Exemplar for internal assessment resource Design and Visual Communication for Achievement Standard 91067



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.

Frank Gehry: Era, Philosophy, Style

Frank Owen Gehry was born Ephraim Goldberg but says that his first wife later suggested he should change his name. Gehry was born in Toronto Canada on 28 February 1929 and moved to Los Angeles when he was 17

Gehry studied architecture at the University of Southern California driving a delivery truck to earn money during this time. He graduated in 1954 and continues to work as an time. He graduated in 1954 and continues to work as an architect to the present day. He worked for three architecture firms before founding his own firm in 1962 when his was 33. He dis a variety of work from designin apartments, shops and offices. from designing



Monica first built in 1979

Gehry's work is also consistent with a movement of the same era called the California "funk" and movement in the 150s and early 1970s, which featured the use of nexpensive found objects and non-traditional media such as day to make serious at U Beng unorthody materials intercorrugated metal and chain link, Gehry creates unexpected, twisted forms that break conventions of building design. His work has been called radical, playlul organic, and sensual.

y's work faits within the style of Deconstructivism. Deconstructivism, or it is an approach to building design that attempts to view architecture in bits and said whermels of architecture are dismantled, Deconstructivist buildings may seem to ple of this can be seen in the images of Gehry's own house

s said to be part of the "Los Angeles School of Arc



Gehry's philosophy can be found in his own statement. "I approach each building as a sculptural object, a spatial container, a space with light and air, a response to context and appropriateness of feeling and spirt. To this container, this sculpture, the user brings his baggage, his program, and interacts with it to accommodate his needs. If he con't do that, Tve failed."

Another notable part of Gehry's philosophy is taking a client's budget sensority. Usually complex and innovative designs like Gehry's go over budget e.g. the Sydney Opera House over ran its budget by 1400%. But Gehry's design of the Guggenheim Bilbao for example, was constructed on time and within Budget.

Pamous Buildings by Frank Gehry include: 1979 and 1997: Gehry House (Gehry's prvate residence) in Santa Monica, California 1993: Weisman Art Museum at the University of Minnesota in Muneapelis 1995: Fred and Ginger (currently Dancing House), Prague, Caleh Republic 1997: Gugetheim Museum I Biblac, Spart 1998: Maggies Centre in Dundee, Scotland 2001: Fraher Centre for the Porforming Arts at Bard College: Amundate-on-Hudson, N

- 2004 Massachusetts Institute of Technology Stata Complex. 1989-2004: Walt Disney Concert Hall in Los Angeles, Californ
- 2004: Jay Pritzker Music Pavillion in Chicago, Illinos 2005: 'MARTa' Museum in Herford, Germany 2007: IAC Building in New York City





Top View

This chair was influenced by Frank many in mays, it was influenced by his love of fish and his style of architecture. his choir is a deconstruction of a fish egg. The logs ore designed to resemble under developed fins, these are made from blueg purple perspecs. The redy-purple cushions are shape like tish scales. These two perspectives are used to make it seem as if it is a part of the do aloping fish. The arm rests either side of the cushions are on a inclining outwords this adds combort. The cushions and arm rests are hidden inside the egg shaped dome mode from White perspecs. This is ment to resemble the fish's agg casing. The chair 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 constantiable. The colours and the angles of the base and back make the chair very relaxing. Although all four logs are joined as one the flatten out at the bottorn, balancing the whole structure.



ALA DED

Frank



Student 1 Low Excellence page 1



	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).

Student 2High Merit page 1

Style of the Era



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

The AJ 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-finear 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 Alia 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 DEVELOPMENT

~ Change shape of back rest.

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







The backnest looks similar to a church window which makes the design look more dated. Even though the backnest looks clated the entire design is modernised. The surface of the chair

is smooth. The seat is made of plastic and the back and legs are metal.

	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

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.

Concept 1



Due to this design not having support at the back, the front needs to be heavily weighted to 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

Project 1 – Chair Design



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Project 1 – Chair Design





Development – Quick Sketches



Student 3 Low Merit page 2

	Grade Boundary: High Achieved
4.	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.

Alexinder 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 look.

In less than 10 years McQueen became one ot 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 Alexander 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.

His spring/summer 1997 collection, La Poupee, featured a black model whose movements were restrained by a metal cage attached to her limbs, hit the headlines again. Inspired by the German puppet-master Hans Bellmer, the rusty contraption was designed to evoke a marionette; inevitably, again, some of the press saw bondage, slavery and the subordination of women.

His weird and whimsical catwalk narratives have included models encirclea in tlames, drenched in rainstorms or spun like music-box dolls on revolving circles in the floor. The shows are inspired by cult films by Stanley Kubrick, Pier Paolo Pasolini and Alfred Hitchock shows are inspired by cult films by Stanley Kubrick, Pier Paolo Pasolini and Alfred Hitchock shows are inspired by cult films by Stanley Kubrick, Pier Paolo Pasolini and Alfred Hitchock shows are inspired by cult films by Stanley Kubrick, Pier Paolo Pasolini and Alfred Hitchock shows are inspired by cult films by Stanley Kubrick, Pier Paolo Pasolini and Alfred Hitchock as that box that bortographs of Joel-Peter Witkin. It was Witkin's work which inspired box that obscured their view of the audience. Their bandaged heads and confused box that obscured their view of the audience. Their bandaged heads and confused box that obscured their view of the quotience. Their bandaged heads and confused box that obscured their view of the quotience and as expressions evoked disease both physical and psychological. The spectacle ended as the walls of the glass box shattered to the floor to reveal an obese model wearing the walls but a gas mask, surrounded by hundreds of moths.



Alexander McQueen's 1995 show entitled 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







3) FRONT VIEW





D Front view wheept Drawings.





	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.

.M.Pei Investigation

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



	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:
	 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 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

Born: 25th June 1852 Lived: Catalonia, Spain. Projects: Parc Güell, Colònia Güell. Buildings: Sagrada Familia, 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

Casa Vicens

Palau Güell

College of the Teresianas



Crypt of the Church of Colònia Güell

Antoni Gaudi



Casa Calvet



High Not Achieved Page 1