

# Exemplar for Internal Achievement Standard Design and Visual Communication Level 1

This exemplar supports assessment against:

Achievement Standard 91067

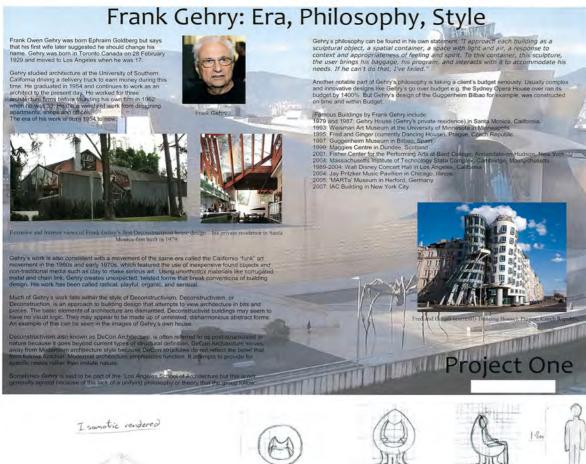
Use the work of an influential designer to inform design ideas

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. These will assist teachers to make assessment judgements at the grade boundaries.

New Zealand Qualification Authority

To support internal assessment from 2014

## Grade Boundary: Low Excellence 1. For Excellence, the student needs to use the work of an influential designer to effectively inform design ideas. This involves integrating aesthetic and functional characteristics of an influential designer's work, in design ideas, in ways that are meaningful to the design context. The student has used the work of an influential designer (Frank Gehry) to effectively inform design ideas for a chair. There are very good links back to the research and designer in the 'love of fish' (1). The ideas show the distinctive aesthetic and functional characteristics of the designer's work (1). These distinctive elements are starting to show integration in the design ideas (2) (3). The mock-up serves as a useful tool to also integrate aesthetic and functional characteristics (2) (3). To meet the requirements of Excellence more securely the student could show more integration of the distinctive functional components of Frank Gehry's work in the new context with the use of final illustrations and rendered drawings to connect final decisions with the finished appearance and show the link back to the influential designer.











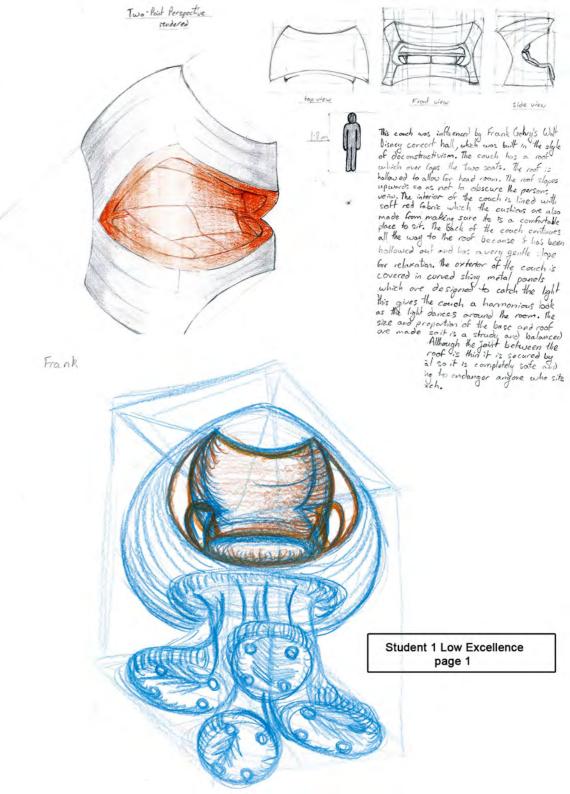


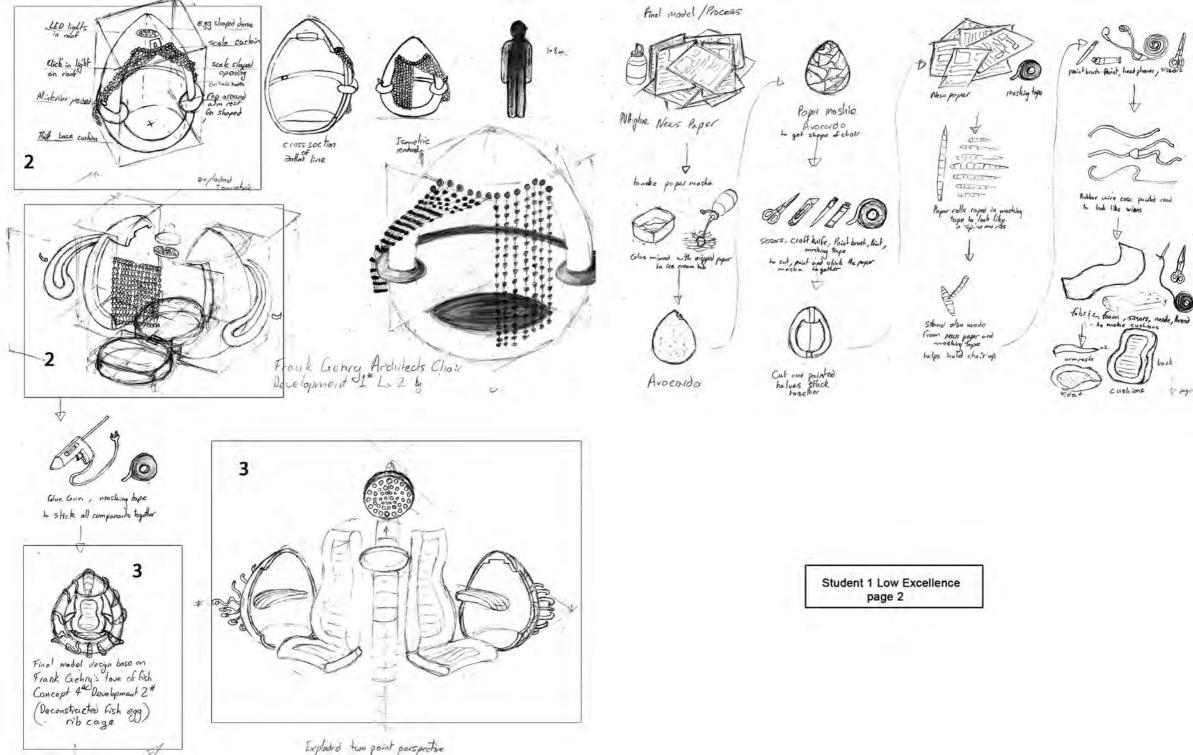
Top Viced

This chair was influenced by Frank nony ... ways, it was influenced by his love of lish and his style of architecture. his chair is a deconstruction of a fish egg. The logs ore designed to resemble under developed fins, these are made from blueg purple perspects. The redy-purple custions are shape like tish scales. These two perspectives are used to make it seem as it it is a part of the developing fish. The orm rests either side of the custions are on a inclining outwords this adds combot. The custions and arm rests are hidden inside the egg shaped dome made from White perspecs. This is ment to resemble the fish's agg casing. The chair is light weight and easy to move. The inside of the dame is soft and comfortable. The colours and the angles of the base and back make the chair very relaving. Although all four logs are joined as one the Mallen out at the bottom, balancing the whole structure.

Frank Gehry Architects Chair Concept 4# L.Z







	Grade Boundary: High Merit
2.	For Merit, the student needs to use the work of an influential designer to clearly inform design ideas.
	This involves integrating aesthetic and functional characteristics of an influential designer's work in design ideas.
	The student has used the work of an influential designer (Norman Foster) to clearly inform design ideas for a chair. The concepts and development (2) have good links back to the designer, and these are beginning to show some understanding of how these characteristics can be integrated in a new context.
	To meet the requirements of Excellence, the student needs to integrate further characteristics in the features of the design ideas such as the shape of the seat. Further functional characteristics from the designer could also be integrated (3).



Renault Distribution Centre

Most of Norman Foster's work was done between the 1980's and the early 2000's, during the modernist, postmodernist and deconstructivist phases.

The modernist movement was about designing objects that had a function. and to look very formal or 'processed'. The main qualities of modernist structures are: imdustrialized decoration, constructed from man made materials only (eg. Metal, concrete, etc.), designed to look factory made and to not appear as a traditional structure.

The Renault Distribution Centre was designed by Norman Foster and has very clear modernist look about it. The yellow support frames around the entire building look like the arms of a crane with the pulley ropes connecting to the top, as if the building is built in the middle of a large industrial area. The main building has a clinical appearance with a plain linear theme. painted in a 'hospital colour' white.

The Renault Distribution Centre has been clearly influenced by the modernist style and was constructed in 1983, when the modernist's design was a very sought after style of architecture. Norman Foster was definitely influenced by the modernist movement in this design and has others with simi-Jar aualities.

Postmodernism was another style of architecture around during Norman Fosters 'business boom'. The postmodernist movement featured structures that were informal and were interesting to look at. Postmodernist designs try to involve natural shapes, featuring curves, and try to not look man made.

The Al Faisaliah Tower was built in 2001 and is one of Norman Foster's postmodernist designs. In the plan of the tower, the base is square which then tapers off to a point at the top. The tower stands 267 metres tall and showcases a gold glass sphere near the top, which contains a restraunt, above the housing and office floors. The pinnacle design of the tower represents a stalagmite growing from the centre of a plaza. The tower features curves, spheres and natural tapering, which defines it from Norman Foster's other modernist influenced designs.

The deconstructivist style was around during the the postmodernism era in the mid 1990's onwards. Decontructivists use non-linear shapes in their designs. and use many shapes to create different textures on one structure. Norman has been influenced by some of the styles during his 'business boom' but was not influenced by the deconstructivist style. Although Norman has not designed many deconstructivist buildings in the past, he is designing more currently and in the future.



Queen Afia International Airport From above the airport looks like a field of mushrooms in the shape on an insect.



Currently, Norman is designing the Queen Alia International Airport which is constructed of many umbrella shaped arches and circular terminals. The airport will include a strong sense of technology in its final state. Norman is also designing the Spaceport America terminal for the first tourists into outer space. The terminal conveys the feeling that it is meant to be in space itself, yet also takes the shape of the surrounding land to connect it strongly to the earth.

As deconstructivist designs are becoming more popular, Norman is starting to design deconstructivist structures. Norman Foster is still influenced by the style of his time.

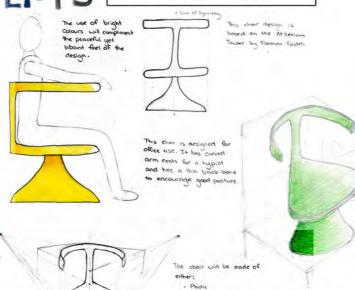
# CHAIR CONCEPTS

### Student 2 High Merit page 1

This design is a simplistic idea that uses curves with regular geometric shapes to capture the post modern phase of Norman Foster's Architecture coreer.



I will include a function in the base of the chair that will allow it to swivel to an adjacent work station.

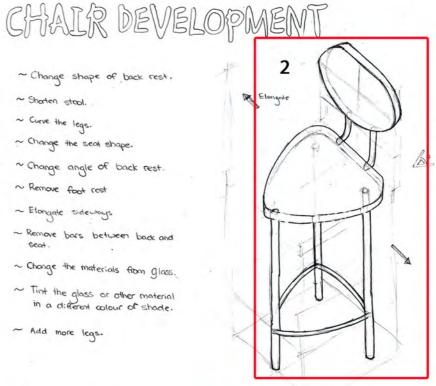


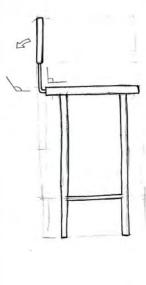
- Coloured (pointed) metal.
- a combination of plastic and printed metal

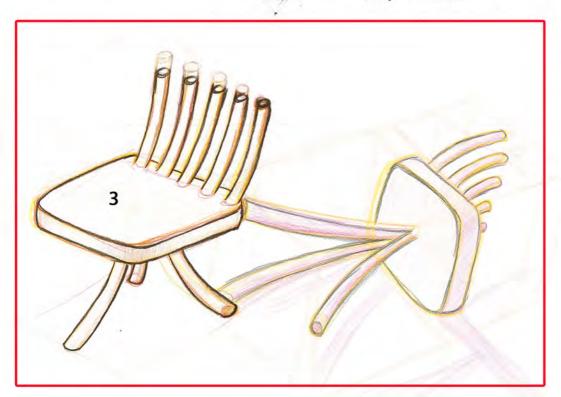
This chair will be avaliable in bright colours only such as yellow, green, blue and red.

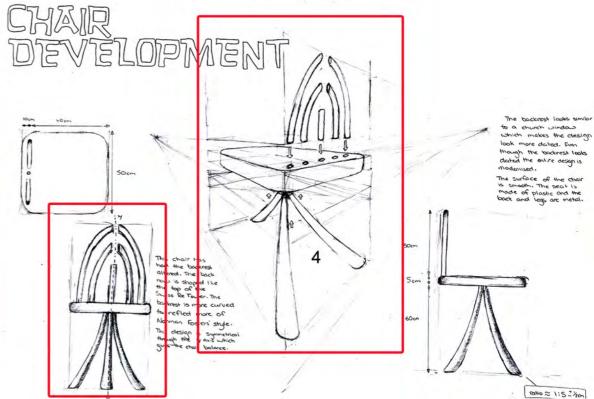


- ~ Shorten stool.
- ~ Curve the legs.
- ~ Change the seat shape.
- ~ Change angle of back rest.
- $\sim$  Remove foot rest
- ~ Elongate sideways
- ~ Remove bars between back and
- ~ Change the materials from glass.
- ~ Tint the glass or other material in a different colour of shade.
- ~ Add more legs.





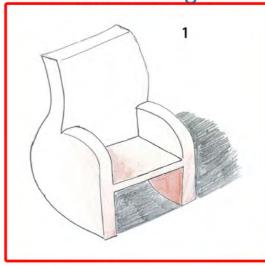




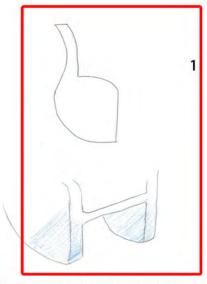
	Grade Boundary: Low Merit
3.	For Merit, the student needs to use the work of an influential designer to clearly inform design ideas.
	This involves integrating aesthetic and functional characteristics of an influential designer's work in design ideas.
	The student has used the work of an influential designer (Santiago Calatrava) to clearly inform design ideas for a chair. The student has used the work of an influential designer (Santiago Calatrava) to clearly inform design ideas for a chair. There is some integration of basic shape and form evident in the student's work (1) (2).
	To meet the requirements of Merit more securely, the student could show a more sophisticated approach in integrating the characteristics of the influential designer.



Project 1 – Chair Design



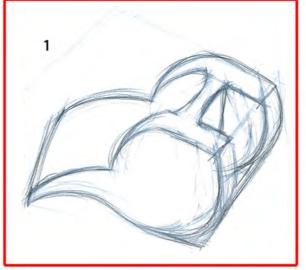
This design reflects similar aspects of design that Santiago Calatrava uses, I have based this design on nature – a leaf, which can be seen from the side on view. The red colour scheme also ties in with nature, signifying autumn. This design uses several curves, which art used greatly in the modern era of design that Calatrava is a part of.

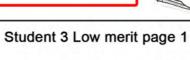


Due to this design not having support at the back, the front needs to be heavily weightedto ensure that it wouldn't fall over as soon as someone sits in it. The shaded parts are where the chair would need to be weighted with a heavy metal like lead.

# Project 1 – Chair Design

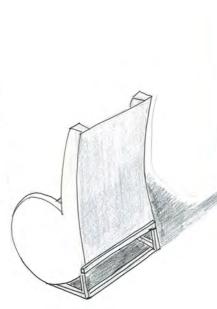


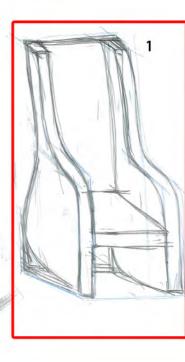




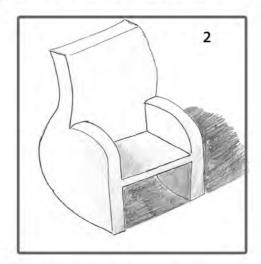


Concept 1

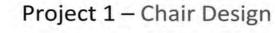


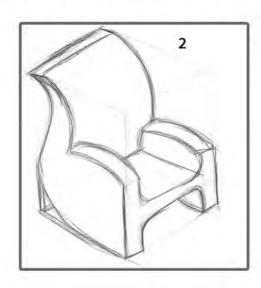


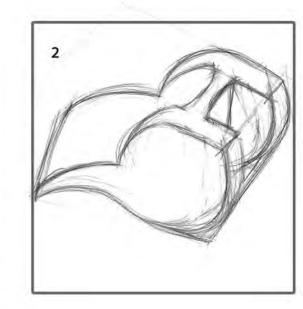
# Project 1 – Chair Design

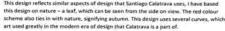


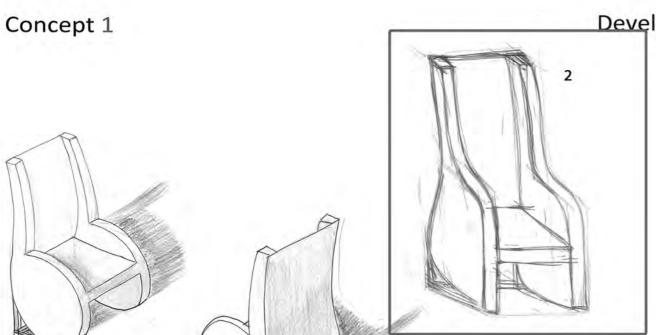
This design reflects similar aspects of design that Santiago Calatrava uses, I have based this design on nature - a leaf, which can be seen from the side on view. The red colour scheme also ties in with nature, signifying autumn. This design uses several curves, which











Due to this design not having support at the back, the front needs to be heavily weightedto ensure that it wouldn't fall over as soon as someone sits in it. The shaded

parts are where the chair would need to be weighted with a heavy metal like lead.

Development – Quick Sketches

Student 3 Low Merit page 2

# Grade Boundary: High Achieved For Achieved, the student needs to use the work of an influential designer to inform design ideas. This involves: recognising the aesthetic and/or functional characteristics that are typical of an influential designer's work using aesthetic and/or functional characteristics of an influential designer's work in design ideas. The student has used the work of an influential designer (Alexander McQueen) to inform design ideas for a garment, by recognising the aesthetic features of shape, form and colour associated with their chosen designer (2). These characteristics are used to embed pattern and colour in the student's design ideas. To meet the requirements of Merit, the student would need to integrate shape, form and pattern, rather than just transposing their research to an idea.

exander McQueen

Student 4 High Achieved page 1

Lee Alexander McQueen, (17 March 1969 - 11 February 2010) was a British fashion designer best known for his tendency to display female strength and sensuality with fragility in his collections, as well as the emotional power and raw energy of his provocative fashion shows. He is also known for having worked as chief designer at the French Haute Couture House Givenchy and for founding his own label under the name Alexander McQueen. His achievements in fashion earned him four British Designer of the Year awards (1996, 1997, 2001 and 2003), as well as the CFDA's International Designer of the Year award in 2003.

McQueen was the youngest of six children. He grew up in a council flat in a tower block in Stratford. He started making dresses for his three sisters at a young age and announced his intention to become a fashion designer.

McQueen left school aged 16 in 1985 then went on to serve an apprenticeship with Savile Row tailors Anderson & Sheppard, before joining Gieves & Hawkes and, later, the theatrical costumiers Angels and Bermans. The skills he learned as an apprentice on Savile Row helped earn him a reputation in the fashion world as an expert in creating an impeccably tailored

In less than 10 years McQueen became one of the most respected fashion designers in the world. In October 1996 he was appointed Chief Designer at the French Haute Couture House Givenchy where he worked until March of 2001.

The following awards have recognized Alexanaer McQueen's achievement in fashion: British Designer of the year 1996, 1997, 2001, and 2003, International Designer of the Year by The Council of Fashion Designer's of America (CFDA) in 2003, A Most Excellent Commander of The British Empire (CBE) by her Majesty the Queen in 2003, GQ Menswear Designer of the Year in 2007.

For spring 1999, there was Shalom Harlow's graceful performance as the dying swan, while she was sprayed with paint by a pair of robotic arms. Then there was the snowstorm peopled by models ice-skating in fur-trimmed brocades and, in spring 2004, the darkly glamorous dance marathon. No one who saw the larger-than-life-size holographic image of Kate Moss floating above their heads in 2006 would forget it.

McQueen is not only cherished as a visionary within the industry, but he is also the designer of choice for discerning stars. Gwyneth Paltrow, Cameron Diaz, Beyoncé and Lady Gaga have worn his dresses on the red carpet. McQueen said: "I'm interested in designing for posterity. People who buy McQueen are going to hand the clothes down to their children, and that's very rare today."

From Alexander McQueen's 2001 runway show. Colorful lights, a merry-go-round, the sound of children Alexander McQueen's show brought to mind family trips along with fun and games. But once the lights went down and the blaring soundtrack began, it became perfectly clear that there was nothing even remotely candy-coated about his carnival crashers. Cavorting around poles, a posse of hard-as-nails girls took over the stage wearing shiny leather jackets and jeans, scalloped coats and skirts, skintight leather pants and military jackets. When the frantic pace finally slowed down, it was to reveal an eerie backdrop of gigantic stuffed animals, discarded dolls, puppets, balloons and ragged circus, out of which several characters emerged, wearing massive ruffles, centuries-old suits and beat-up lace. The perfect accessory? One of McQueen's otherworldly creatures dragged around a golden skeleton with her foot.



the 'Highland Rape' was the show that set him on the road to stardom. The collection featured dishevelled and battered-looking models in torn tartan clothing. It was McQueen said his comment on the "rape" of Scotland by the British (McQueen was of Scottish descent.) though critics of his work saw in it a perverse and misogynistic celebration of the sexual violation of women. For the show McQueen transformed an industrial loft space into a chaotic battleground symbolizing 1746's Battle of Culloden, in which the Jacobite Highland-Scots, were defeated and subsequently ousted by the British troops under the Duke of Cumberland, "the Butcher." The show also acted a modern day conscientious objection against Cumberland's 1746 Dress Act clause in the Act of Proscription which made it illegal to wear Highland dress, in particular the kilt



box that obscured their view of



# Grade Boundary: Low Achieved 5. For Achieved, the student needs to use the work of an influential designer to inform design ideas. This involves: recognising the aesthetic and/or functional characteristics that are typical of an influential designer's work using aesthetic and/or functional characteristics of an influential designer's work in design ideas. The student has used the work of an influential designer (I. M. Pei) to clearly inform design ideas for a chair. The student commentary and ideas begin to recognise mainly aesthetic characteristics of the designer's work (1). There are similar shapes used in the ideas that link to the forms that characterise the designer (2). To meet the requirements of Achieved more securely, the student would need to clearly recognise aesthetic and/or functional characteristics, using and interpreting these characteristics in more complex ways other than just shape and form.

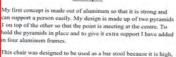
# 3) How Did Technology Influence The Architect? I.M Pei has had the technology that he uses for a long time because he likes to use concrete because it's cheap and it has a good look of strength and it looks permanent. Pei also uses glass which is completely different to concrete. Pei had his reputation slightly tarnished when a plane of glass randomly fell out of his John Hancock tower in Boston. With new technology available Pei used that to make it easier and he then got his reputation back after constructing a glass sheathed allied bank tower in Dallas, also the glass pyramid in France. 4) Who Influenced The Architects Designs? Pei's work was strongly influenced by Mies van der Rohe. The apartment towers at kips bay and society hill that Pei designed was greatly influenced by Mies slab-like skyscrapers sheathed in glass grids, But the difference between Mies and Pei is that Mies uses frames of steel to support his buildings where as Pei uses concrete. When Pei enrolled in Harvard graduate school of design he was introduced to the work from some leading European architects. He took in their ideas on building unadorned (without decoration) buildings in weird abstract shapes. These are buildings which show off and expose their system of support and



2

### Student 5 Low Achieved page 2

### Concept 1

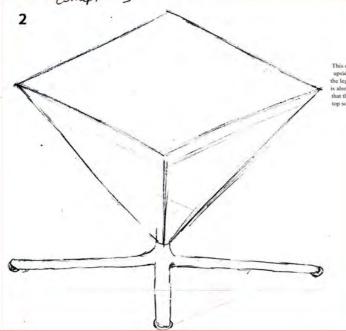


This chair was designed to be used as a bar stool because it is high, strong and it is light because it is made out of aluminum so it is casily moved and lifted. I have also designed this chair with a flat op so if you so wanted to you could put a cushion on top without it always falling off:



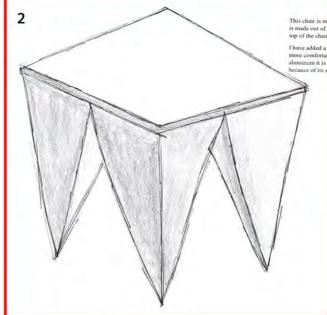
### Concept 3

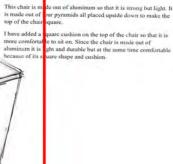
This chair d sign is crafted out of aluminum and is a pyramid put upside dow on computer like legs so that the chair can spin but the legs don have wheels on them so the chair doesn't roll. There is also a big pring in between the legs and the base of the chair so that the chair can go up and down. I have also added a cushion on tops so that i not hard and makes it soft and comfortable to sit on.











Concept 2



# Concept 4

CONCEPT

This concept is a wooden chair with steel supports on the bottom to hold it up without breaking. It is a curvy shape with the bottom of the chair touching the ground to help support it while the back of the chair is on a comfortable angle to sit in.

there is also a cushion covering the whole chair to make it comfortable to sit on if you are staying on it for a while.





	Grade Boundary: High Not Achieved
6.	For Achieved, the student needs to use the work of an influential designer to inform design ideas.
	This involves:
	<ul> <li>recognising the aesthetic and/or functional characteristics that are typical of an influential designer's work</li> <li>using aesthetic and/or functional characteristics of an influential designer's work in design ideas.</li> </ul>
	The student recognises features of an influential designer (Antonio Gaudi) with a visual compilation (1). In their design for a wardrobe, the student starts to use curves to link back to aesthetic characteristics of the designer (2).
	To meet the requirements for Achieved, the student could use curves and form further, to make the wardrobe look more consistent with the characteristics of the designer (2).

### AS 91067

Use the work of an influential designer

# INFUENTIAL DESIGNER

Casa Vicens

Born: 25th June 1852 Lived: Catalonia, Spain.

Projects: Parc Güell, Colònia Güell.

Buildings: Sagrada Família, Casa Milà,

Casa Batlló

Major Bulidings: Casa Vicens, Palau Güell,

College of the Teresianas, Crypt of the Church of

Colònia Güell, Casa Calvet, Casa Batlló, Casa Milà, Park Güell, Sagrada Família



Palau Güell



College of the Teresianas



Crypt of the Church of Colònia Güell

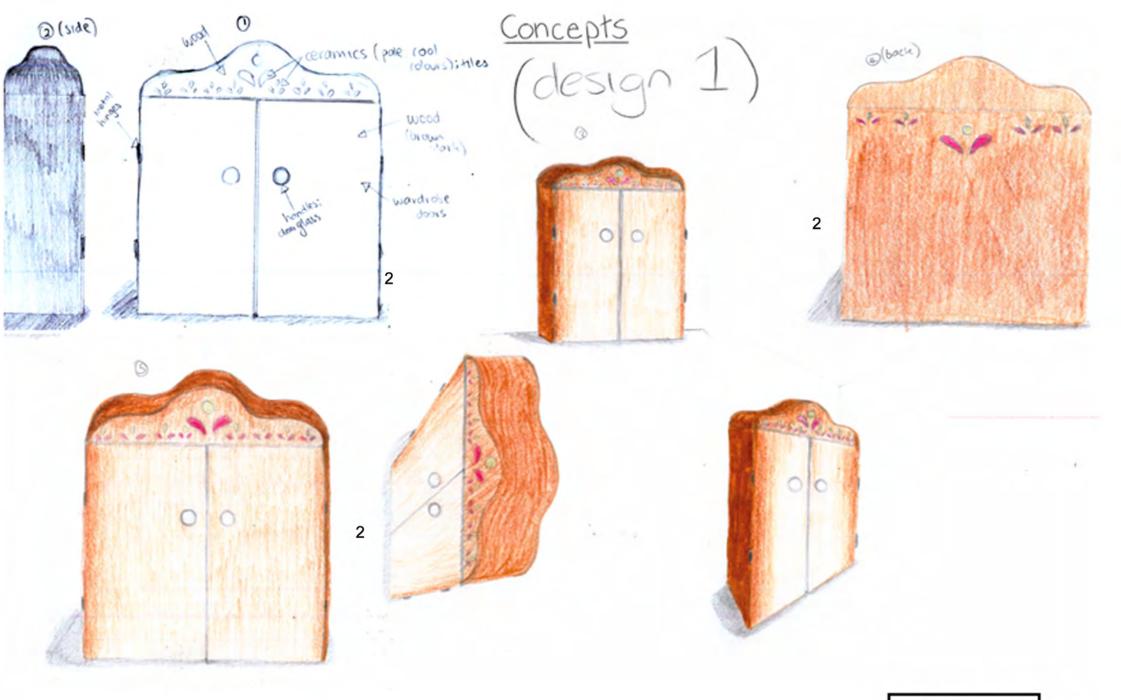


Casa Calvet

Student 6 High Not Achieved page 1

Antoni Gaudi

Street Street Street



High Not Achieved Page 1