered zip cammoflauges

teddys on fabric

FABRIC SAMPLES

stitch on snap at top neck (too thick for button hole)

webbing on ankle & wrist

detatchable hood snaps on inside
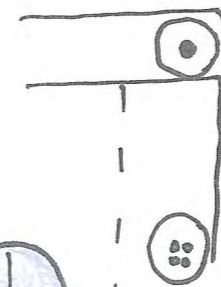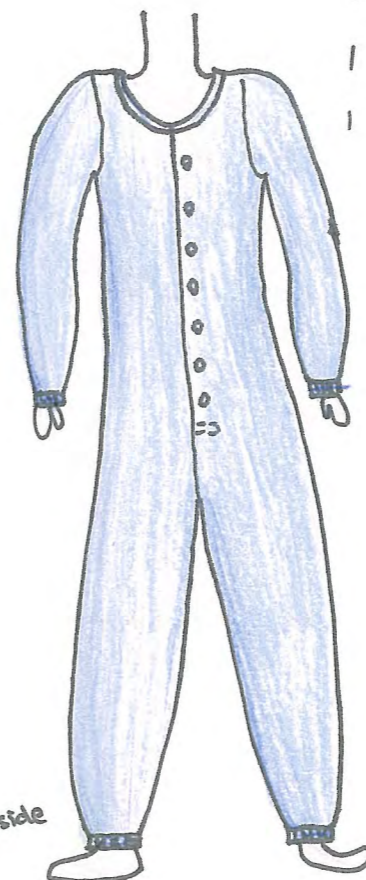
elastic on foot sewen inside

ribbing around neck

Velcro easy to take on and off
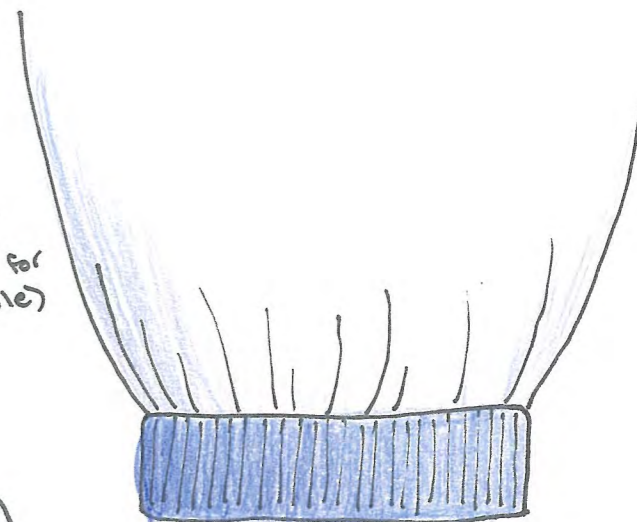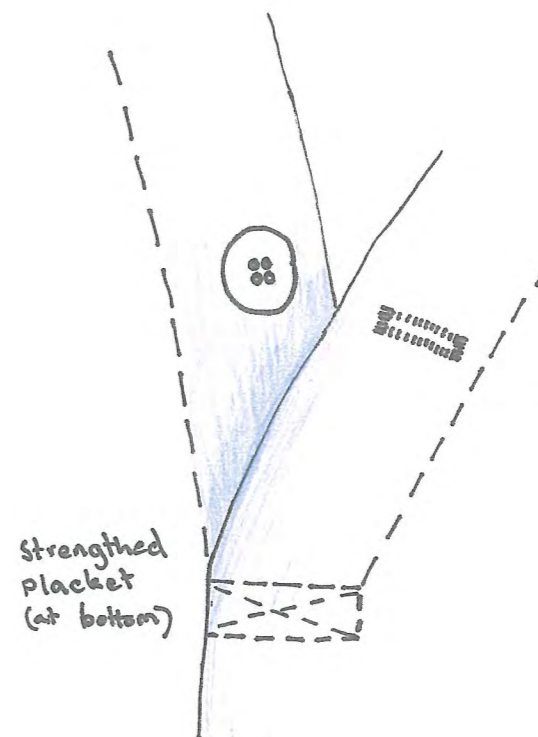
Strengthed Placket (at bottom)

extra fabric on on side (so there a cross on
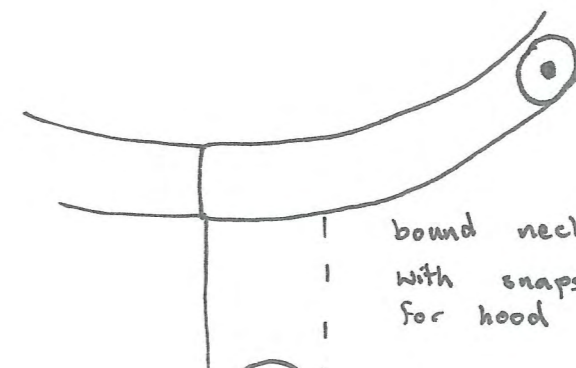
bound neck with snaps (sew on) for hood

Final Design

buttons on front plackett

poppres on neck Webbing to attach hood

Pocket in side seam

Webbing on ankle and wrist
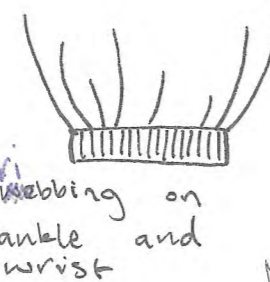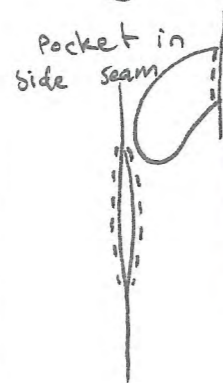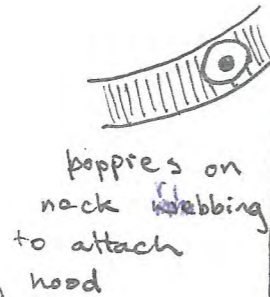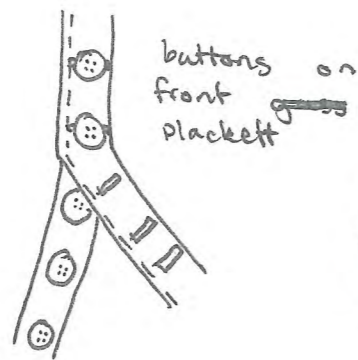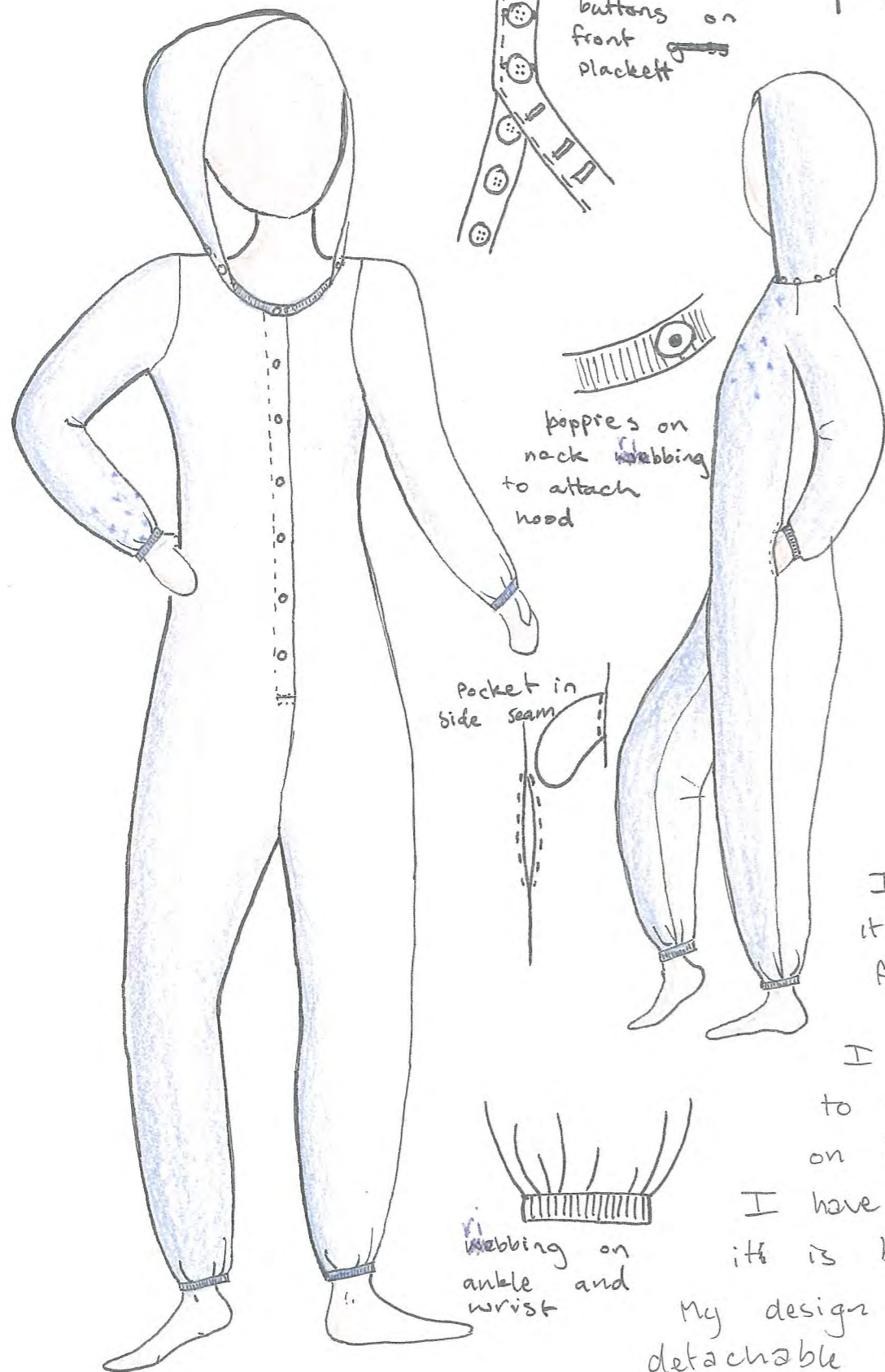
- detachable hood, which makes it suitable for hotter & colder climates.

- thicker fabric - more suitable for moderate climates

- streeny fabric/ribbing used around hands & ankles so it is safer to maneuver in.

- hidden pocket (in seam)

- loose fitting so it is comfortable to sleep in.

- buttons used on front and hood to conect different layers.

I chose to use the thicker fabric so it is a little bit warmer and comfortable for my client.

HALF HOOD

I am finishing the arms and legs (and neck) to avoid dangerous situations e.g. tripping over on the loose baggy pants.

I have decieded to have a detachable hood so itt is better suited for a range of climates

My design includes uniques features such as the detachable hood and has a special 'sparkle' feature of the hidden pockets.
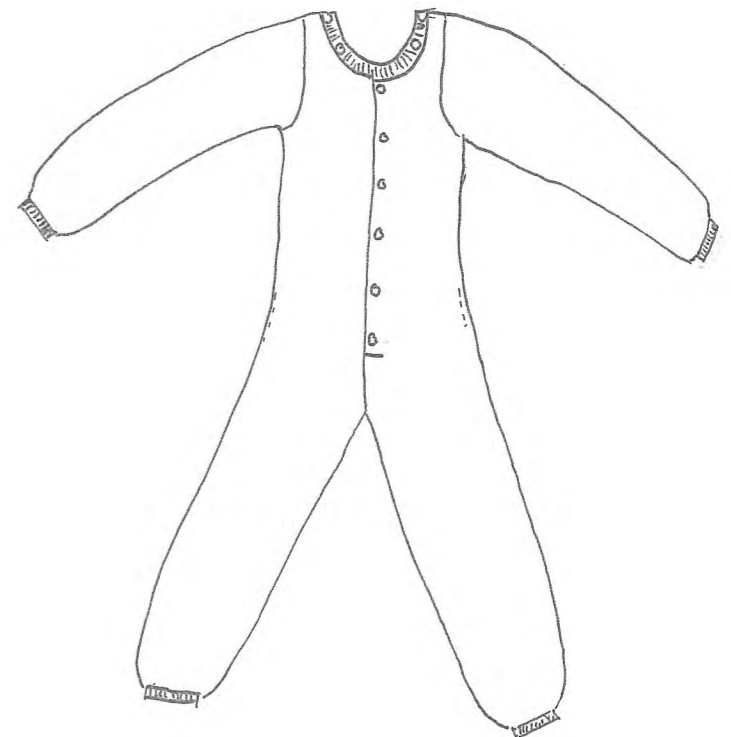
FRONT
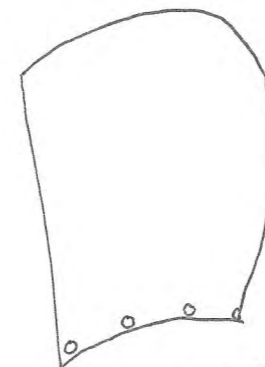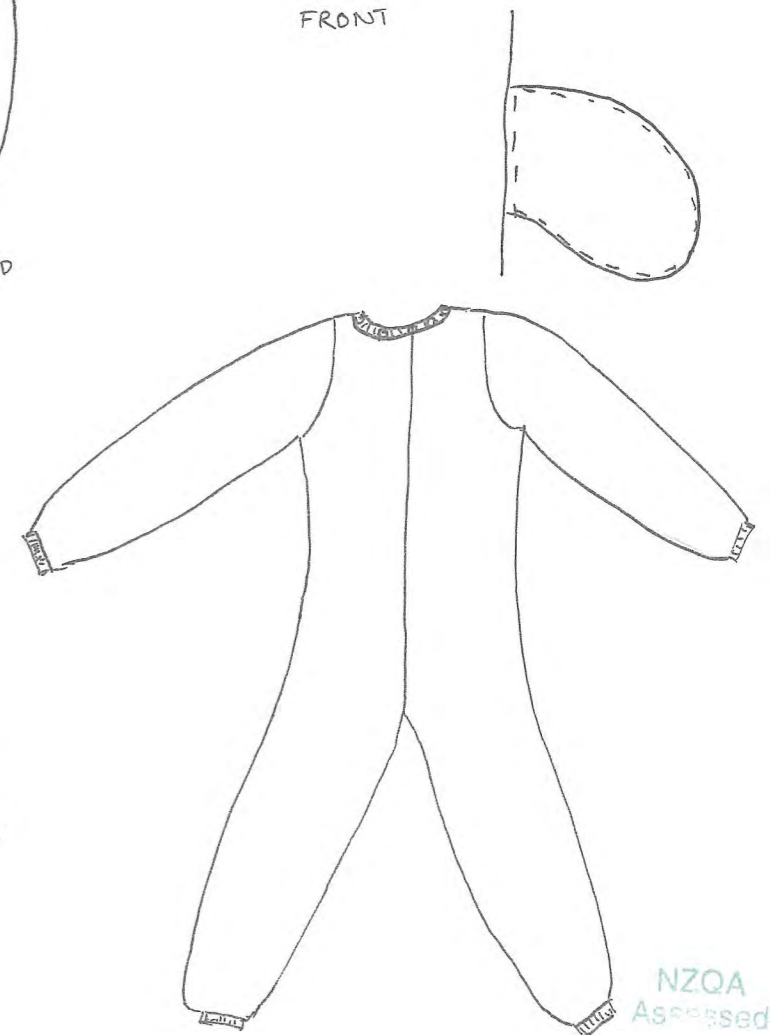
BACK

Level 1 Design and Visual Communication

AS91063   Produce freehand sketches that communicate design ideas

Exemplar for High Excellence
This submission is of a high excellence. It shows effective and *in-depth* visual communication.
The **2D** and **3D** sketches show *purpose, function* and *details* effectively of their own design ideas.
The sketches show the shape and form by related sketches to a very high standard.

OUTER

LINING

The colour of the outer fabric is to be tan as the black and white tabric was not durable and waterproof.

Red waterproof lining.

Binding for the edges

Fabrics are chosen for durability and practicality.
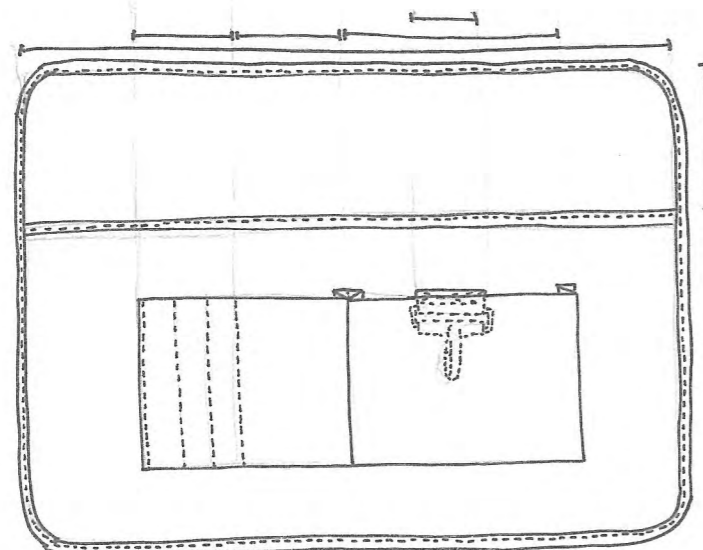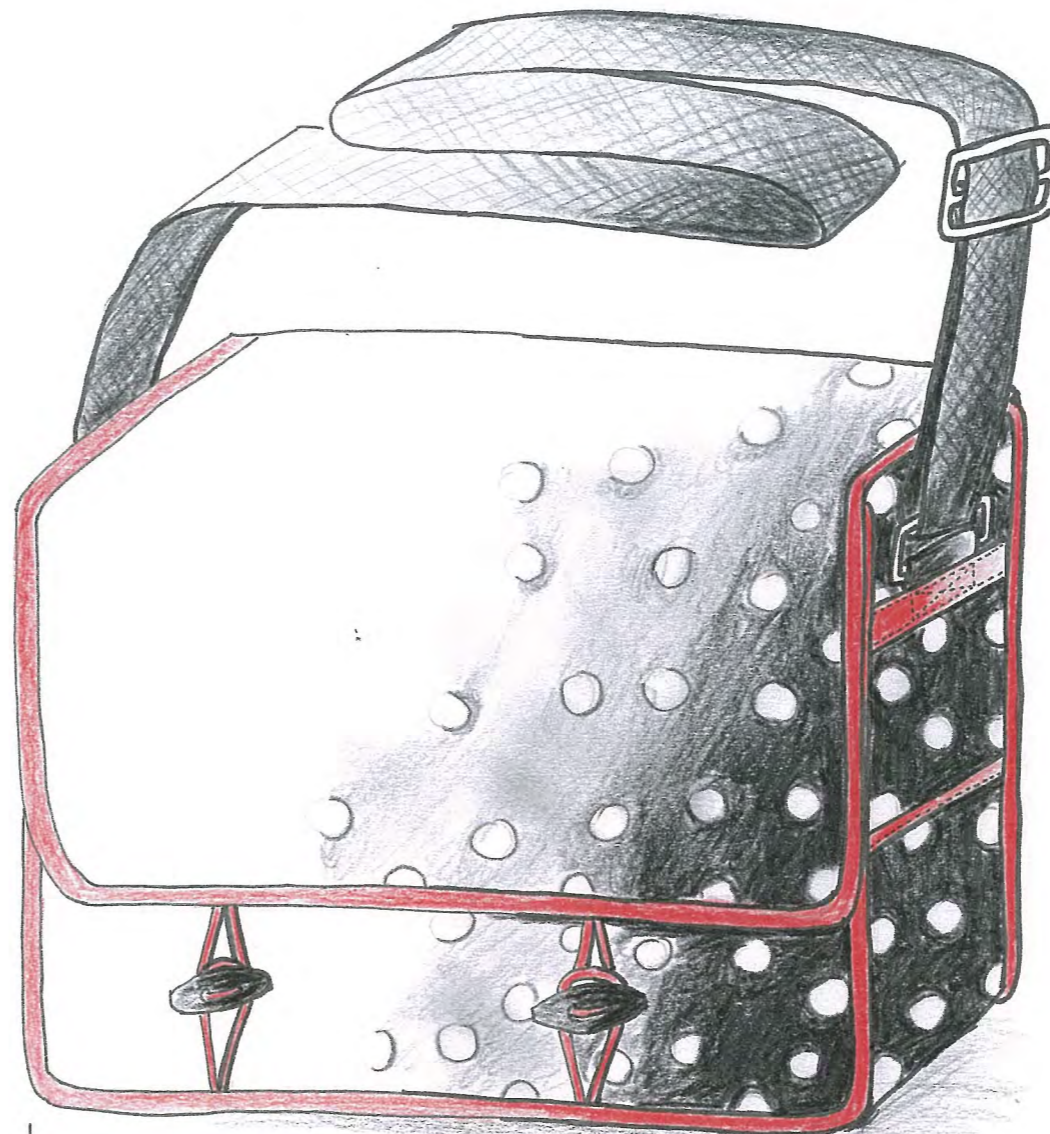
FRONT UNDER FLAP

LEFT SIDE

OUTER FRONT
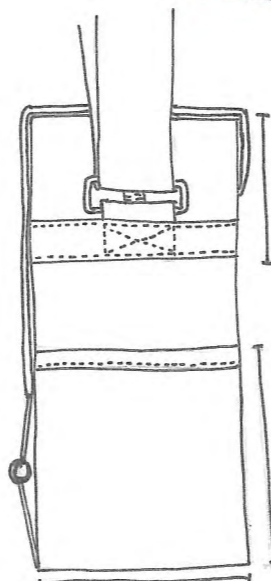
RIGHT SIDE

OUTER BACK

BASE

Adjustable strap makes the bag ergonomic

Reinforced strap attachment makes the bag durable and reliable.

Binding ensures a high quality finish and aesthetic.

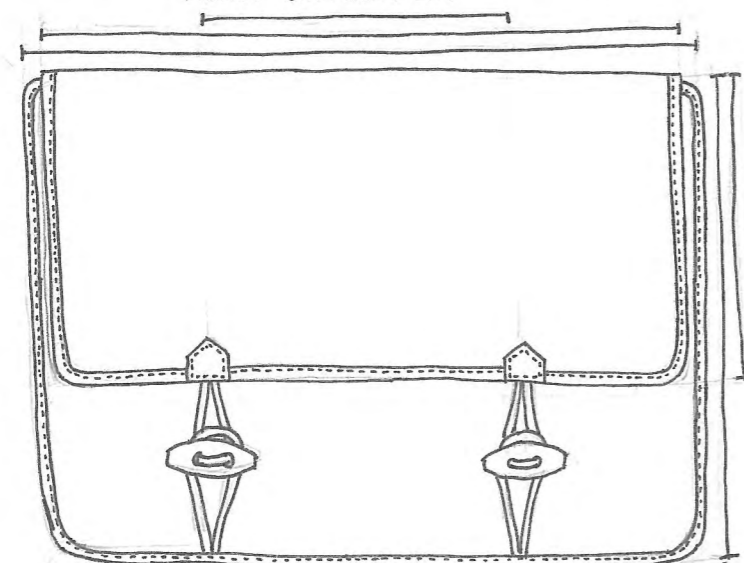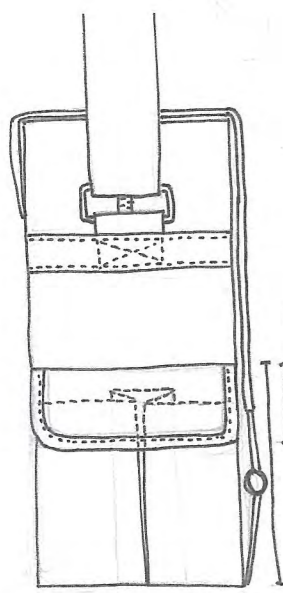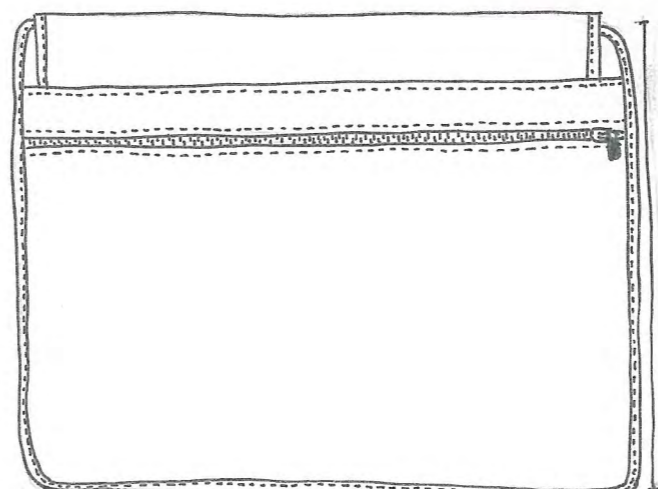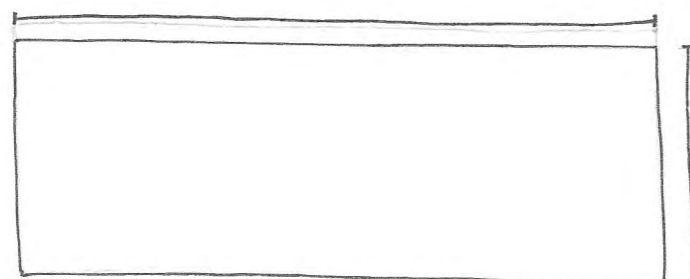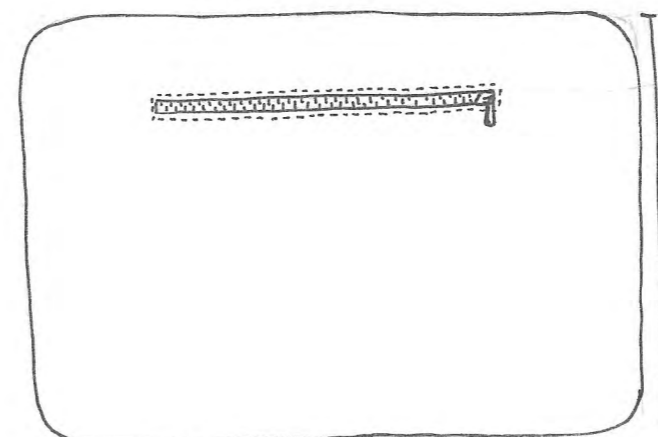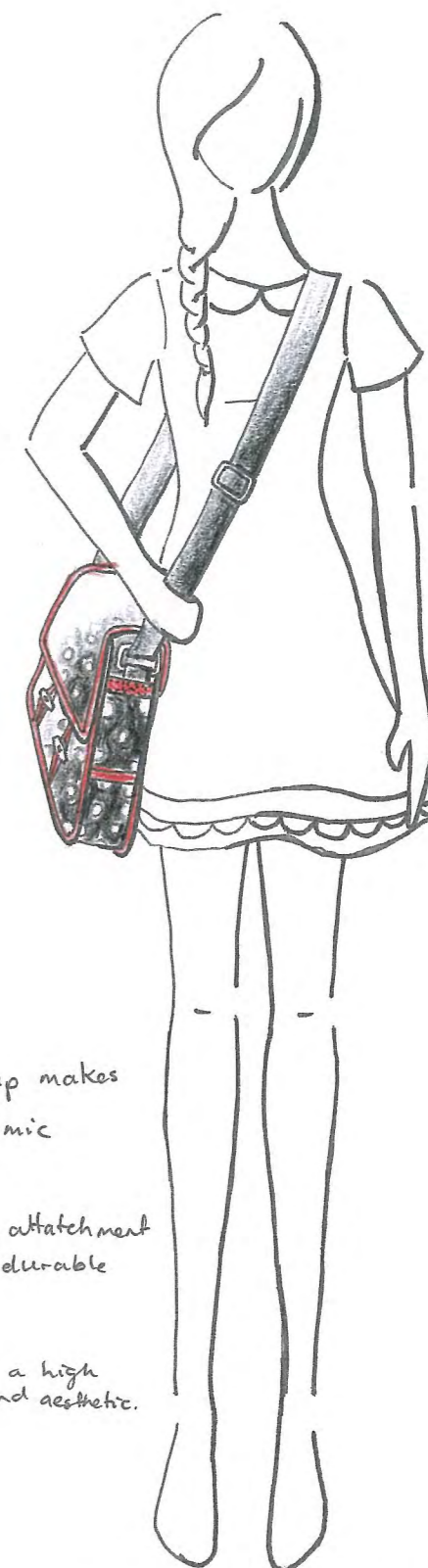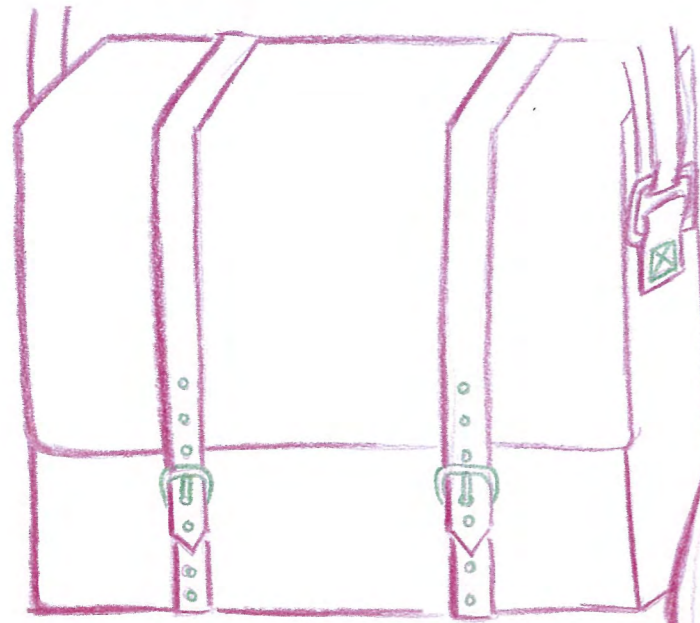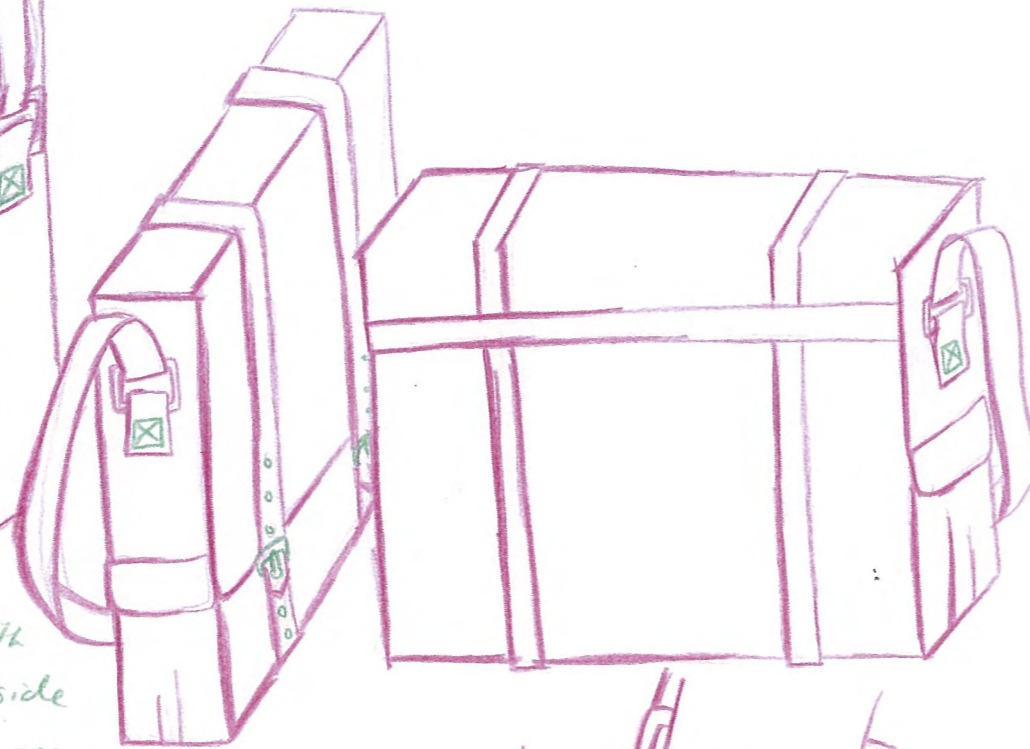This bag has a reduced number of eyelets on the bands for fastening with buckles. There is a box pleat on the side pocket to add volume and space. Straps are reinforced for safety and pocket has a flap for retrability.

The bag on the right is rectangular with a single band to fasten the flap with buttons. Buttons may be too cumbersome for the main open/it the bag. Under the flap there is a large slot pocket and a smaller slot pocket to keep a notebook, keys etc. On the side there are 3 pen holders and on the other side a pocket with an inverted pleat provides space for a phone or other items.
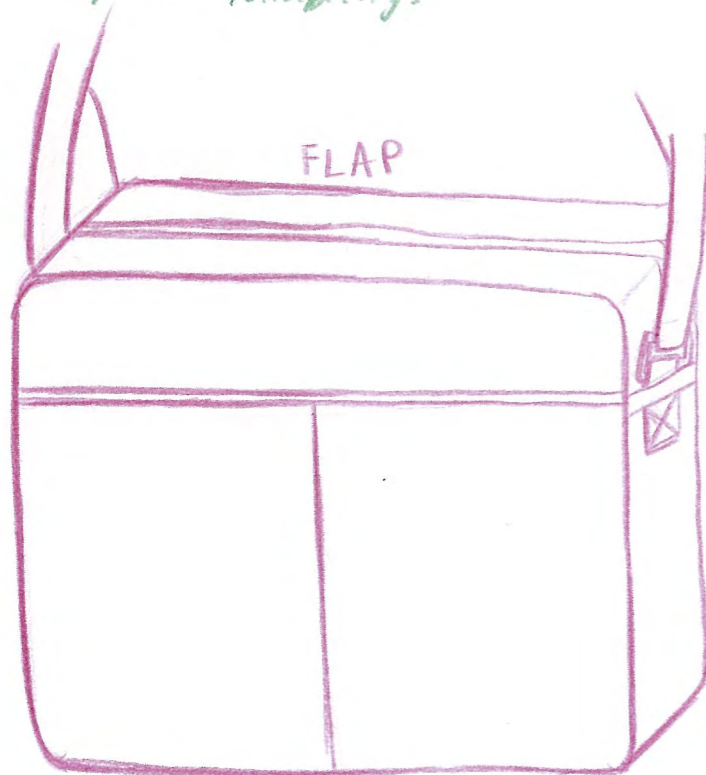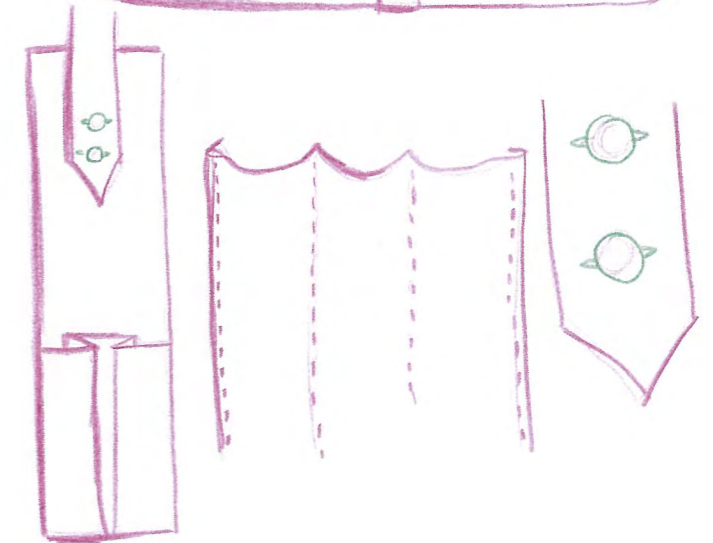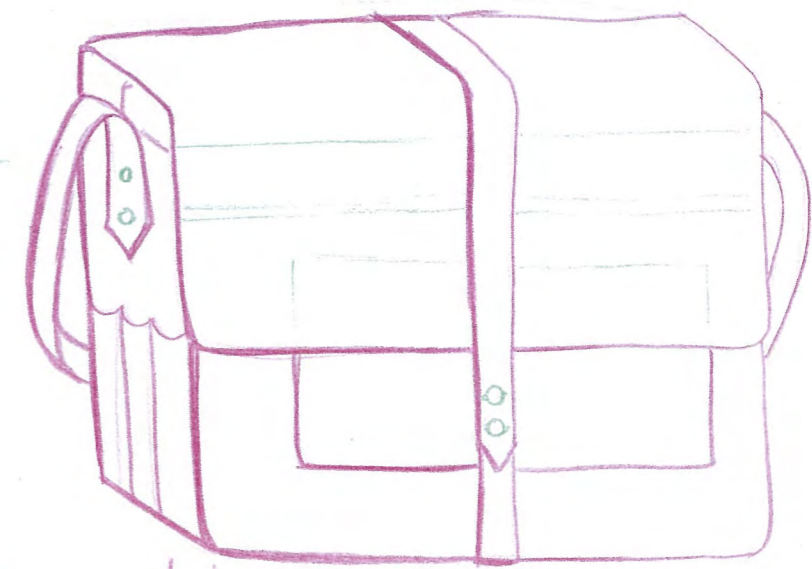
FLAP

UNDERFLAP-FRONT
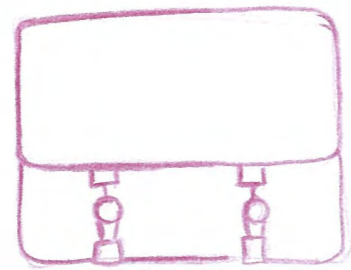
FRONT
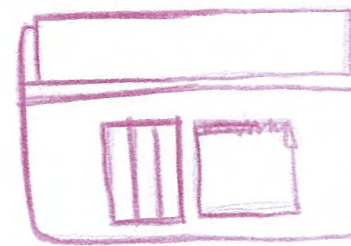
BACK

STRAP

FRONT-UNDER FLAP
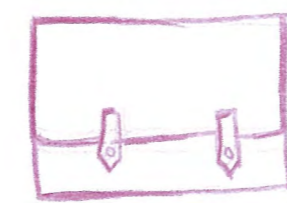
FRONT
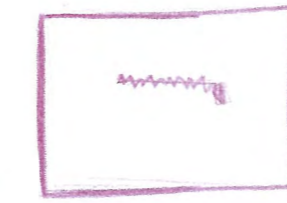
BACK
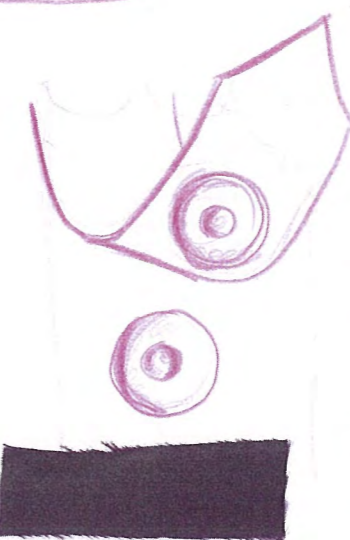
The bag is rectangular with curved corners. The front under the flap features a slot pocket which is divided into 2 to separate items. The flap is fasted with large buttons and loops for user friendliness and easy of use while pen holders and a zip pocket allow important items to be accessed quickly while being kept safe and secure.

strap detail shows how it is adjustable and the way it is attached for reliability and durability. Hardware would either be plastic or metal depending on the desired aethetic of the bag.

The bag on the left has an oval and rectangular form with button on strap and magnetic closures for the flap. Under the flap features a slot pocket spanning the whole width, 3 pen holders and a smaller slot pocket. All these allow items to be accessed quickly making the bag more user friendly. A fabric zip pull makes the bag more ergonomic as do the easy use magnetic closures under decoy buttons. The back has a zip pocket to keep items safe and secure while still being easily accessible.

INSIDE

SIDE

BACK

The inside has a zippered pocket for keeping small items safe. A elasticised divider can keep items separate with volume added through gathers.
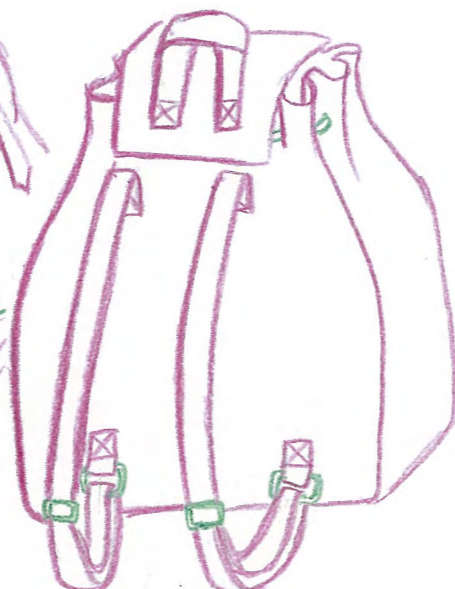
The backpack has 2 adjustable back straps for ergonomics and comfort.

outer

Lining

This bag has a rectangular form which is drawn in at the top with a tie drawstring, this is covered with a flap which attaches with snaps and adds reliability to the bag. It also features a front envelope style pocket again attached with a snap. Additionally it has a gusseted side pocket with a flap for a phone.

The bag has a relaxed silhouette and urban attitude

The outer fabric gives an intriguing surface finish and interesting texture

STRAPS wide enough to be comfortable. adjusted to correct length

Detailing at backpack straps show topstitching for strength and strong attachments.

The back is fastened with a draw string. This allows the size of the bag to be changed slightly and is user friendly with an easy tie cord. It is threaded through eyelets in the fabric for strength and durability due to friction from natural use.
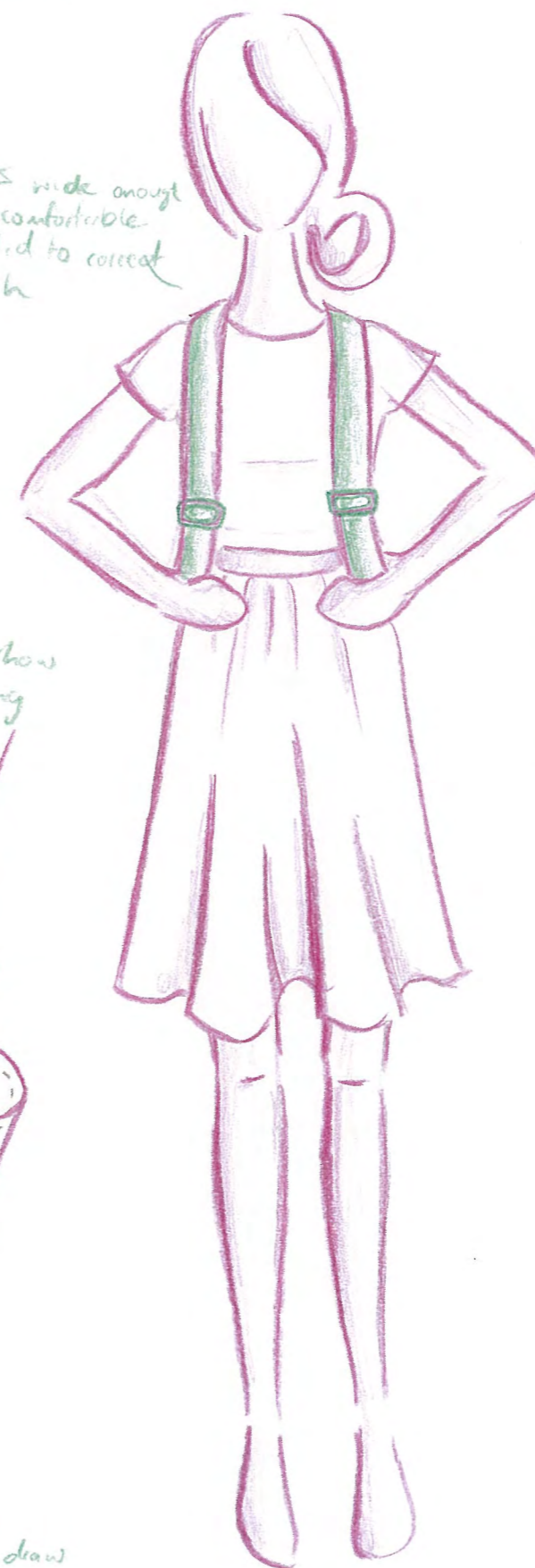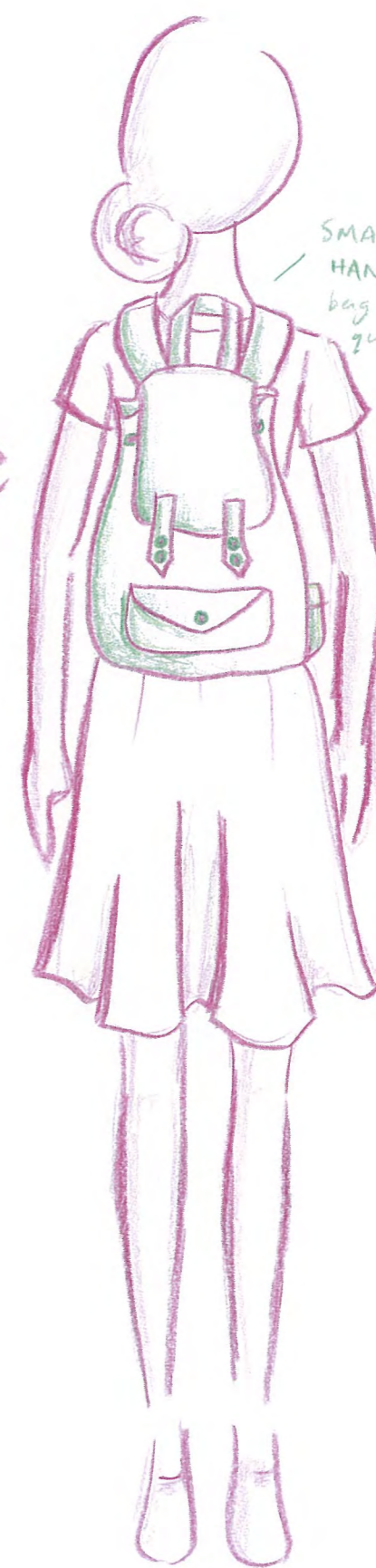
SMALL TOTE HANDLE allows the bag to be easily carried quickly carried.

FRONT

BACK

These front and back views show the ergonomic way the bag sits on the body with correct length achieved with adjustable straps

CONCEPT

FLAP

INSIDE

The inside of the bag has a zippered pocket for safety and security of items. On the front of the bag, under the flap, there are 3 penholders for user friendliness.

SIDE

The side of the bag has a slightly oval shape that adds interest and flow to the bag.

BACK

The back of the back has the eyeleted strips continuing around, eyelets are detailed for clarity of detail. An inverted pocket with flap and a trim of the same eyeleted band allow ease of storing frequently used items.

The inverted pleat adds volume to the pocket with additional space for items.

The bag has eyelet and fabric covered button detail.

The tone and colour of the outer fabric and lining give a classic yet updated look.

SHOULDER PAD adds comfort and increases ergonomics
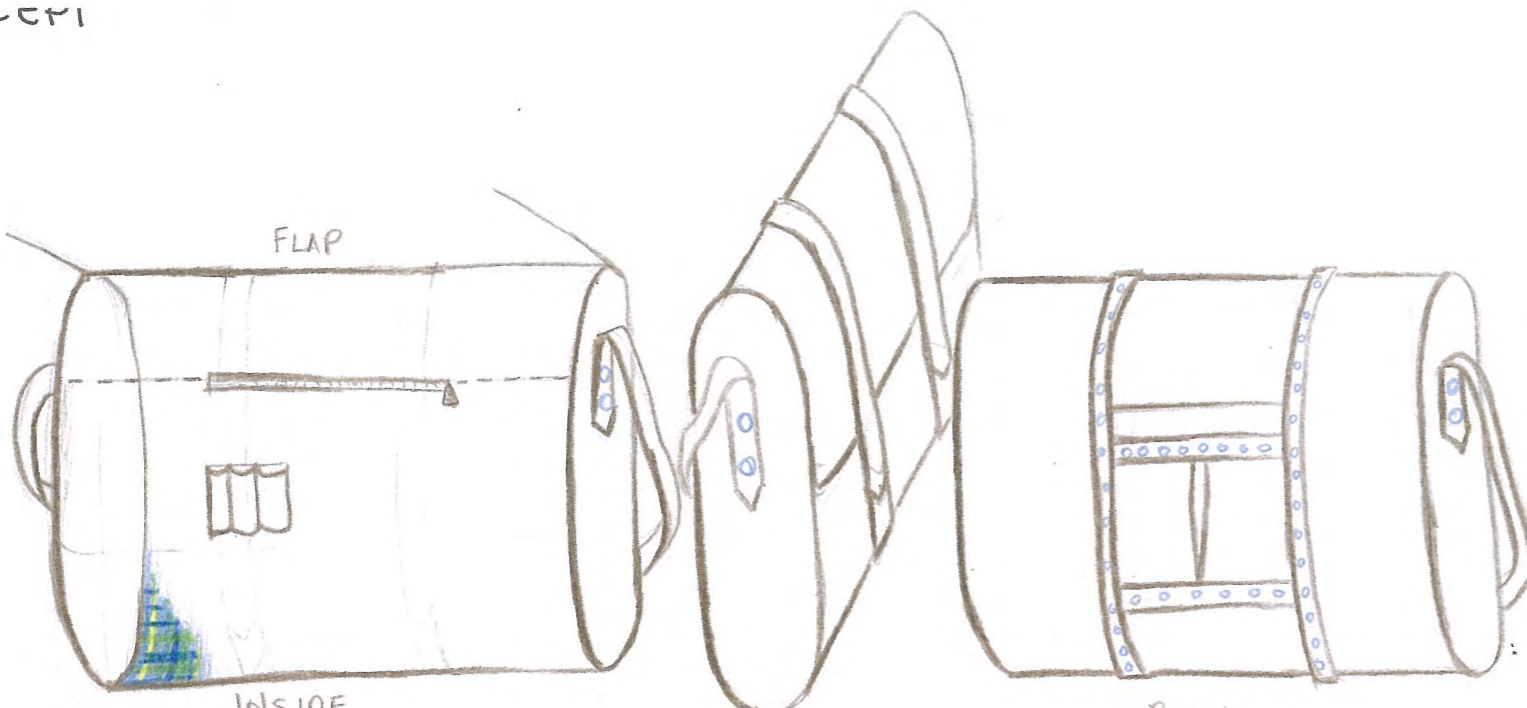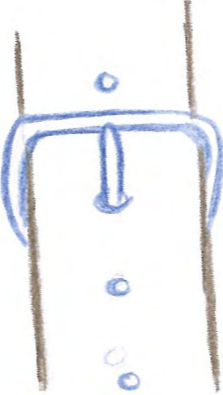
Bag can be worn on one shoulder or across the body

Lining

Outer
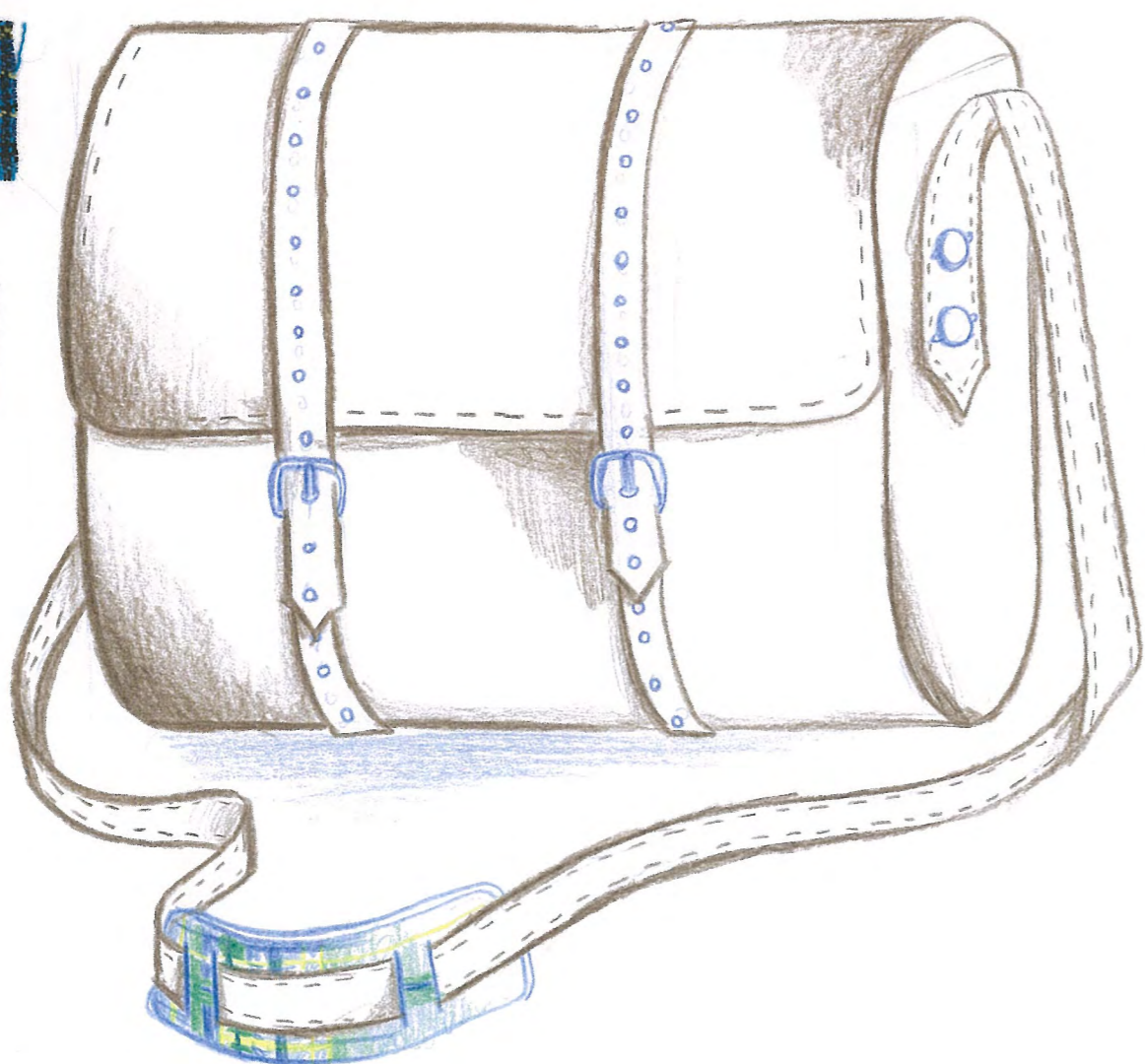
BUCKLE DETAIL

The fastening of the bag can be adjusted with the buckle and eyelets.
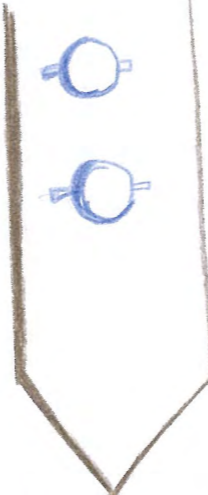
BUTTON ON STRAP

With 2 buttons to attach the strap the length of the strap can be adjusted while the fabric covered buttons add decorative interest.

Curved form sits comfortably on body

With the adjustable strap a comfortable length can be found.

Buckles are aesthetically pleasing and functional

The 2 eyelet bands add balance the bag

Detailing of the fabric covered buttons.
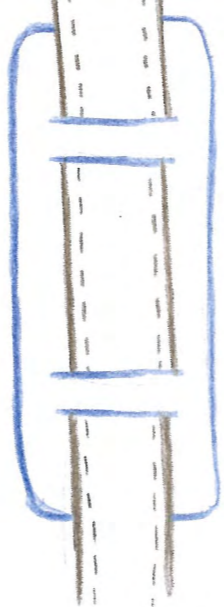
SHOULDER PAD

The shoulder pad is wider than the strap and padded, it adds ergonomic comfort and reduces pressure on the shoulder.

This bag features a rectangular form with an oval touch. It is decorated with an interesting and functional band of eyelets, these aid in fastening with a buckle. The strap is fastened with 2 buttons and has a shoulder pad.

CONCEPT

FLAP

INSIDE

SIDE

BACK

The outer fabric adds interesting texture and an intriguing surface twist

The inside of the bag has a zippered pocket and 3 gathered elasticised pockets and is fully lined.

The bag has a wide gusset to create volume and base width.

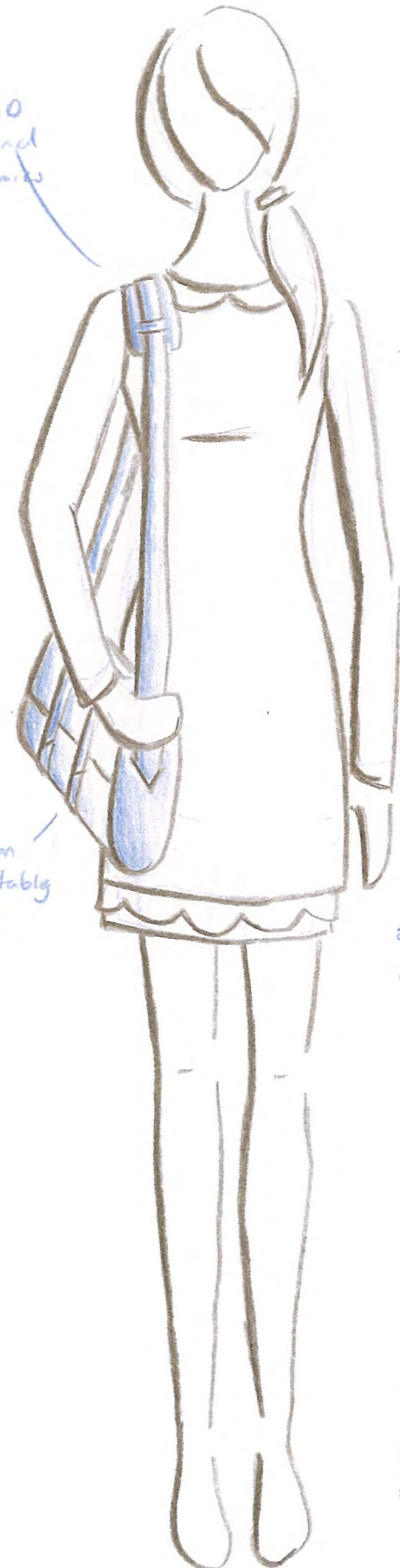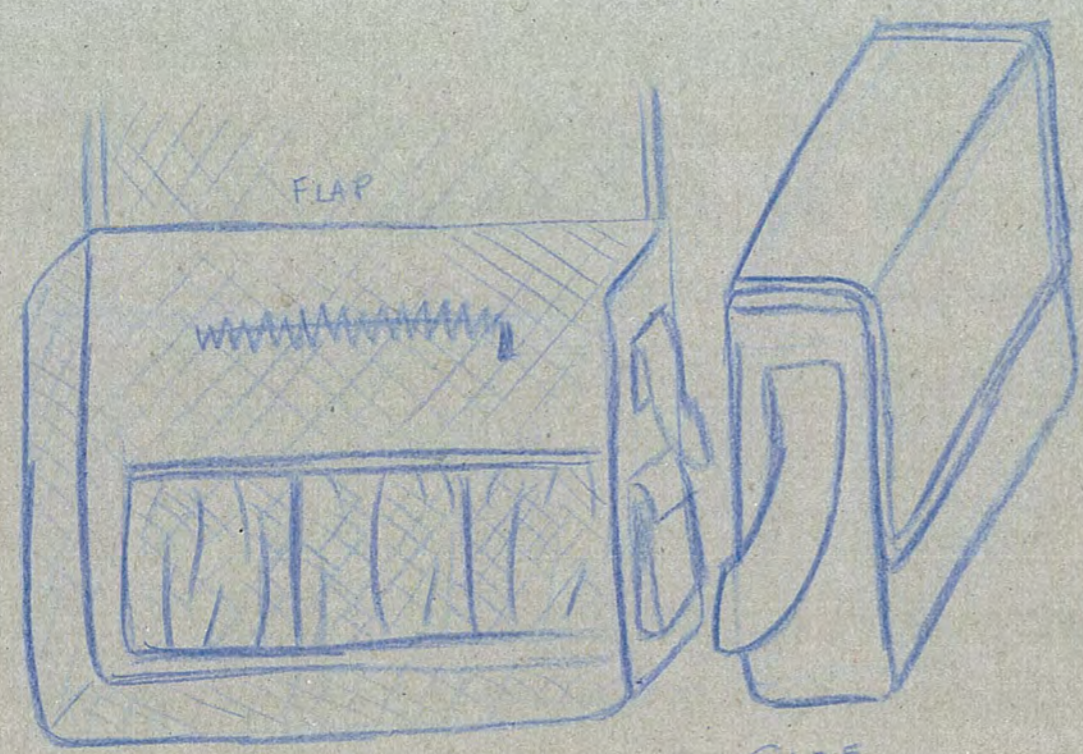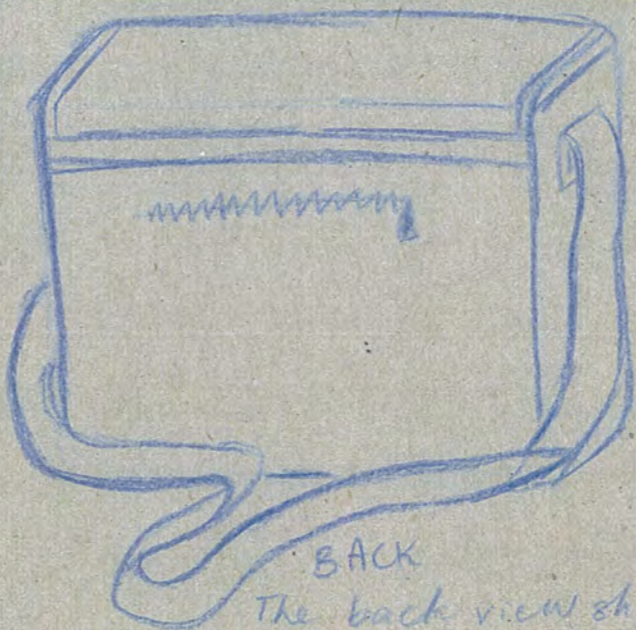The back view shows where the flap is attached to the back panel and detailing of a zippered pocket.

Strap is wide enough to sit comfortably and be ergonomic.

Zippered pockets provide security for items, while gusseted and gathered pockets provide space.

Bag could be worn across body or just on one side.

Bag sits in a comfortable position and strap is good length.

Strap could be modified to be adjustable for ergonomics.
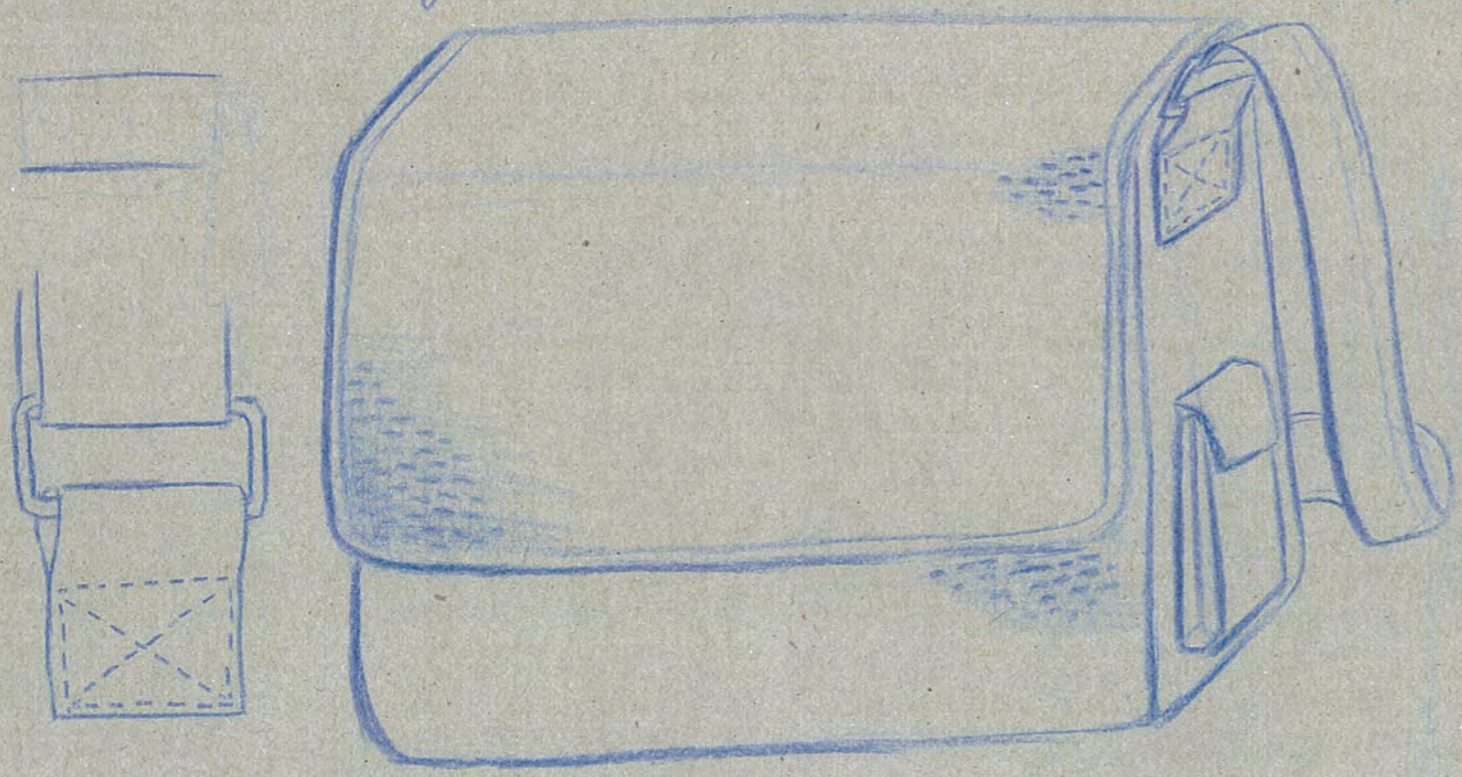
The bag is of a rectangular form with a flap over and zip opening. It has a gusseted pocket on the side with is fastened with a flap and a singular strap. With strong reinforced attachment.

The bags edge is bias bound for neatness and is fastened with 2 magnetic fastenings.

LINING FABRIC

INSIDE

SIDE

BACK

The inside of the bag has a zip pocket to keep items separate and safe.

The back of the bag features another zip pocket for safety of items.

The bag will have a relaxed, comfortable and slouchy silhouette.
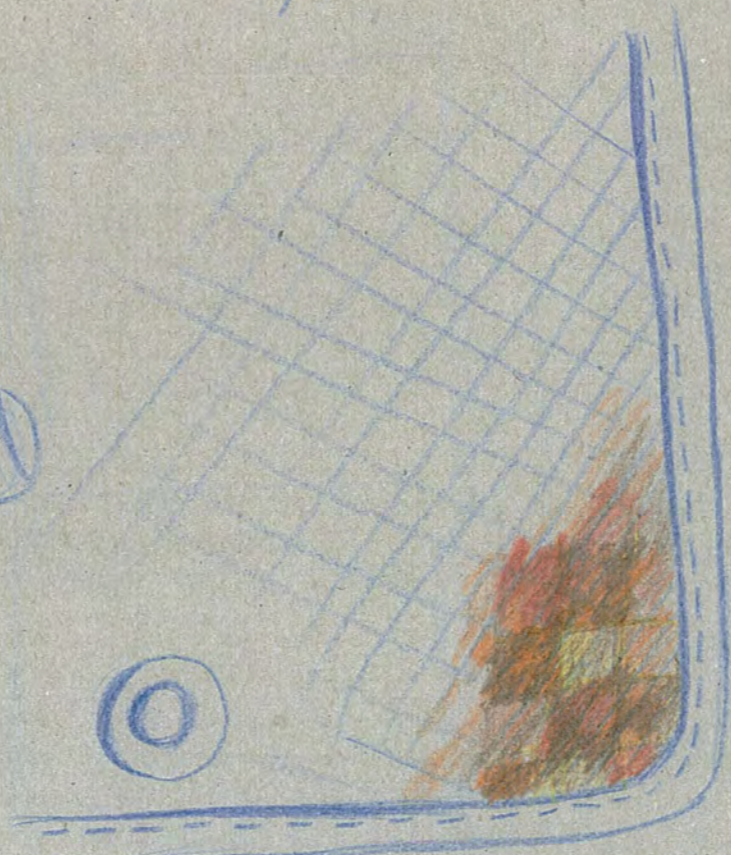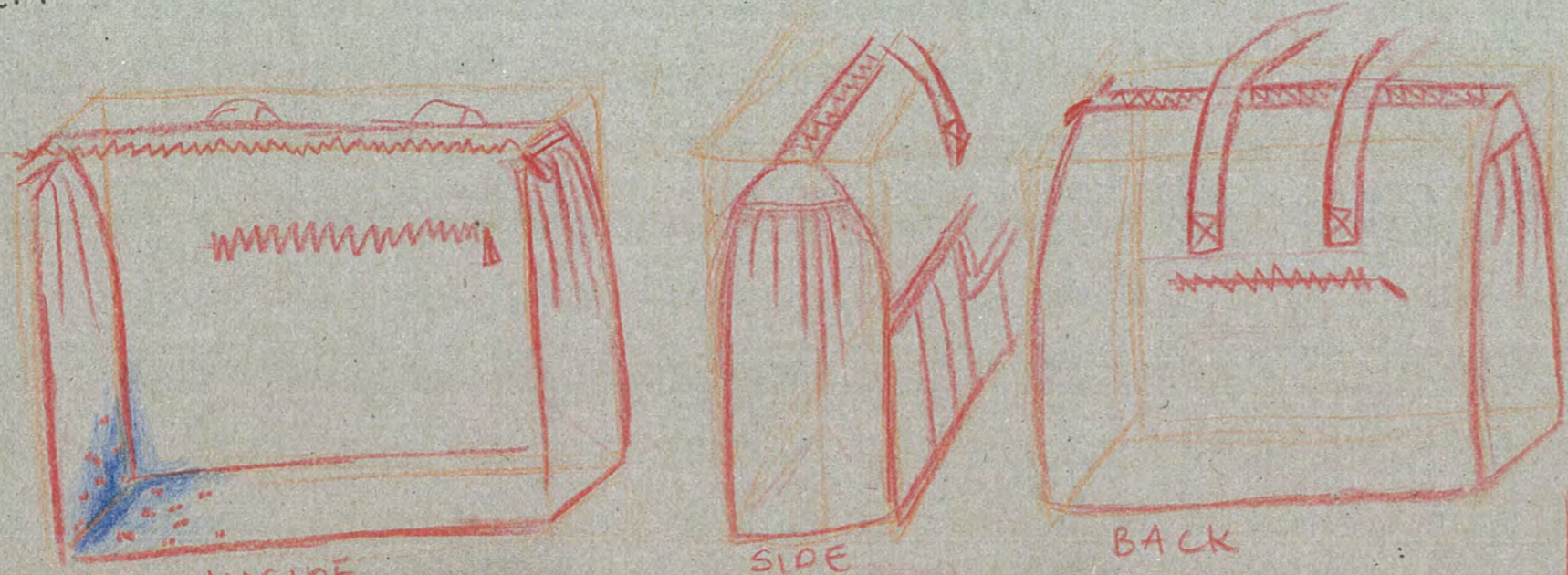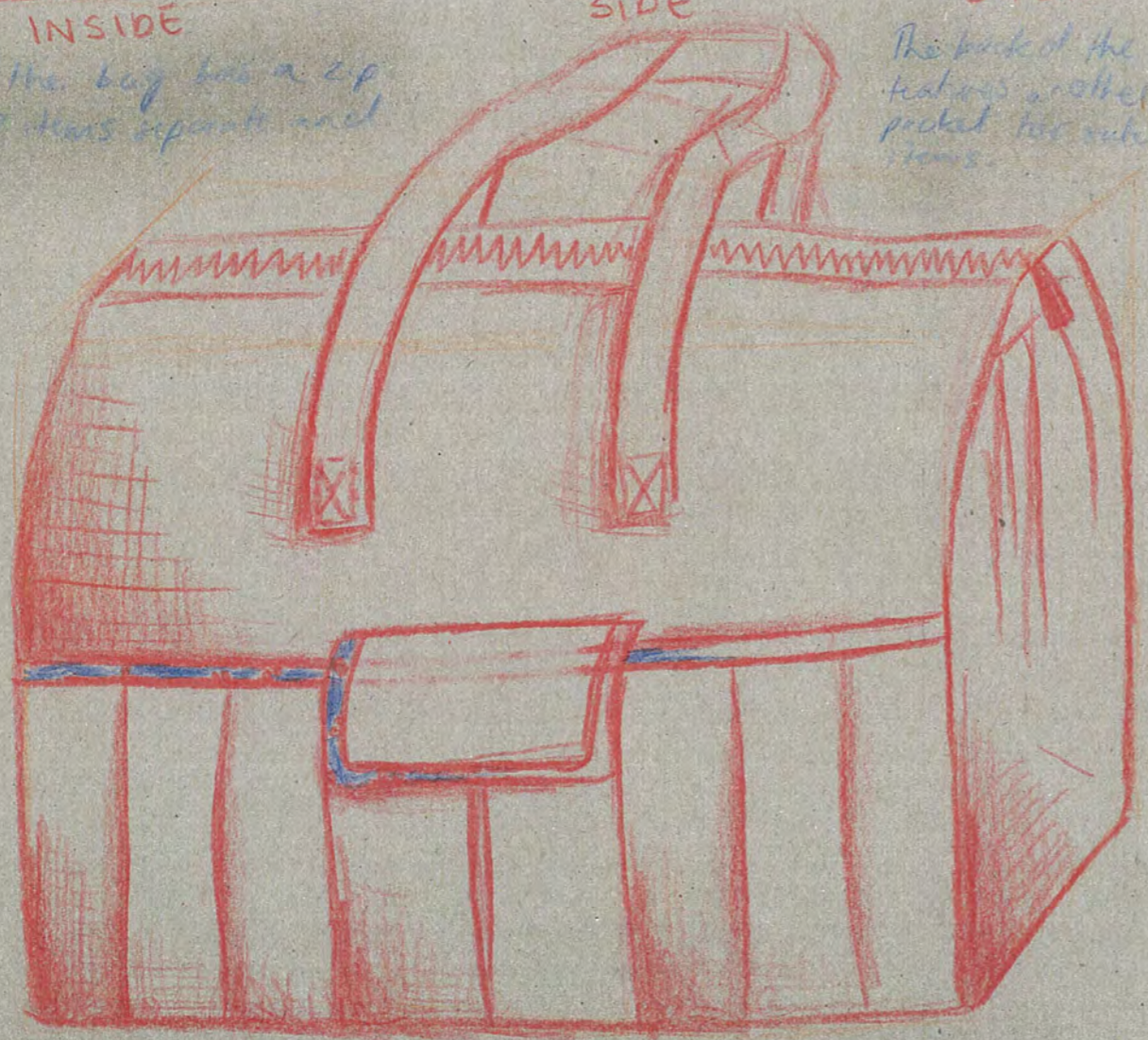
The binding detail adds contrast and balance to a potentially plain bag.

Drawing shows ergonomics of bag and way it is held with body.

DETAILING OF STRAP.
Topstitching adds strength and durability.

DETAILING OF ZIP AND ZIPPER PULL FOR MAIN FASTENING.
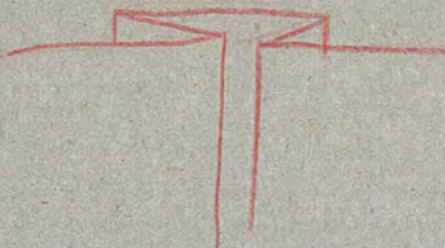
INVERTED PLEAT for pocket with flap adds depth.

This carry bag has 1 main compartment with several decorative pockets on the front. The sides are elasticised and gathered to allow items to be easily kept and accessed. The bag has 2 handles to carry with strong attachments. The pockets are edged with bias binding which is also present on the flap for the inverted pleat pocket which keeps items reliably.
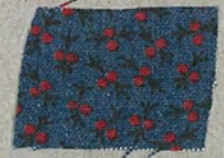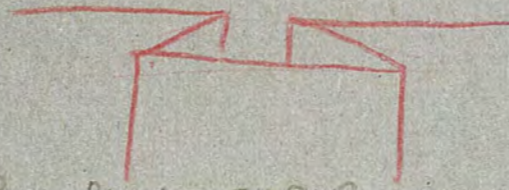
Bottom of bag will not touch ground when held.

FINAL DESIGN

The coat is fully lined with a tailored collar with lapel. It is made out of purple waterproof material with matching lining.

The coat is closed with 5 lining fabric covered buttons and has a double sided tie belt.

The paneleled skirt gives the garment movement.

A fabric flower made of coordinating lining fabric is pinned to lapel.

Princess lines and panels create flare in the full skirt and fit the bodice.

Tie belt is 1 side lining material and 1 side waterproof outer, it is held in place by 2 belt loops.

Flared skirt gives appealing silhouette.

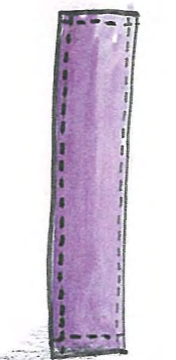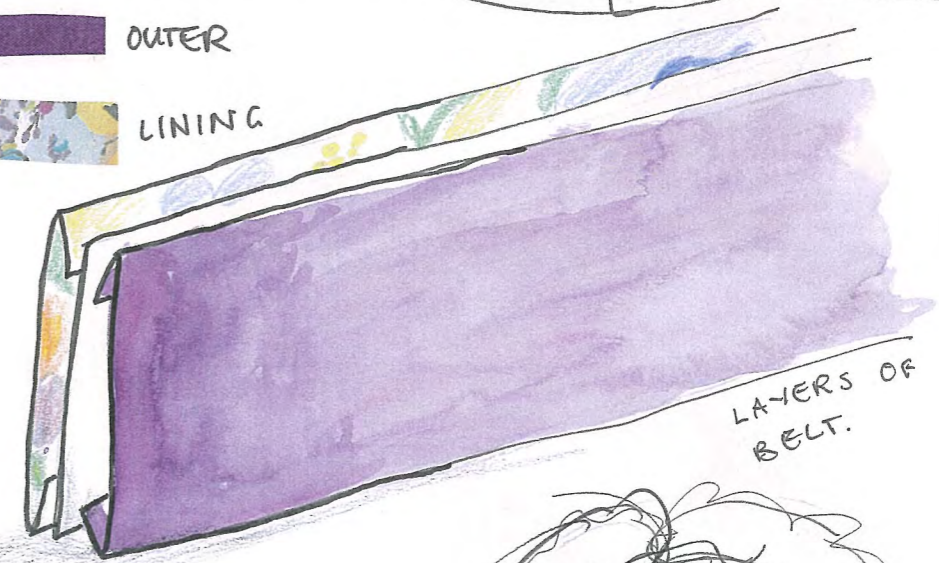The full lining and princess seams give a high quality surface finish.

The purple tone is majestic, unique and sophisticated.

OUTER

LINING

BELT LOOP

FABRIC COVERED BUTTONS

BUTTON HOLE
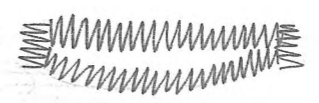
LAYERS OF BELT.

FABRIC FLOWER
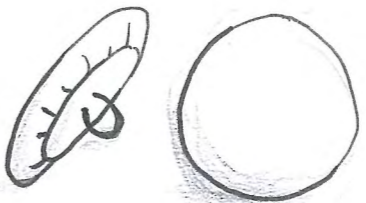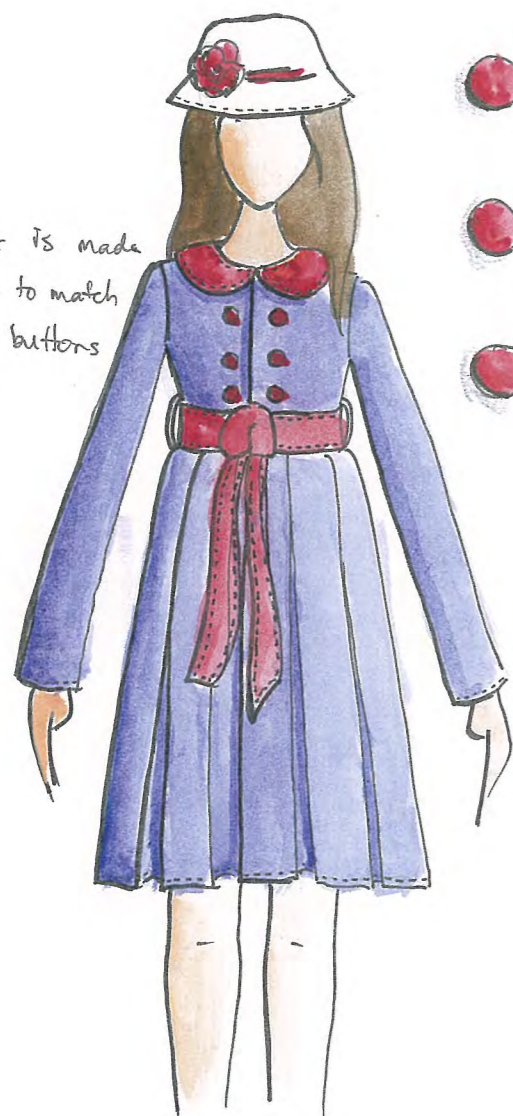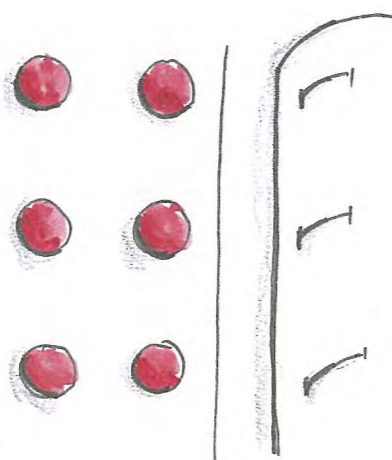
DEVELOPMENT - FROM CONCEPT 4

Peterpan collar is made of lining fabric to match fabric covered buttons and tie belt.

Double breasted with 6 fabric covered buttons covered with lining fabric. Only 1 set of buttons is functional, those on the right hand side.

Coat has skirt that starts under the bust and has box pleats for fullness.

Box pleats add body and fullness to the skirt.

Fully lined coat has skirt that finishes above the knee with a tie belt held in place by 2 belt loops.

Coat is fastened with 4 fabric covered buttons covered with lining fabric.

Matching rainhat is decorated with a band of lining fabric and a fabric flower of the same lining material. The hat is lined with the same fabric as coat.

Fitted bodice with darts and mandarin collar strengthened with interfacing. The cuffs are permanently folded up. Tie belt is double sided, 1 side lining 1 side waterproof.
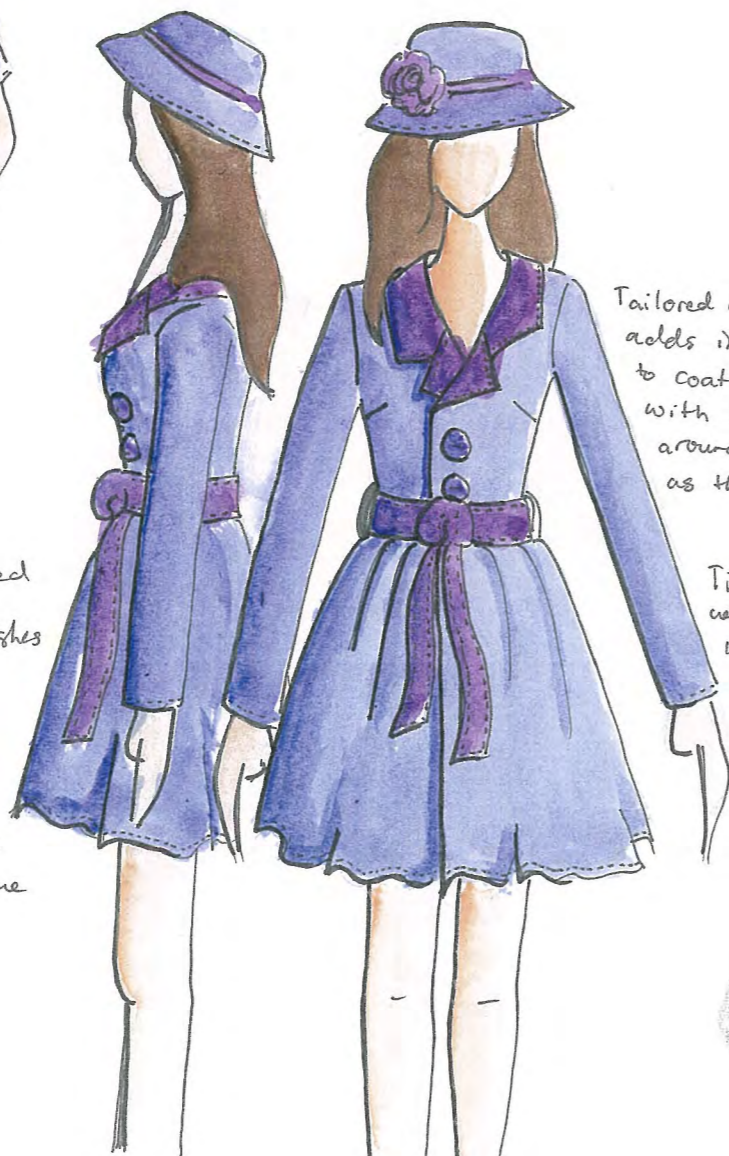
Skirt part is gathered for fullness and finishes mid-thigh.

Matching waterproof hat has detailing of a lining fabric band and fabric flower constructed of same fabric.
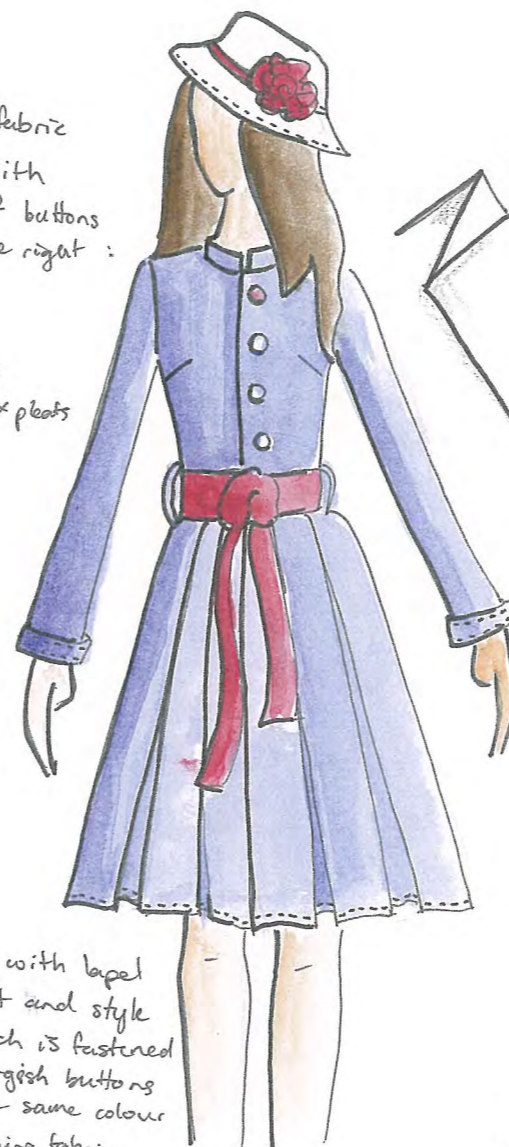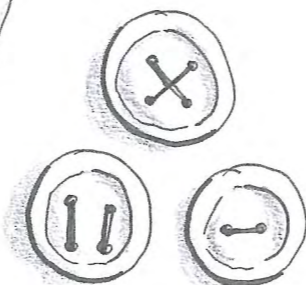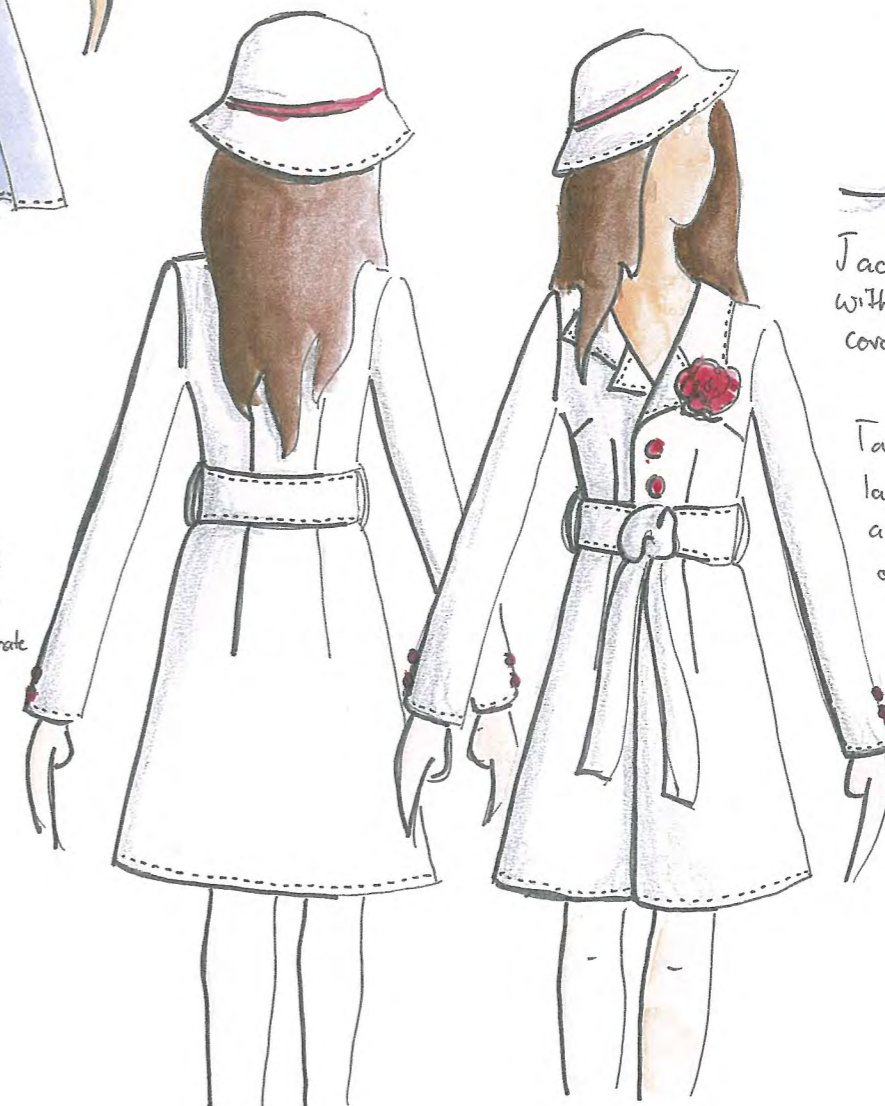
Tailored collar with lapel adds interest and style to coat which is fastened with 2 largish buttons around the same colour as the lining fabric.

Tie belt double sided, lining fabric and waterproof outer, held in place by 2 belt loops. Belt of lining fabric will coordinate with collar of same fabric.

Jacket cuff, fastened with 2 small fabric covered buttons.

Tailored collar with lapel is decorated with a fabric flower made of same lining material.

Coat fronted fastened with fabric covered buttons made of lining fabric.
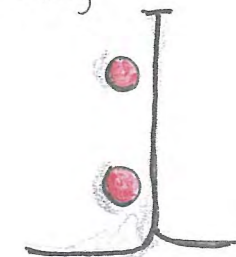
DEVELOPMENT - FROM CONCEPT 4

Peterpan collar from lining fabric matches hat and belt.
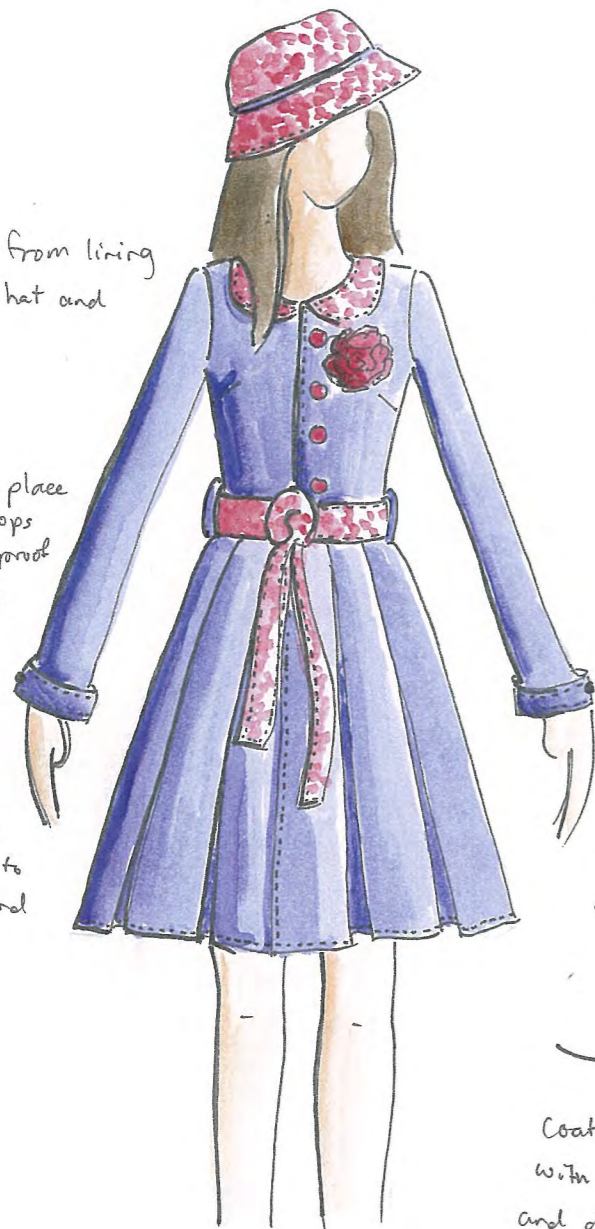
Tie belt held in place with 2 belt loops and has 1 waterproof side and 1 lining fabric side.

The coat skirt has box pleats to add interest and body.

Fabric flower is constructed from the lining fabric and is pinned onto front of coat, can be moved.
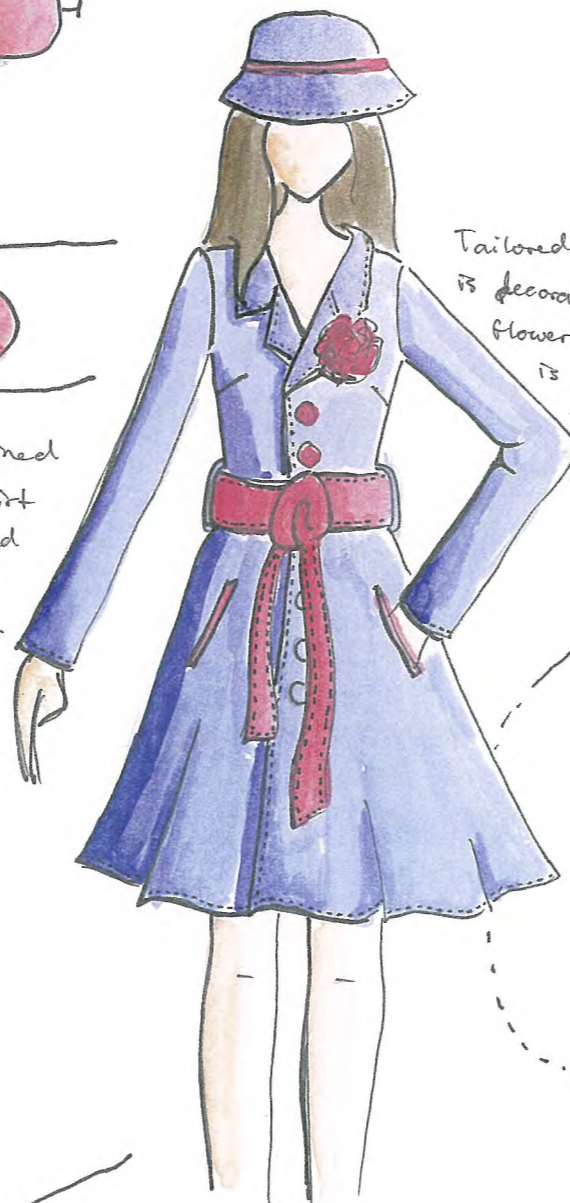
Coat is fastened with 4 fabric covered buttons that coordinate with the lining fabric. The bodice of the coat is lined and the cuffs are permanently folded up and secured with a small fabric covered button.

Tailored collar with lapel is decorated with a fabric flower on a pin. The flower is made of the lining fabric like the tie belt, buttons, hat and pocket accents.

The pockets are

Coat is fully lined with a full skirt and double sided tie belt made of lining fabric and outer waterproof fabric. The belt is held by 2 belt loops, 1 on each side.
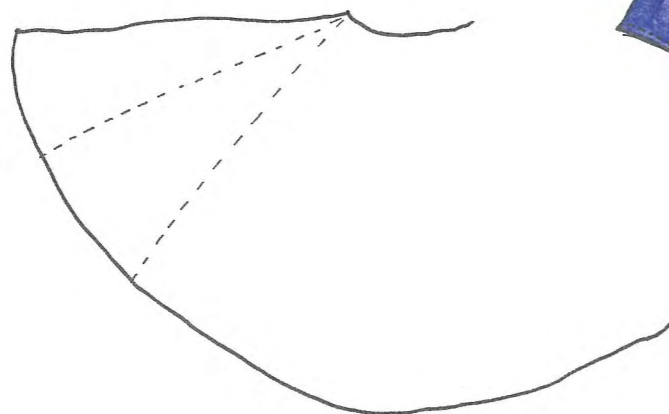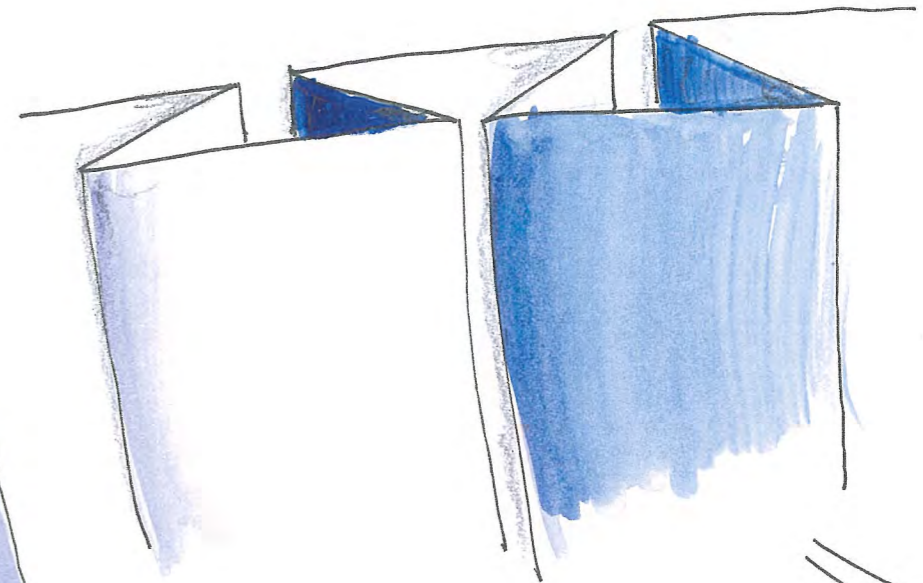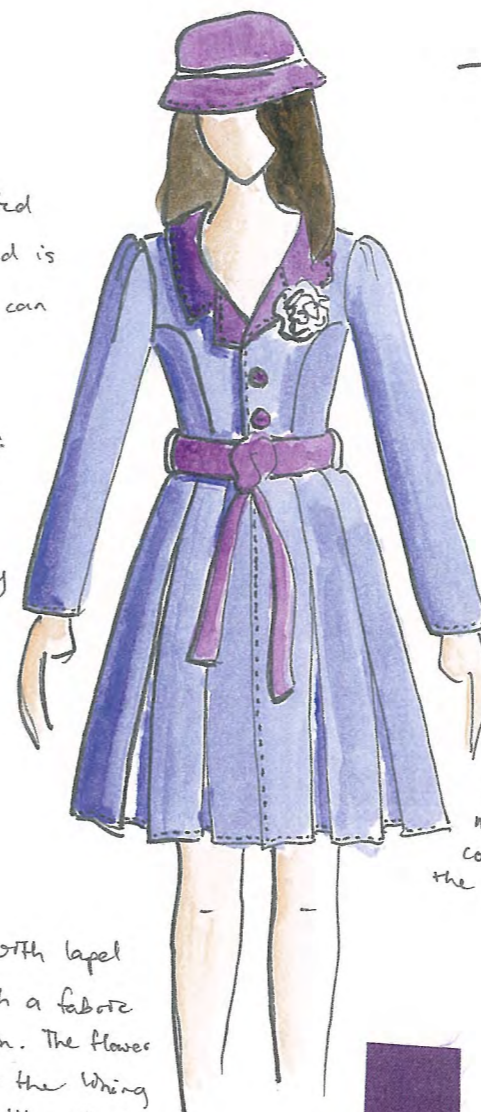
The skirt is a circle skirt but could be modified for less fullness, dotted lines.
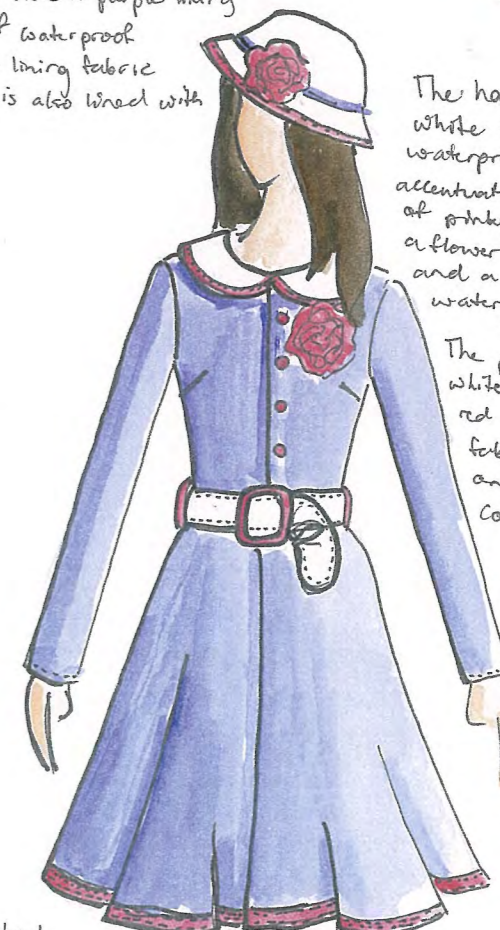
Coat has princess lines, puffed sleeves, a tailored collar with lapels, box pleats, tie belt, matching hat and fabric flower.

The princess lines eliminate the need for darts. The tie belt has one side of purple lining fabric and one side of waterproof material to match the lining fabric collar and hat which is also lined with the waterproof fabric.

The hat is a creamy white lined with the waterproof blue and accentuated with a band of pinky red lining fabric, a flower of the same fabric and a band of blue waterproof outer.

The peterpan collar is white with a band of red to match the red fabric flower pinned on and the 4 fabric covered buttons.

The tie belt is white with on side of the waterproof material. It has a red buckle that matches the belt loops and other accents.

The bottom of the full skirt is decorated with a band of the pinky red lining fabric.

The coat is fully lined with the red lining fabric.