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Scholarship design exemplars - 2018

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Outstanding Scholarship

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Panel 1 (JPG,
398KB)



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402KB)



Panel 3 (JPG,
425KB)

[Entire Folio \(JPG, 1.2MB\)](#)

Sample Workbook pages



Sample page 1
(JPG, 3.2MB)



Sample page 2
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Sample page 3
(JPG, 2.6MB)



Sample page 4
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Sample page 5
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Sample page 6
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Sample page 7
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Sample page 8
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This Outstanding Scholarship Design submission is about Cherish, an amusement park specifically designed for children in wheelchairs. It aims to provide a place where kids with disabilities can come and 'play' in a specially designed disability-friendly fun park.

The candidate approached this brief with a willingness to problem-solve by keeping the idea of fun and adventure at the forefront of their design thinking. This working tactic was an excellent strategy for ensuring all design aspects were situation-appropriate and inventive, as well as setting up an affirmative tone from the beginning. The level of analytical reflection and attention to detail throughout is purposeful, demonstrating both ownership and the genuine nature of the inquiry.

The brand identity, mascot and logo are smart and funny in ways that delight children and adults. The use of the monkey, the giraffe and the turtle as signifiers of conditions and disabilities that clients may have imaginatively situate context and experience through storytelling and characterisation. The integration of illustration and typographic content (Cherish logo) is successful in unpacking one of their intended functions as indicators for infographics of condition-appropriate usage of rides on site. In the workbook, the candidate effectively documents this process, showing how they critically developed and resolved the logo, including the decision to incorporate the mascot.

Established practice informs the development of the various briefs, with the candidate critically reflecting on outcomes to make assertive decisions regarding aspects such as organisation, hierarchy, scale, colour, tone, text and image. A consistent graphic attitude is applied throughout, creating a dynamic relationship between the text as image and image as text.

Throughout the workbook, it is evident the candidate has thoughtfully considered and tried to understand the impact of disabilities in fun park contexts. They want to create an experience for users that activates play in multiple ways. They do this through an array of chosen sub-briefs: logo, mascots, key rings, stickers, interactive street signs, activity books, website, and merchandise applications (drink bottles, t-shirts, and pencils) – all of which act as accompaniments and mementoes of a fun park day out. Observations and experiences in the candidate's own family have had a positive impact on the overarching brief, resulting in attention paid to the underpinning theme of how to encourage a sense of empowerment and joy for potential users.

Scholarship

(click icon images to see a large version in a new window)



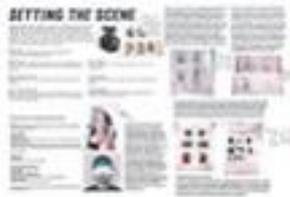
Panel 1 (JPG,
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Sample Workbook pages



Sample page 1
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Sample page 3
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Sample page 4
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Sample page 5
(JPG, 2.8MB)



Sample page 6
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Sample page 7
(JPG, 3.1MB)



Sample page 8
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This Scholarship Design submission is about a shop, Ariel Aid, that has been set up to encourage travellers and adventurers to explore New Zealand's outdoors. Ariel Aid has been formed in collaboration with First Responders of Canterbury - together they are intent on reducing the number of adventure-based accidents and thus the campaign focus is on their most commercially successful product, a harness safety vest designed primarily for first responders. (Note: the vest was designed by the candidate in their other subjects of Textiles/ Media TV).

In the workbook, the candidate establishes a clear proposition highlighting their target audience and product. They also investigate and develop imagery through photographic drawing approaches and vector illustrations to establish a sound base of source material to propel the proposal forward. This phase sets up a genuine investigation of brand design concepts, demonstrating a fluent understanding of the conventions of logo development and clarification processes. Iconography is also used to build a vernacular of New Zealand motifs, situating the proposition clearly within contexts outlined in the overarching brief.

The candidate consistently approaches the briefs with purpose. They strategically employ a range of applications to generate new ways forward; for example, vector illustrations to create source imagery that they then have as their own original work. As the briefs progress, the candidate systematically moves through ideation developments making appropriate reference back to their own outcomes. Established infographics are re-used to create clarity and links between the various briefs - logo, poster, booklet front cover, double-page spreads, website, pamphlets and infographics.

Overall, this submission demonstrates that the candidate is confident and well informed about their chosen topic, and understands the objective of clear communication, innovative design and a consistent inquiry into new modes of collateral. Links are continuously made to previous works without being

repetitive and, thus, the candidate has been able to evolve the design work through authentic engagement, skills and ideas.

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