Exemplar for Internal Achievement Standard
Design and Visual Communication Level 1

This exemplar supports assessment against:

Achievement Standard 91068

Undertake development of design ideas through graphics practice

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 undertake effective development of design ideas through graphics practice.

This involves:

- convincingly exploring and refining design ideas in a coherent and connected way that integrates design features
- making design judgments that are convincing and coherent in promoting ideas selected and decisions made.

The student has effectively developed their design ideas for furniture, as there is evidence of convincing exploration of shape and form with annotation based around comfort and style (1) (2) (3) (4). There is some convincing refinement of these ideas with the introduction of a canopy and illustrating structural detail (5) (6) (7) (8). This exploration and refinement is mostly coherent and the design judgements are connected, with good levels of freehand visual communication and annotation (6) (7) (8).

To meet the requirements of Excellence more securely, there could be more evidence of convincing and coherent judgements. For example, the final presentation could show more depth of detail, so that the final judgements of appearance and function could be more robust.
Low Excellence page 1

I want this chair to provide maximum comfort and be user-friendly in posture. The design is very simple, elegant, and practical in the eyes; it is in line with the modern style. The advantage of this chair is the material and design. It is soft and easy to use, and it is also easy to clean. To make the armrests, I have used a material that is soft and easy to clean. The chair will be made of a molded plastic, which will be shaped into a smooth, curved shape. I want the padded cushions to be a very light weight fabric.

With this concept, I can use the shape of the armrests to provide a great support for the arm, while the legs are made of wood, which will add stability and flexibility. The height of the chair will be adjustable, and the armrests will be made of a comfortable material. This design is very simple, and it is easy to clean. I think there is a great possibility for this chair, especially with the looks and weight.

Considering the overall design and materials, I can see that this chair will be quite user-friendly due to its design. The materials used will be stronger, and the armrest will be more ergonomic. Additionally, the seat will be comfortable and easy to use. Overall, I think this chair design is very practical and user-friendly.
This idea is quite bulky and resembles a lounging chair in the window. The seat and backrest are made in the 3D drawing and analysis. It will be made of metal and have many bolts from animated cushions. I don't like the overall look of the design because it looks as if it were made out of plastic. However, the outside appearance, I think, is more important and stable, and it will be able to withstand some stress without breaking or breaking. It will be realized on which status shall be modeled to create a chair of the stiffer. The structure needs to be made out of wood or wood and then fixed to the seat with a metal stand. The structure needs to be made out of wood or wood and then fixed to the seat with a metal stand.

By constructing this chair, I can see that the size of the chair will create a comfortable position for my back. Also, I think the chair will be made out of wood to enable it to provide both comfort and motion.

**Continued...**

**Change 4: Armrests**

I want to add some armrests to reach the maximum comfort level. Instead of the armrests, I am going to create armrests which do not look out of place.

**Comment**

Even though I made the armrest in this style in order to make it flexible, it fit in better than I thought. The idea of adding armrests is good. It looks comfortable and does not fit in with the armrests of this chair. I am using the armrests to achieve this. I will either develop these armrests or remove them altogether.

**Change 5: Armrests**

My previous attempt at adding armrests resulted in the design legging up the location and changing the angle of the armrests. (Inspired by design @ Tom Brown)

**Exploded drawings of canopy & bracing**

Purpose: To show how different components fit together.

This is a cross-sectional side view of the canopy, which demonstrates how the triangular one will be attached by a pair of barrel nuts for both ends of the brace. The construction will be held together by a riveting and Gibson joint.

**Conclusion**

I have expanded & modelled the canopy which will work much more effectively. I have added improvements to the design. I wanted to connect to the seating area.

**Advantages**

- It looks smarter
- More accurate

**Disadvantages**

- Canopies are more expensive than plastic, keeping the designer's focus on quality and using cheaper materials instead of real materials like real wood or metal.
For Merit, the student needs to undertake informed development of design ideas through graphics practice.

This involves:

- purposefully exploring and refining design ideas, in relation to decisions and considerations that are meaningful to the design context
- making design judgements where ideas and decisions are informed by design principles and the brief context.

The student has shown informed development of their design ideas for furniture, with some purposeful exploration of shape and form (1) (2) (3) and refinement of possible assembly solutions and alterations. (4) (5) (6) (7) (8) (9). Most of the design considerations and judgements are either meaningful to the context or informed by design principles.

To meet the requirements of Excellence, there would need to be evidence of effective development. For example, the student could show selection of ideas and design judgements that are more convincing and coherent such as more convincing ergonomic shape and more robust assembly detail.
It is a Outdoor Chair, made out of brown wicker. The chair has a recliner which can adjust up to three levels. The chair will be really comfy and durable since the cushions will have a canvas cover to prevent rain damage. This chair should last a very long time with a stable base. The chair is used for outdoor comfort, because of its ergonomic fit. The chair can support any body weight since it has thick legs and parts. I don't like the concept because it is very heavy to carry it around. I don't prefer the traditional style and is very hard to make.

It like this chair because is modern and creative. It's made out of Krila. It's very comfy too, since it has the ergonomic fit. It will be very stable since of the flat base. It will last very long and can block bad weathers like rain and snow using the board on top.

Joints CONTINUE Exploded DRAWING OF TOP AND SIDE

This outdoor chair is designed to be modern and simple compare to concept one. Is made out of good quality light colour wood. It has the ergonomic fit which is very comfy to sit on it. It will last very long since it has thick body and stable legs.
The exploded drawing of the chair shows how the parts are joined together. The many parts 1 need to number the chair.

Mock up

Sectioning drawing

Averages thickness of wood pieces is 8mm and the maximum thickness of the pieces is 10mm.
Grade Boundary: Low Merit

3. For Merit, the student needs to undertake informed development of design ideas through graphics practice.

This involves:

- purposefully exploring and refining design ideas, in relation to decisions and considerations that are meaningful to the design context
- making design judgements where ideas and decisions are informed by design principles and the brief context.

The student has shown informed development with the use of mock-ups to explore pivoting and joining possibilities and visual communication skills which, purposefully explore their ideas for furniture design (1) (2) (3) (4) (5) (6) (7) (8). There is some refinement to the adjustability and refinement of some of the structural components (9) (10). The design judgements mostly incorporate design principles, some in a broad sense.

To meet the requirements of Merit more securely, there would need to be further evidence of the informed development of their ideas. For example, the student could strengthen the refinement of ideas to enable final design judgements about appearance and function to be made.
hollow space inside the top section making nails or fitting joints cannot be used to secure the leg. They would block the adjustable slide. The top section must fit into the leg rather than the other way around.

leg must be widened to accommodate leg.

This is shown on page 4.
Grade Boundary: High Achieved

4. For Achieved, the student needs to undertake development of design ideas through graphics practice.

This involves:

- exploring design ideas by considering possible alternatives
- refining design ideas by considering design details
- making design judgements that consider qualities of design ideas, in terms of the principles of aesthetics and function, in response to a brief
- visually communicating the details of design ideas in response to the design brief.

The student has developed product design ideas for a bottle, with exploration of alternative design ideas mainly based on shape, form and colour (1) (2) (3) (4). The details of their design are considered using visual communication, including mock-ups and models of an interlocking shape, to refine their design ideas (5) (6).

To meet the requirements of Merit, there would need to be evidence of informed development of ideas. For example, the student could introduce further principles of design in their design judgements.
I like the design of this bottle but it might be too big to carry around. It is more like an ornament.

I like the look of this bottle because it has an art deco look.

I like the look and design of this bottle. I like how it has different angles of glass set on the surface. The lid is too big for the design.

I like this design. It has powerful colour and shape. I don't think it would make a suitable perfume bottle.

This is a simple shape but the balance does not look ok.

I like the different shapes in this design. It makes it interesting to look at.

I like the twisted shape to this bottle but it looks like an existing bottle.

I am exploring the way the two bottles link together.

I like the way this fits together and the key rings make it useful and more secure for carrying around.

High Achieved page 1
I found that as I made my model the two bottles didn't fit together as a complete circle.

I drew my design in oblique as it shows the volume the bottle has and its curves. I chose to render my design in coloured pencils as it would show the material I would use to create my bottle. My final design would appeal to the target market.
5. For Achieved, the student needs to undertake development of design ideas through graphics practice.

This involves:

- exploring design ideas by considering possible alternatives
- refining design ideas by considering design details
- making design judgements that consider qualities of design ideas, in terms of the principles of aesthetics and function, in response to a brief
- visually communicating the details of design ideas in response to the design brief.

The student has developed and explored shape and form (1) (2), with some refinement, product design ideas for packaging to contain a bottle (3) (4) (5).

To meet the requirements of Achieved more securely, the student would need to show more depth in the development of their ideas. For example, the student could further refine details such as construction and joining methods.
This design is quite different to all the other concepts but because it has black rails/foam across the top it’s related to Gaudi’s work.

1

Same basic idea as the bottom left concept the idea is to be modern.

This design is very basic but it can be used for different smells

If you like different colourful bottles then this design is good

2

This concept is based on a building from my research page it is a basic shape and not good looking

This design is good because it’s very different and interesting and you can place anything in it because there’s a square box in the middle to store things is jewellery

This design is like the top of a church but it is also starting to look like a pencil.

3

Hinges for flaps to drop down and open making it easier to take out bottle. It has a rustic look.

Could use a stained glass look here

Lid design clear/blue glass louvres over the shape of the glass structure

Normal light blue glass

I like the idea of using a hinge to make it easier to open and close the box.

4

I have tested the size of the packaging and would use a bottle the same shape as below. The flaps of the packaging might interfere with the spray jet.

This drawing is meant to be like the big windows in churches (stained glass)
I could make the box with only two sides to the top so that the finger will fit between.

There needs to be a lid. I'm going to attach the front part but it will break off when you open it.
## Grade Boundary: High Not Achieved

### 6.

For Achieved, the student needs to undertake development of design ideas through graphics practice.

This involves:

- exploring design ideas by considering possible alternatives
- refining design ideas by considering design details
- making design judgements that consider qualities of design ideas, in terms of the principles of aesthetics and function, in response to a brief
- visually communicating the details of design ideas in response to the design brief.

The student has developed ideas with exploration of the shape and form of furniture (1) (2). There is some refinement of ideas beginning to show, through the use of a mock-up and ergonome (3) (4).

To meet the requirements of Achieved, the student would need to show further development of ideas. For example; the student could consider further alternatives as possibilities and further refine detail such as construction detail, working drawings and/or rendered drawings.
Initial Ideas

Box Chair

Der Rote Chair

Development

I tried to draw a modern deck chair but it was very hard to draw and I couldn't get down on paper what I was thinking. But I still like what the idea is but it is not what I was looking for.

This chair I like because I think that I could be a really cool splash out double outdoor chair. I think this chair would be real whilst because I have a kind of workmanship. My chair would also be very comfortable with the cushions with the beauty.
Mockup!

In this mockup I discovered and changed a couple of things. One of those things is that I discovered how hard it would be to produce and make. This was hard because most of the chair is sort of a box effect and this was very hard to make and get this effect with cardboard.

The next thing I discovered was what the legs would be and this was one of the changes I did in my mockup. Instead of being stuck and shabby, I changed it to have a sense/proper down rather effect.

In my experiment I found that the 1:10 scale meant all my chair was well and it showed how that real volume is also a 1:10 scale because the real tilt perfectly.

High Not Achieved page 2