

**AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2015**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Use visual communication techniques to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques skilfully to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques effectively to generate design ideas.</li> </ul>

<b>Visual communication techniques</b> are used to generate ideas to show design qualities. 	Visual communication techniques are used <b>skilfully</b> to generate ideas to show design qualities with <b>clarity</b> through well-articulated visual means. 	Visual communication techniques are used <b>effectively</b> to generate ideas to show design qualities with clarity and a <b>depth of understanding</b> through well-articulated visual means. 
Design ideas are produced that <b>explore</b> identifiable design qualities 	<b>Divergent</b> design ideas are produced that explore identifiable design qualities 	Divergent design ideas are produced that are explored and <b>extended</b> to show identifiable design qualities. 

Commentary:

Vis Com – E

Des Ideas – E

E

An Excellence exemplar where the strength of the Visual Communication is exemplified through freehand sketching and rendering.

Early generation of ideas consist of collaging research images, drawings and photographed mock-ups to inspire and extend on a set of divergent possibilities.

When the design work moves into considering the actual site context, the student uses effective marker rendering and a series of 2D and 3D sketches to explain the evolving idea as a form. Use of cross-sections and detail drawings support the whole package and this results in a level of Visual Communication that attains the highest grade. Supporting digital modelling helps with the communicating of the interior to confirm that this is a high quality submission overall.

Clear Excellence.



• THE DEGREE OF DIFFERENCE BETWEEN  
TONES IN A TELEVISION PICTURE, PHOTOGRAPH  
OR OTHER IMAGE.

CONTRAST

• MEETING  
• AN ACTION OF  
INTERSECTING

• A POINT OR LINE COMMON  
TO LINES OR SURFACES THAT  
INTERSECT.

• CROSSING

• DIFFER STRIKINGLY  
• THE STATE OF BEING STRIKINGLY  
DIFFERENT FROM SOMETHING ELSE,  
TYPICALLY SOMETHING IN JUXTAPOSITION  
OR CLOSE ASSOCIATION

• A POINT AT WHICH TWO OR MORE  
THINGS INTERSECT

• ESPECIALLY  
ROADS

INTERSECTION





Property that is or may be inherited  
- an inheritance.

# Heritage

A strong, regular, repeated pattern of movement or sound.

- pattern, flow, tempo

- Valued objects and qualities such as cultural traditions, unspoiled countryside, and historic buildings that have been passed down from previous generations.

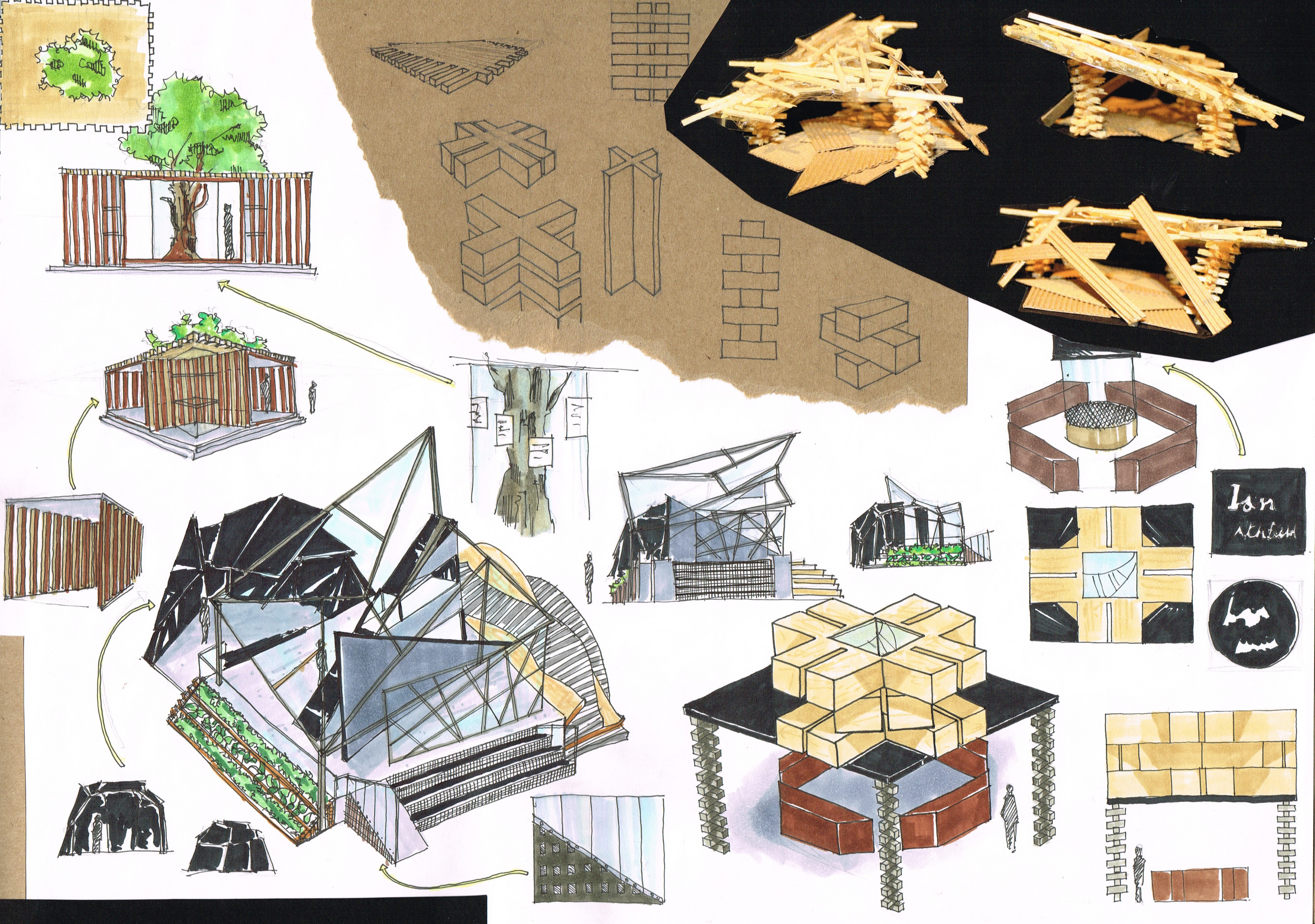
- **Archaic** : a special or individual possession.

The systematic arrangement  
of musical sound  
- beat, cadence, tempo  
time, pulse

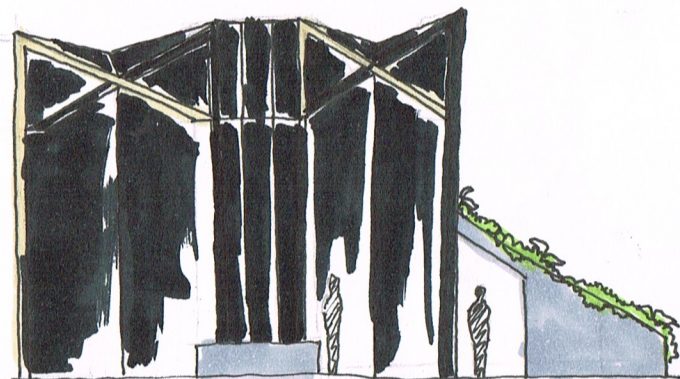
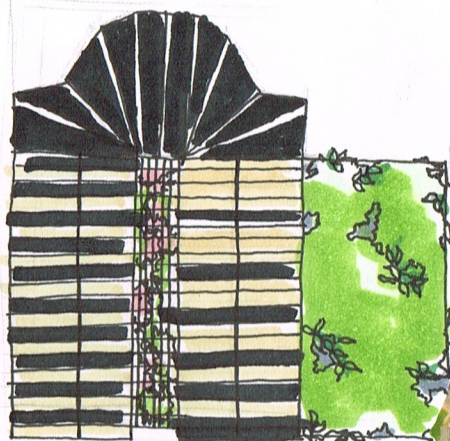
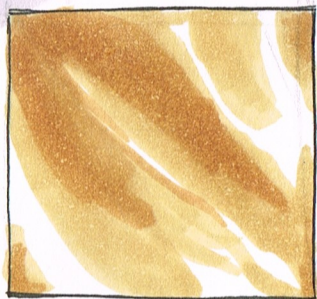
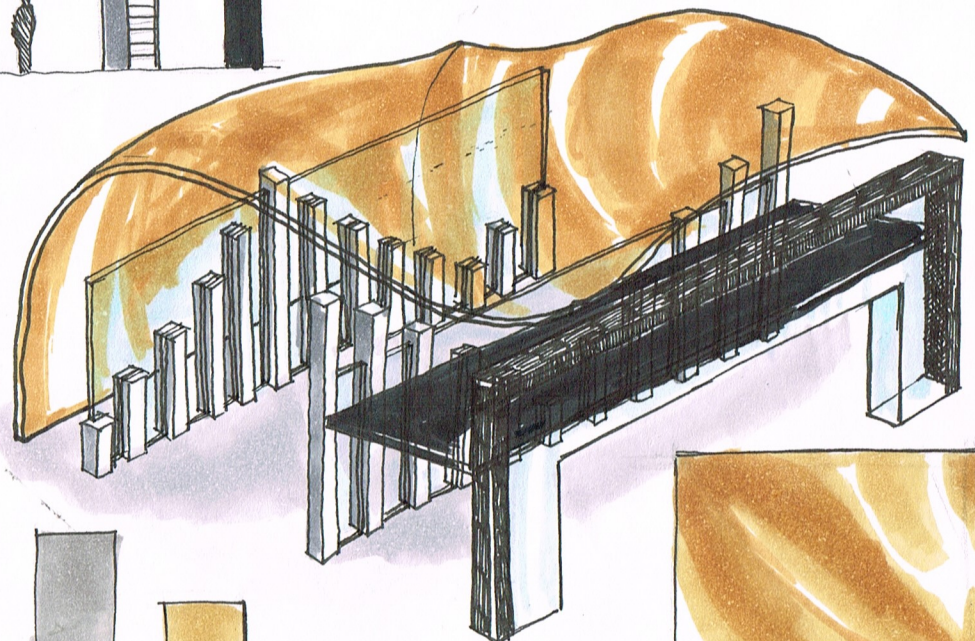
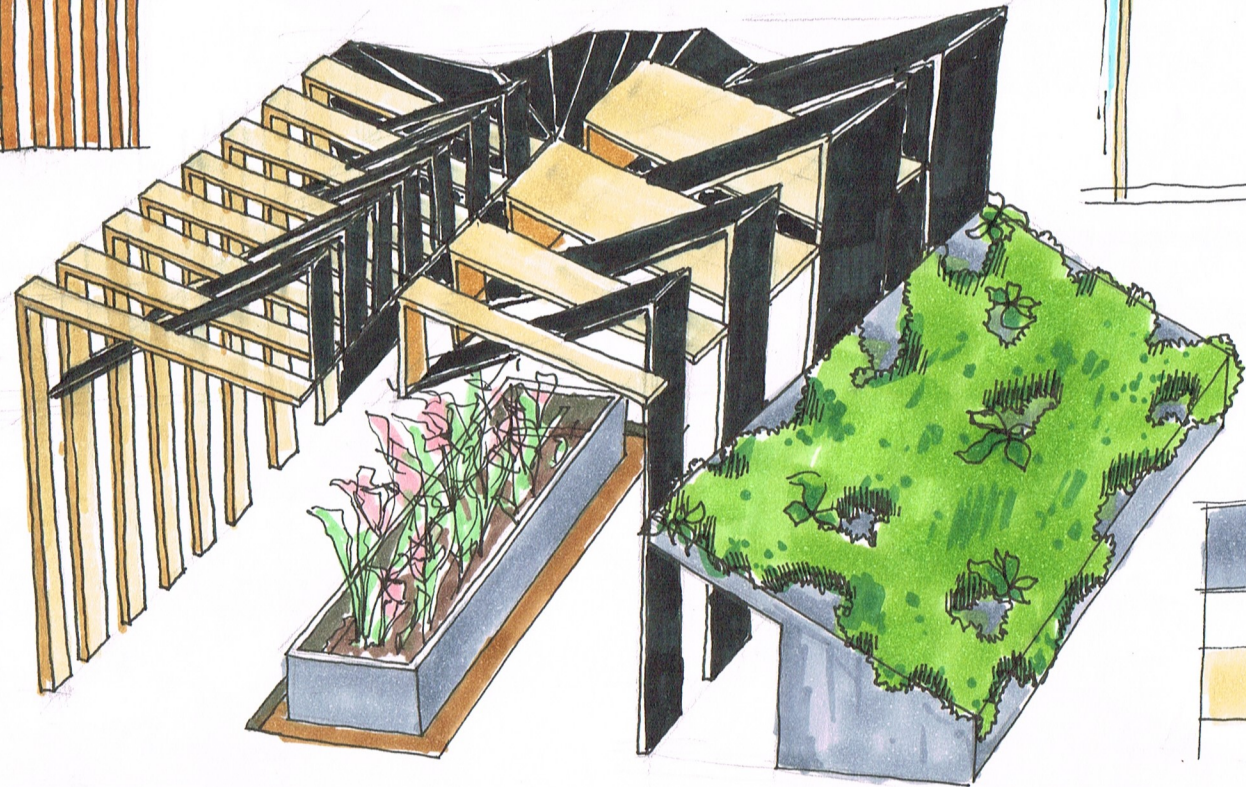
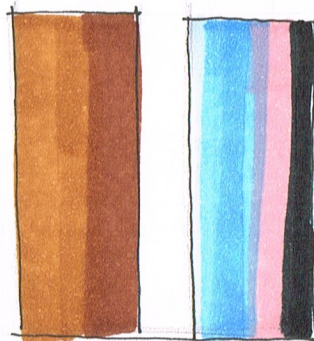
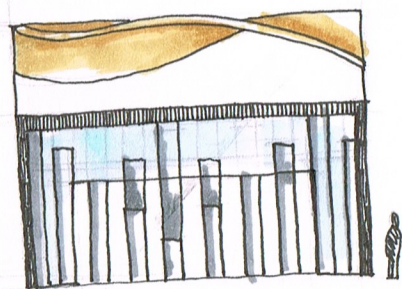
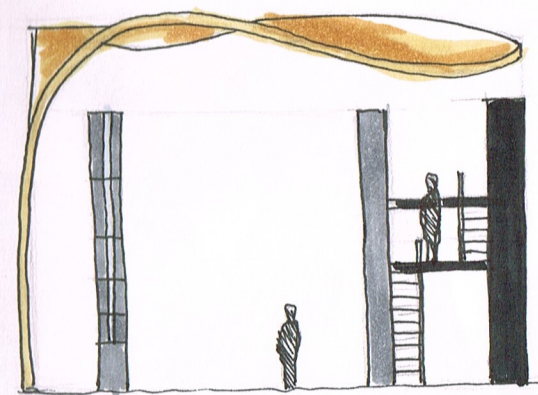
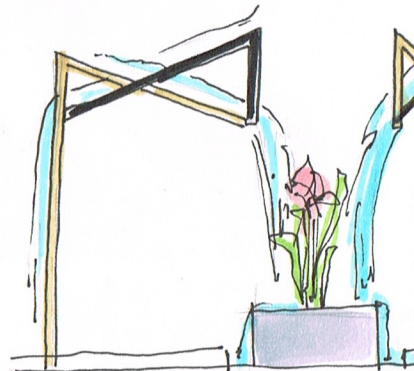
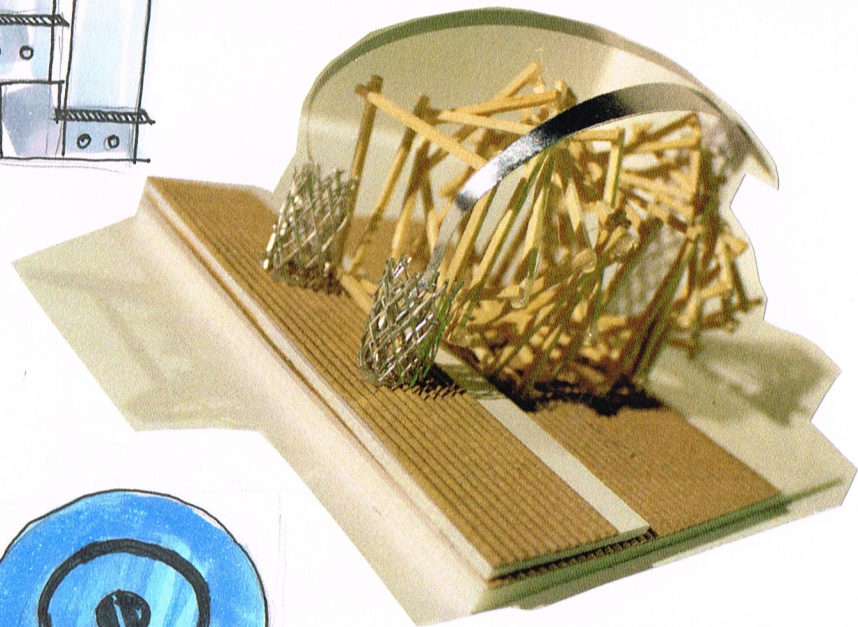
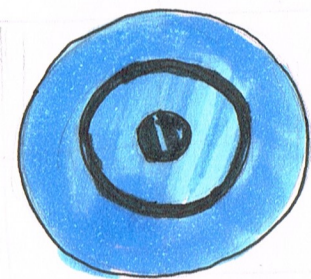
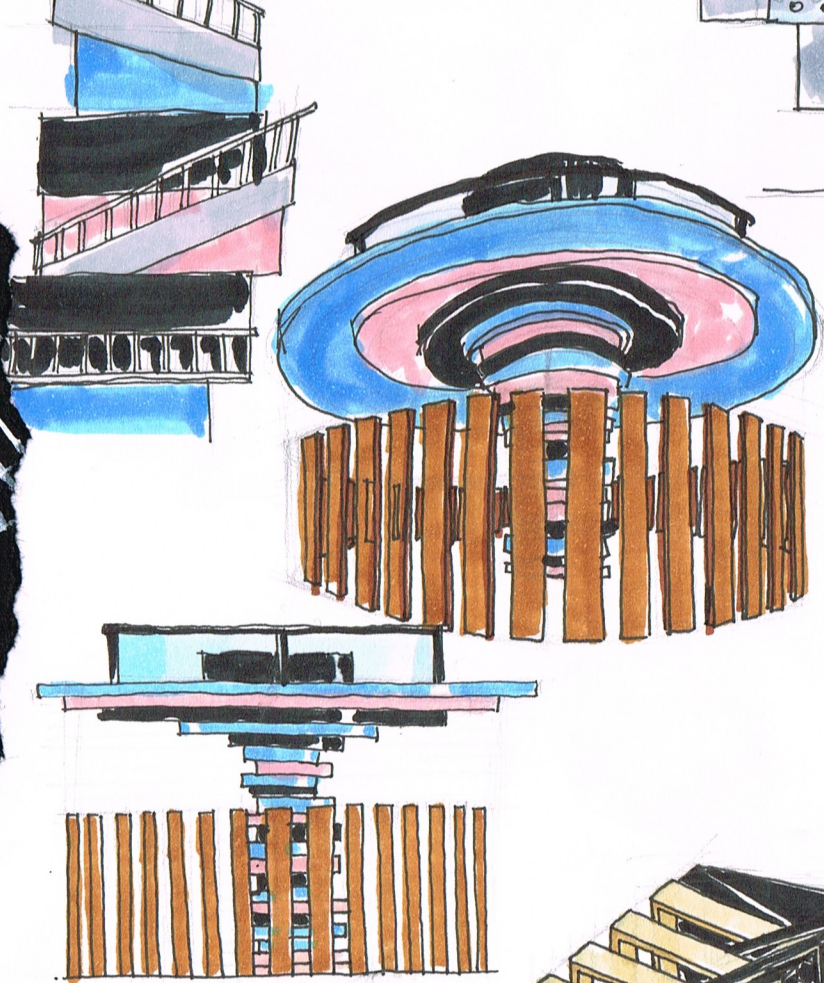
# RHYTHM

- A harmonious sequence or correlation of colours or elements





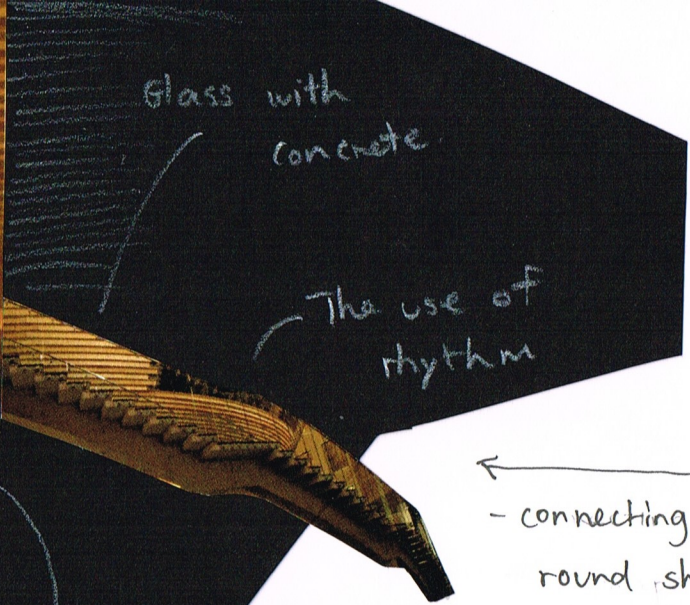












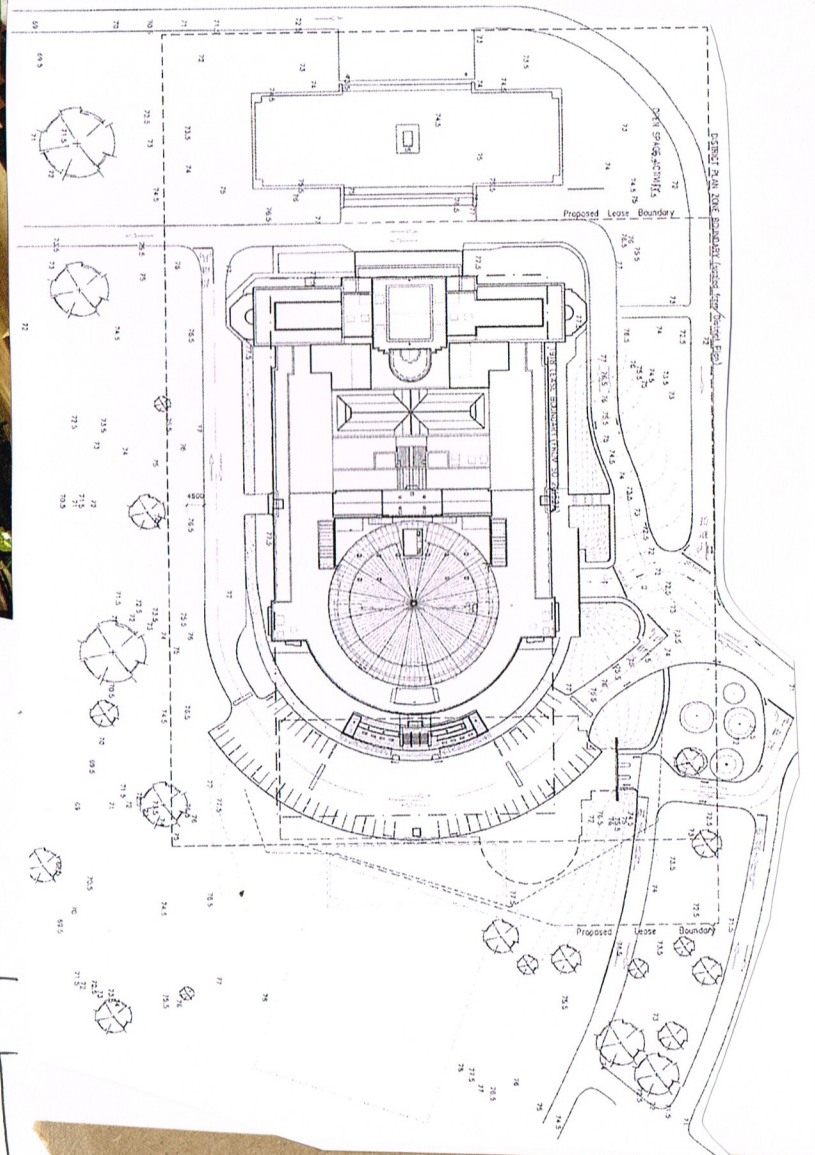
Glass with concrete

The use of rhythm

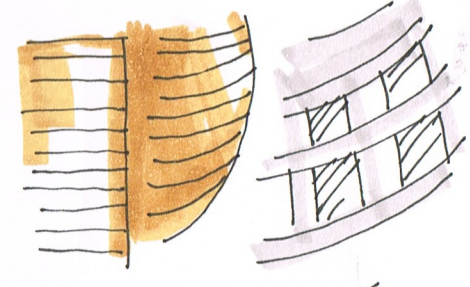
The round outsider part

- Giving the balance look with the inside part

- connecting to the round shape inside.

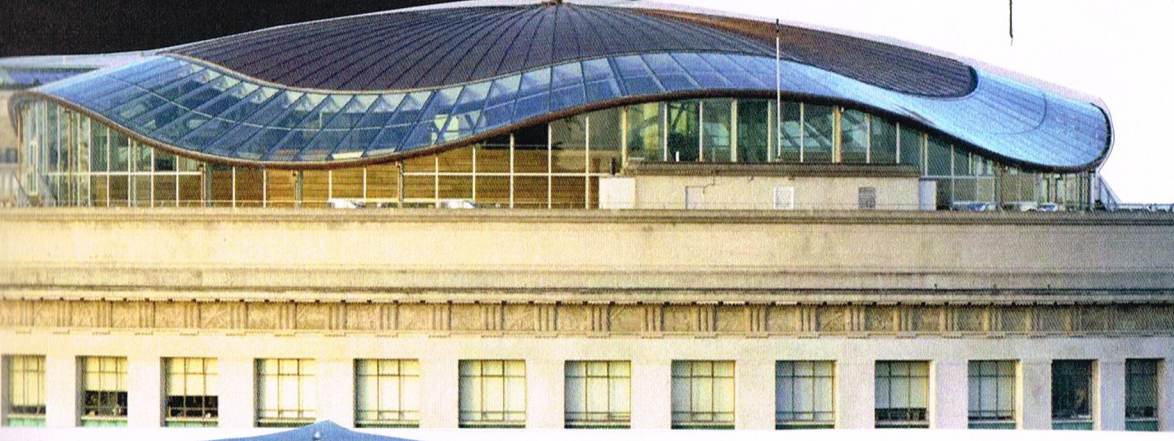


The use of wood and rhythm  
 circular & round elements  
 Contrast with straight stripes and also grids  
 Contrast between glass and wood  
 → modern and classic



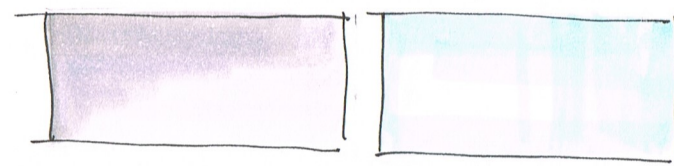
The use of concrete and glass

Some plants inside  
 balancing the nature and manmade



The use of glass and concrete

— showing the new style together with the old style



A lot of space around the building

symmetrical shape of the museum



locates in Auckland Domain

The look of old classic

- large space

symmetrical shape

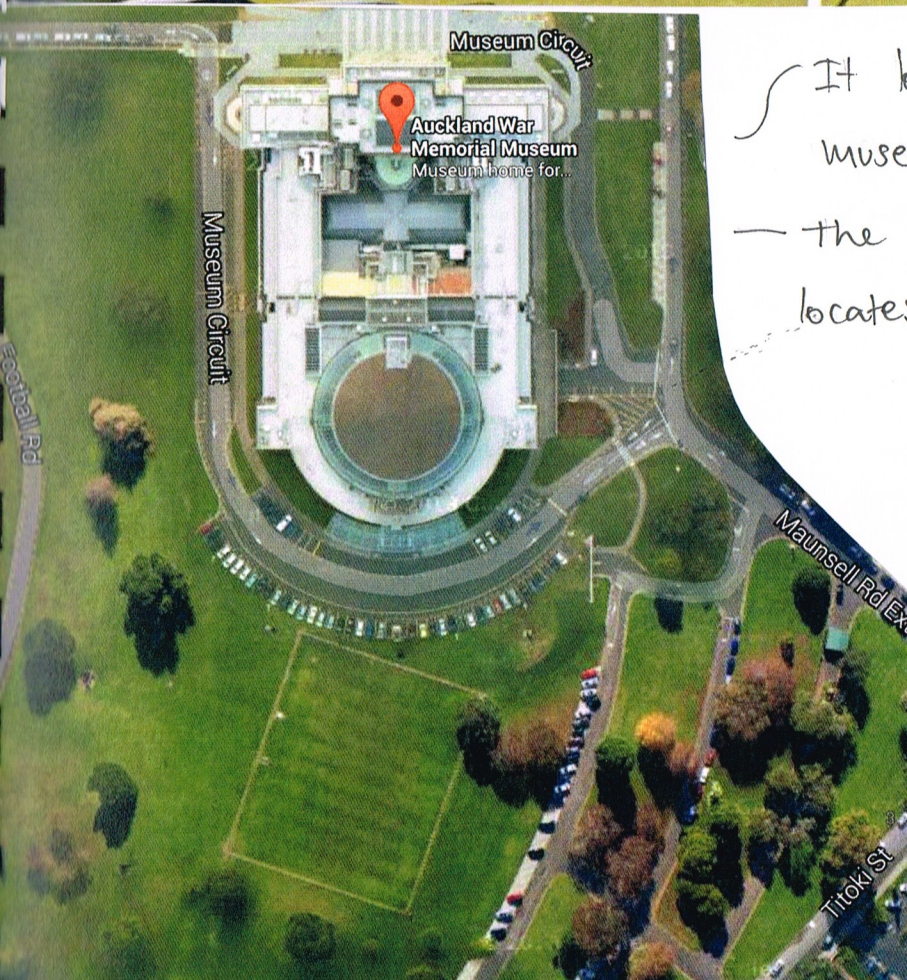
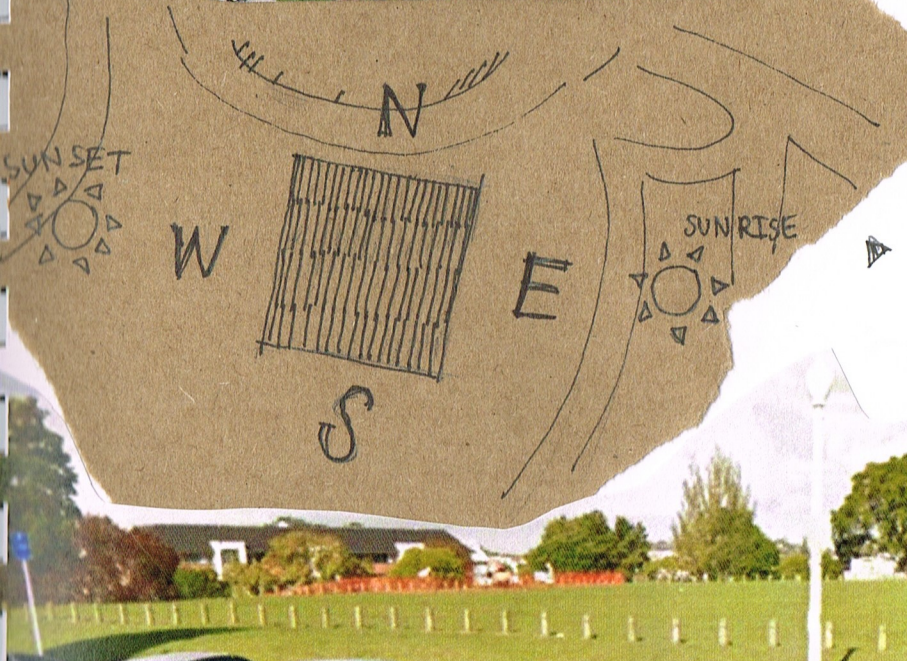


# OVERALL SITE CONTEXT

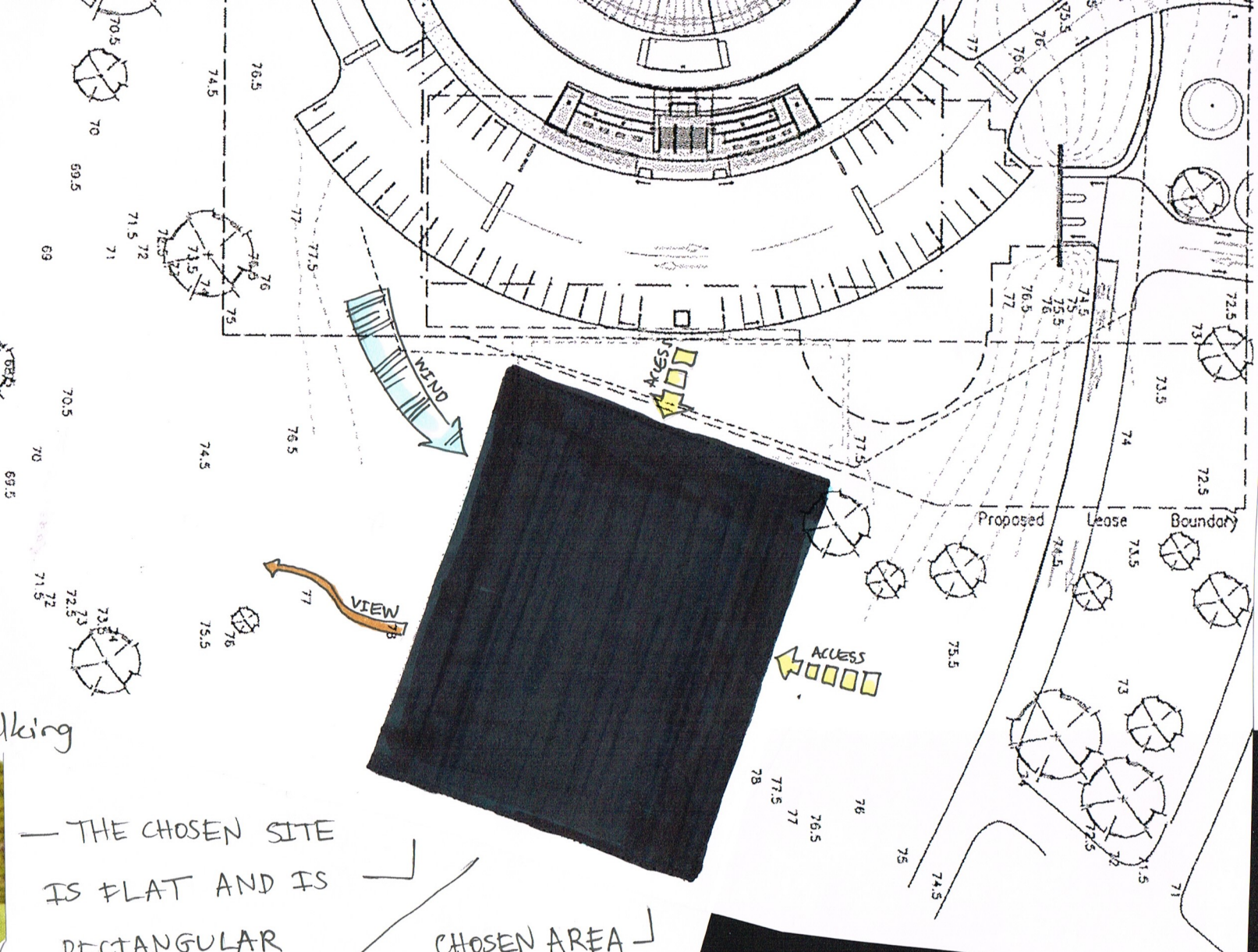
► THE CONTRAST BETWEEN CLASSIC OLD STYLE AND NEW MODERN STYLE

- SYMMETRICAL SHAPE
- A LOT OF FREE SPACE AROUND
- ROUND WITH STRAIGHT
- CONCRETE, WOOD, AND GLASS





- Location
  - ▶ near ACG Parnell College
    - ↳ students can come and visit during their interval
  - ▶ The road access connected to Maunsell Rd → Parnell Rd
  - ▶ 1.0-1.5 km from Auckland City Hospital or around 15 minutes walking
  - ▶ 1.1-1.2 km from University of Auckland (Grafton campus) or around 15 minutes walking



— THE CHOSEN SITE IS FLAT AND IS RECTANGULAR

AREA: 2,983.72 sq m  
 $\approx 3,000$  sq m  
 PERIMETER: 219.94 m  
 $\approx 220$  m

CHOSEN AREA

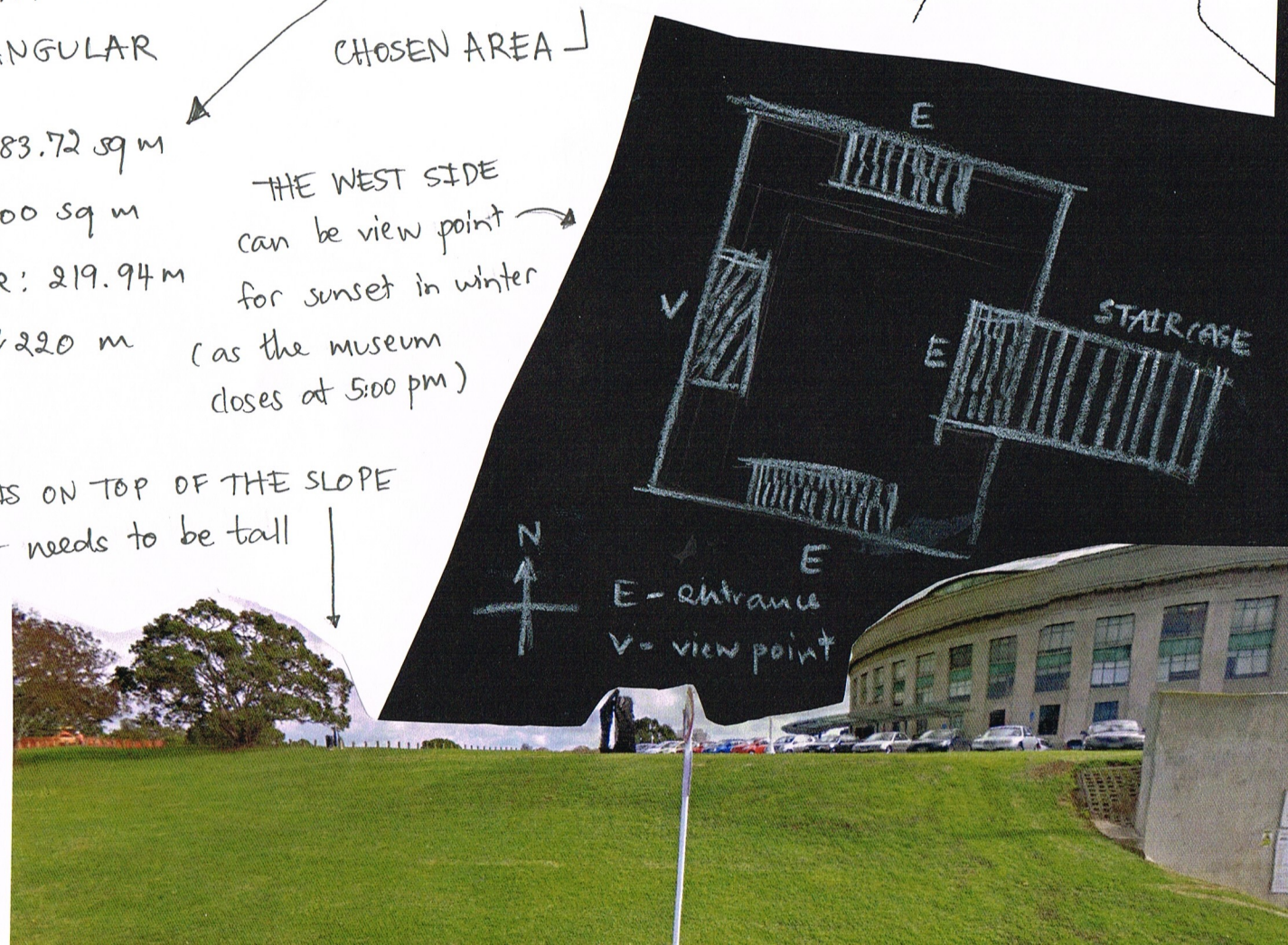
THE WEST SIDE can be view point for sunset in winter (as the museum closes at 5:00 pm)

SITE IS ON TOP OF THE SLOPE  
 ▶ It needs to be tall

- It locates at an angle to the museum
- the car park or dropping point locates at the north of the site
  - ▶ THE NORTH ENTRANCE
  - ▶ THE SOUTH ENTRANCE
    - ↳ for students from ACG Parnell College

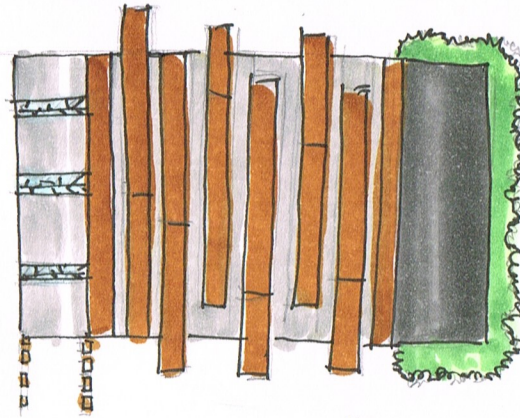
— Auckland Domain Sports fields is at the south west

View from George St to the site →  
 ▶ It is the slope  
 ↳ could have the link steps down to this street.

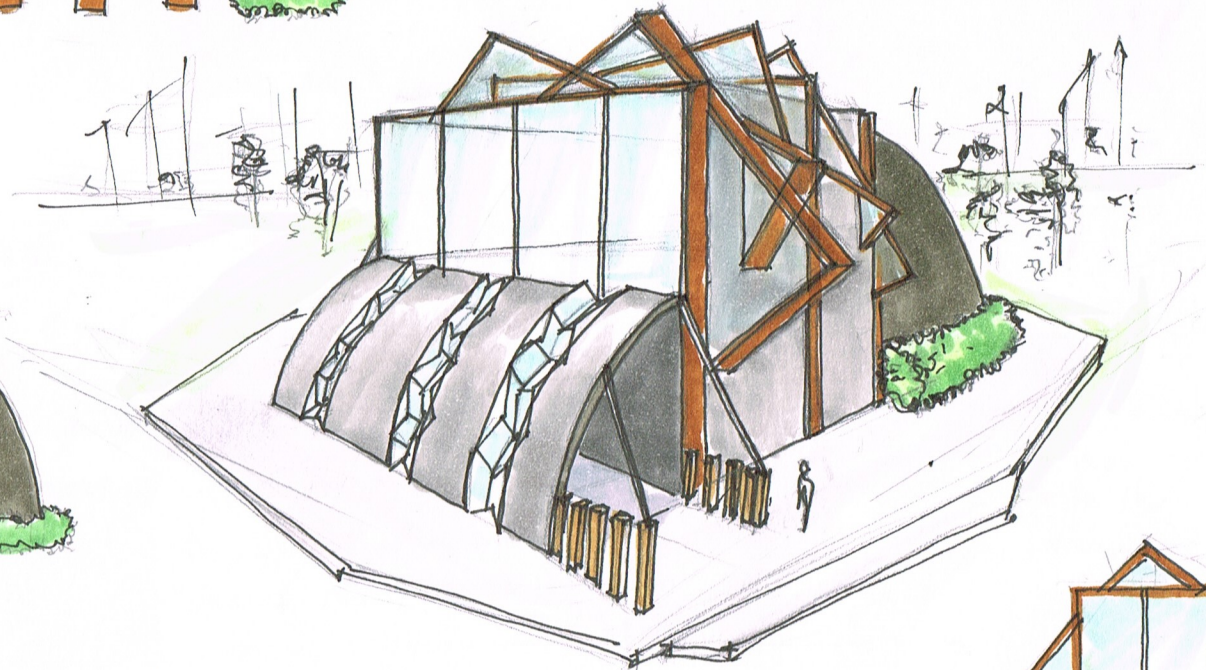




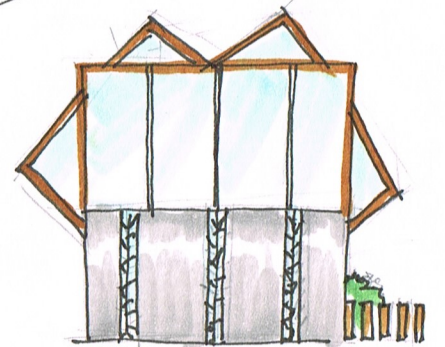
└ curved shape links to the interior  
inside the museum.



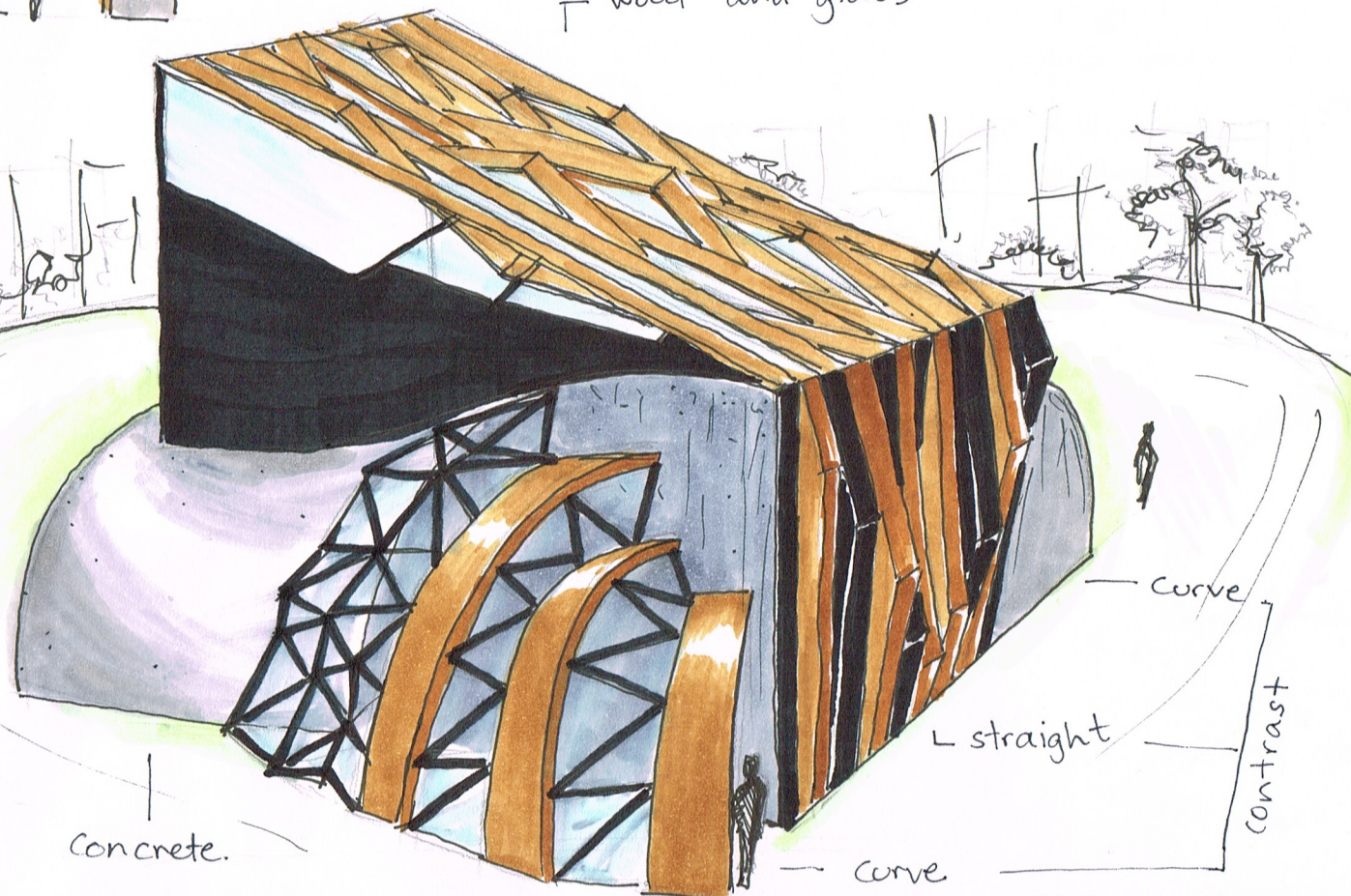
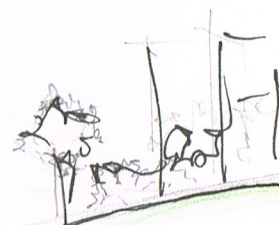
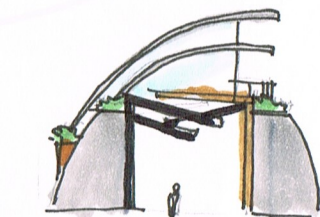
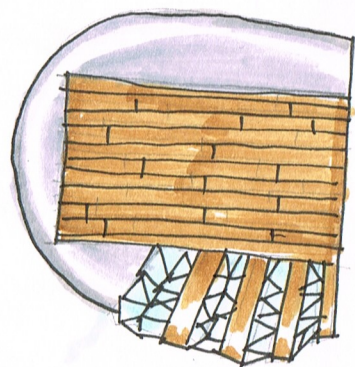
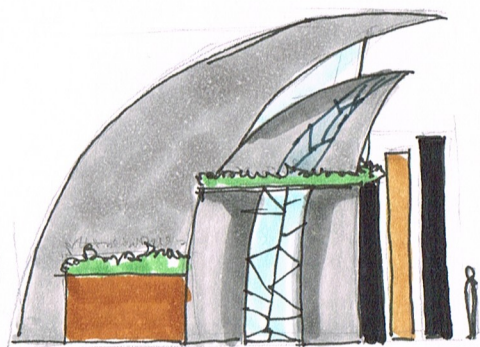
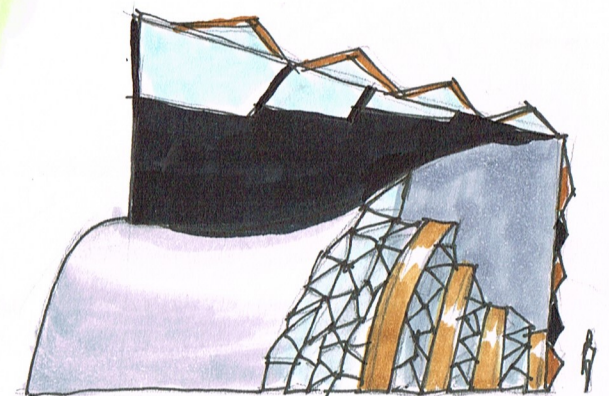
wood, glass, and concrete show  
contrast between classic  
and modern



└ wood and glass



Dark/black steel gives the modern  
look



Concrete.

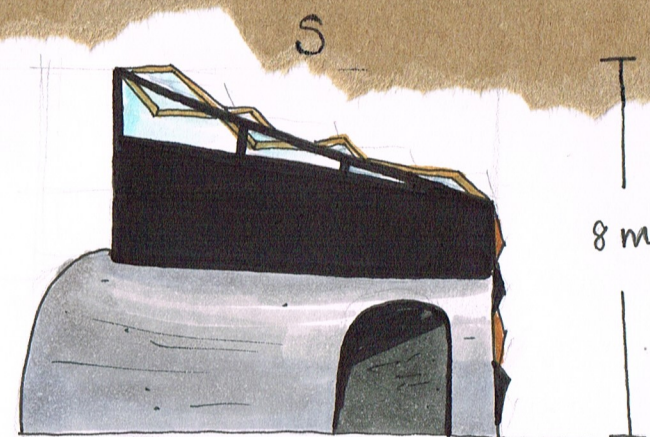
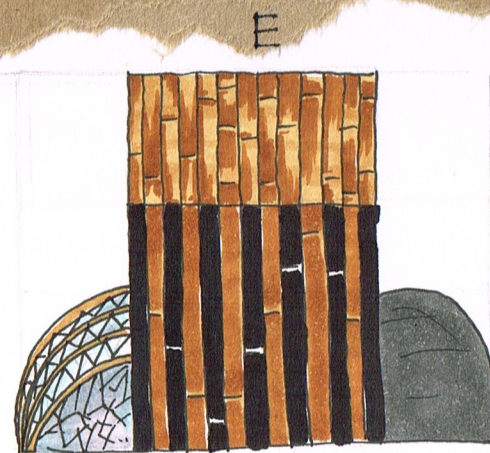
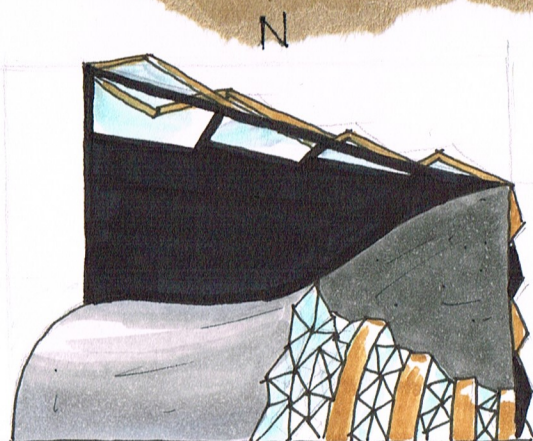
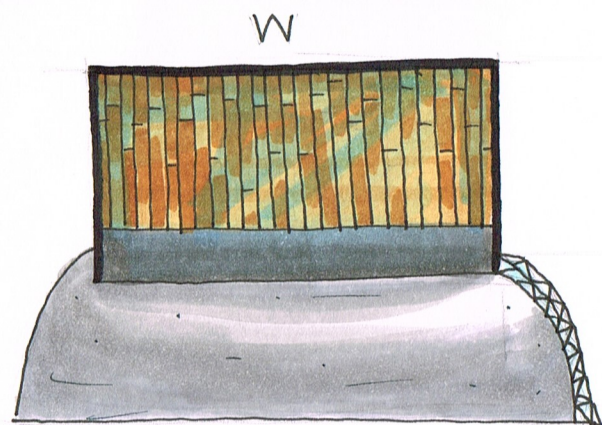
└ straight

Curve

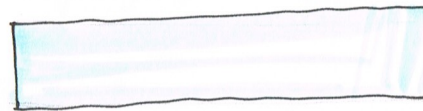
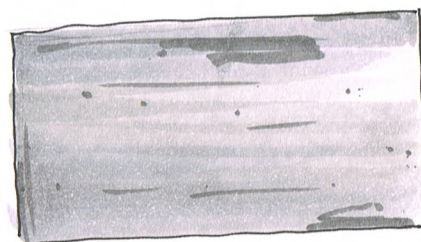
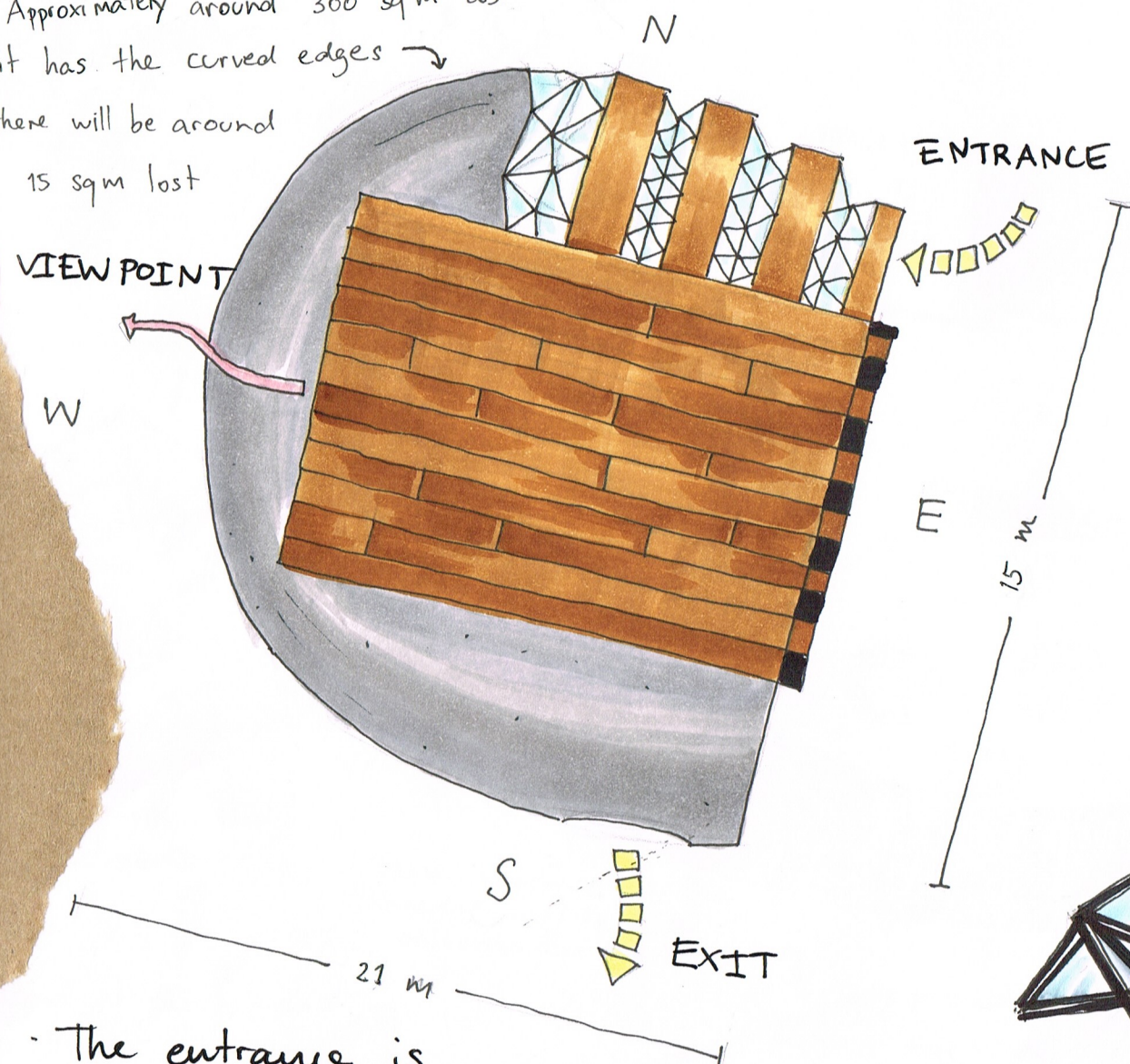
Contrast

Curve

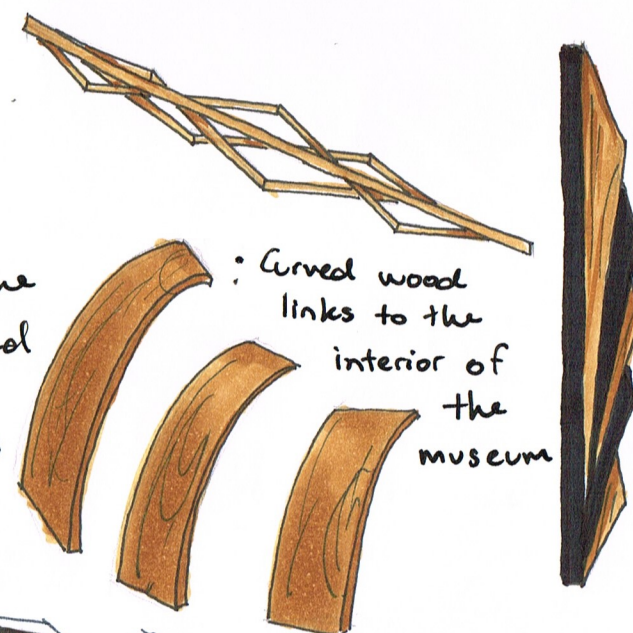




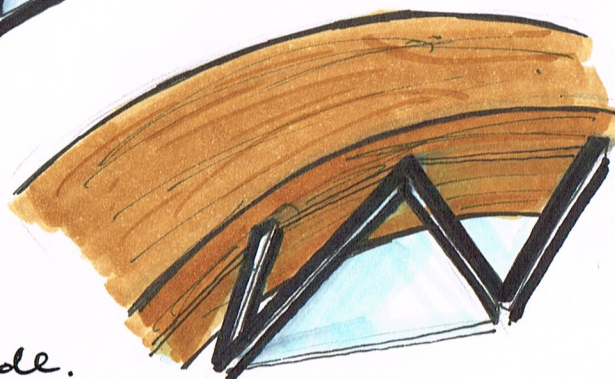
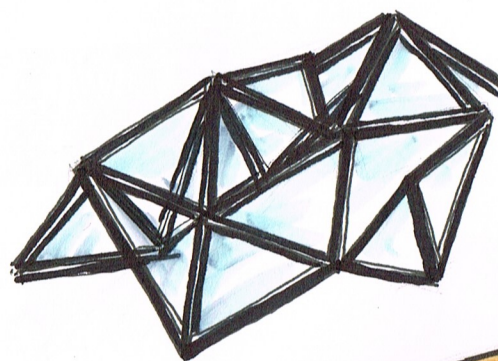
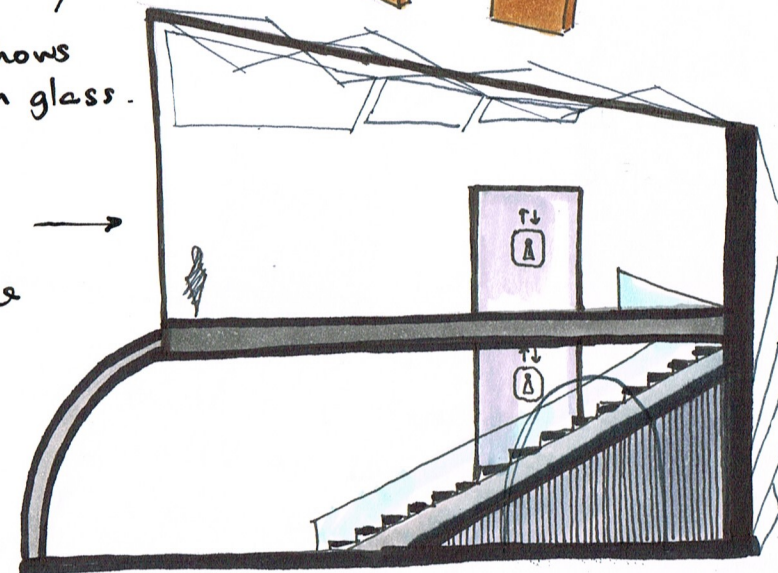
Approximately around 300 sqm as it has the curved edges → there will be around 15 sqm lost



- The use of concrete to link to the exterior of the museum
- Giving the classic style
- The use of wood links to the interior of the museum and shows contrast with the concrete body and glass
- The use of glass brings in the contemporary look
- The dark steel shows contrast between glass.



The pavilion has → 2 floors with the staircase and elevator for disabled.



← Using the steel as the link for pieces of glass and then link (embedded) into the main body wood.

• The entrance is on the north as it is the side connected to the museum

• The exit on the south is opened to the grass field, hence the visitors can relax and take longer time on the field after being inside.

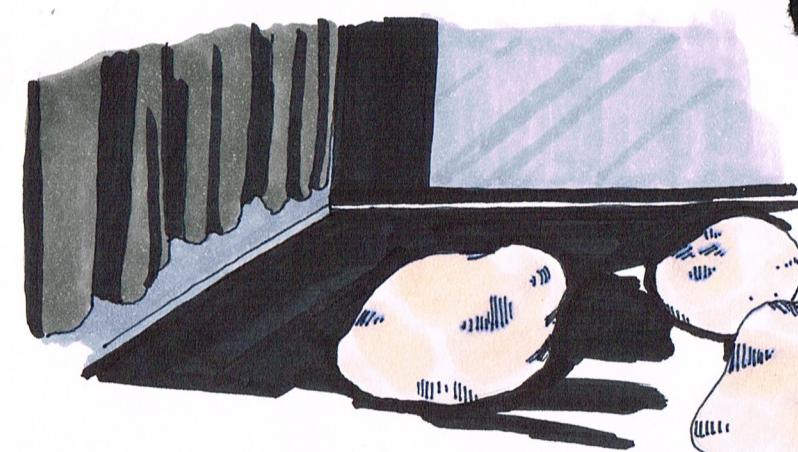


ards  
ed along  
e walls  
display  
ormation  
out  
an Athfield  
d his  
rks.

→ The boards have  
to be curve  
as the wall  
is curve

Glass block  
For display the  
ysical models

placed at the far end  
1st floor  
the visitors  
ve a look  
ough  
ything  
ore going  
stair

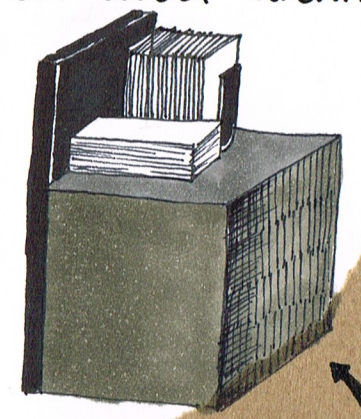


Dark room  
for showing  
documentary  
about Ian  
Athfield  
in film version  
, as well as his digital models.  
↓  
bean bags for visitors  
as seats.

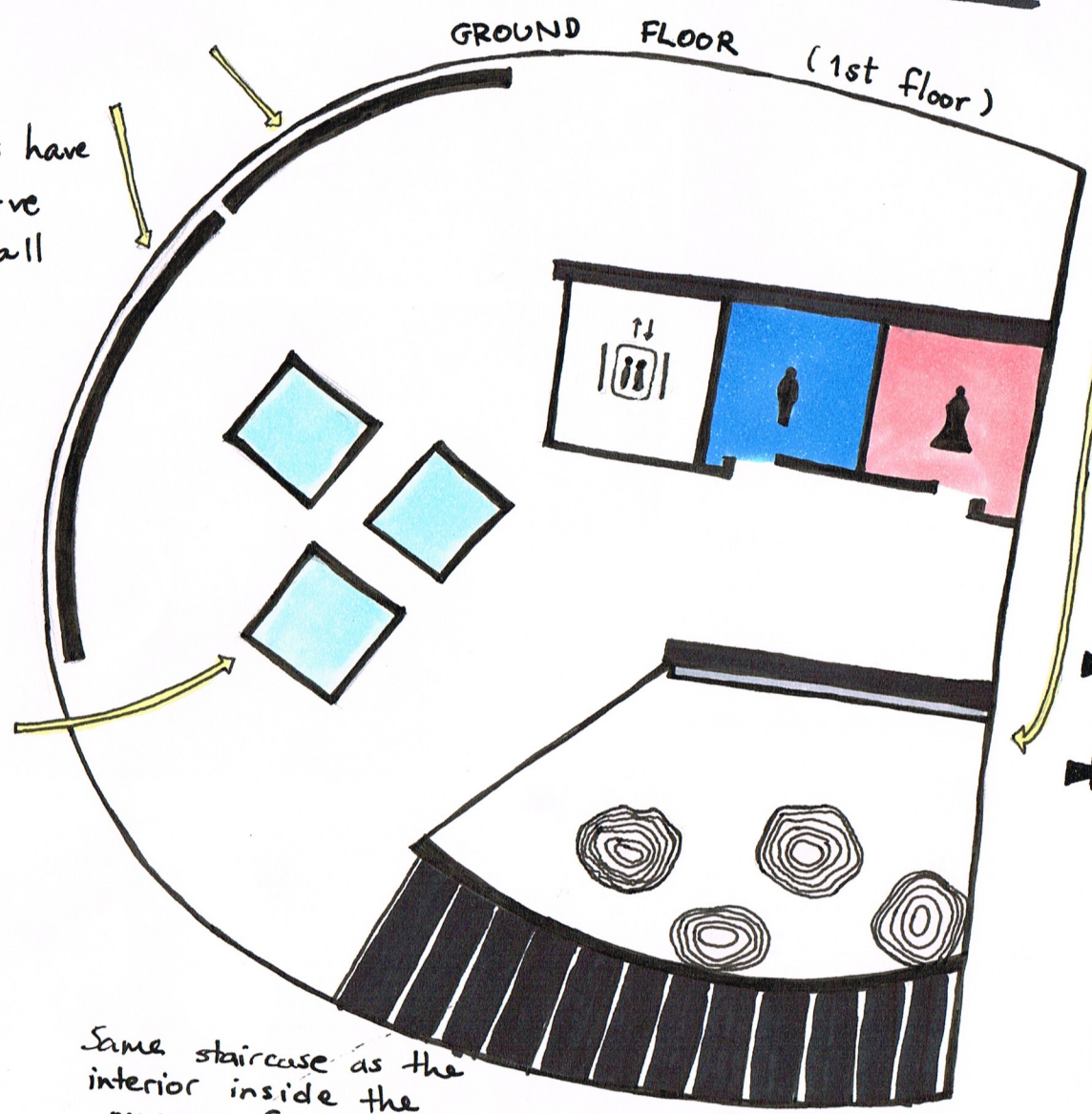
The bookshelf is wooden to link with  
the exterior outside.



The bookshelf in  
the corner provides for  
visitors to read books and  
find out about architectures.



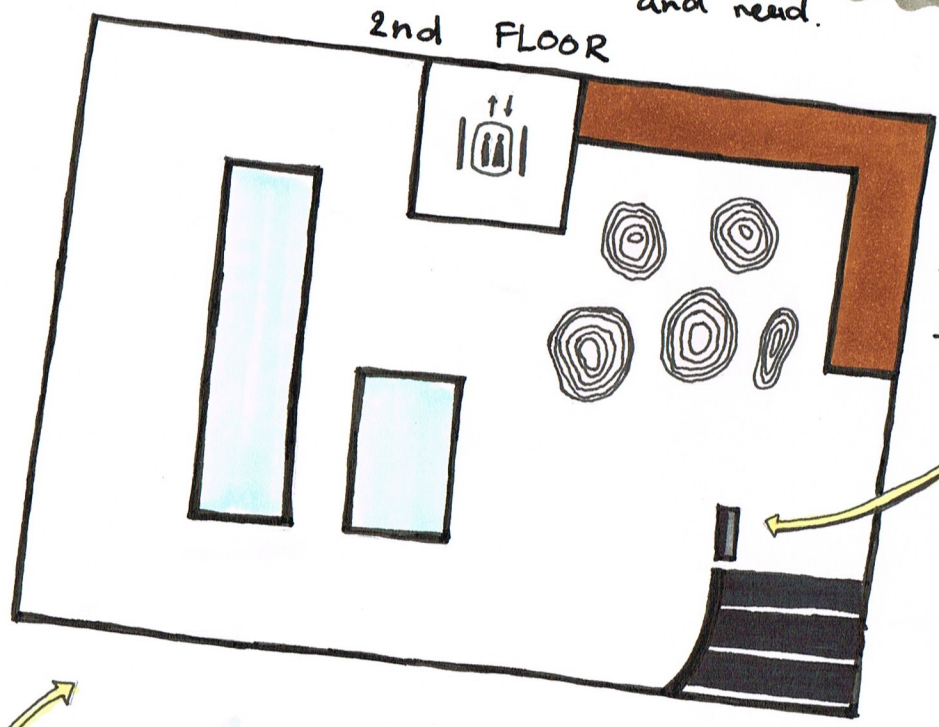
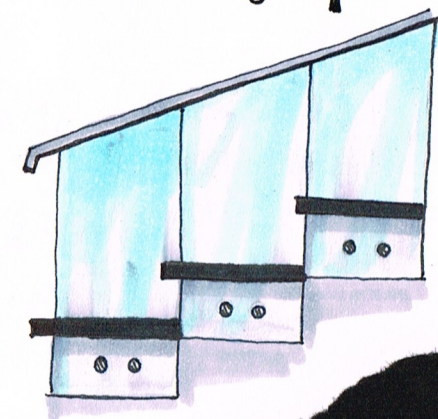
stand for  
leaflets or pamphlets  
that visitors can take  
home  
→ information about  
Ian Athfield, his work,  
this pavilion, and the museum.  
→ placed at the exit from the  
stair so that visitor can spend time  
upstairs reading them as option.



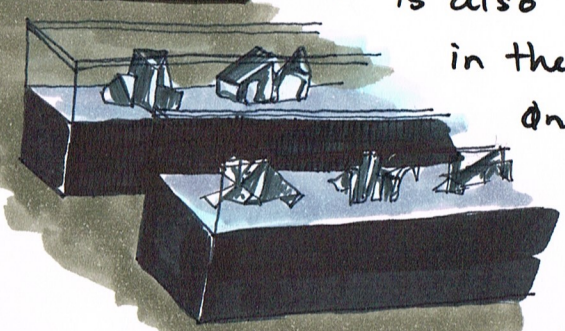
Same staircase as the  
interior inside the  
museum for linking

placed along  
the curve  
of the  
building

The glass window  
is open out for the view

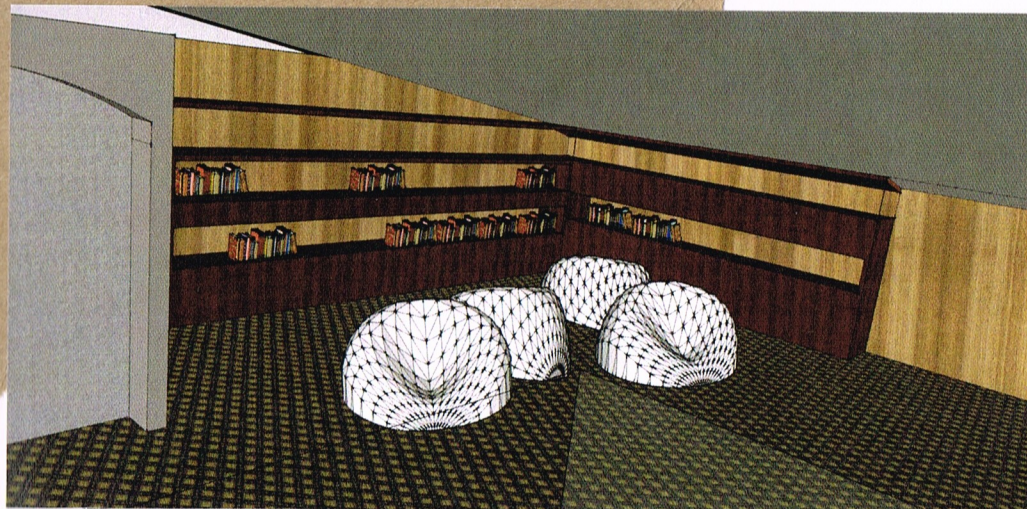


The collection of physical  
models by Ian Athfield  
is also shown  
in the glass stand  
on level 2.

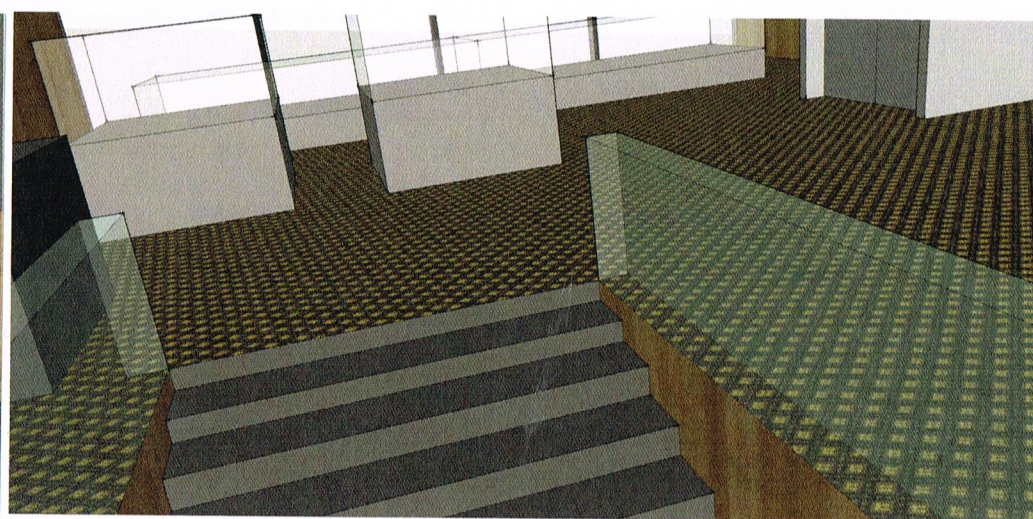




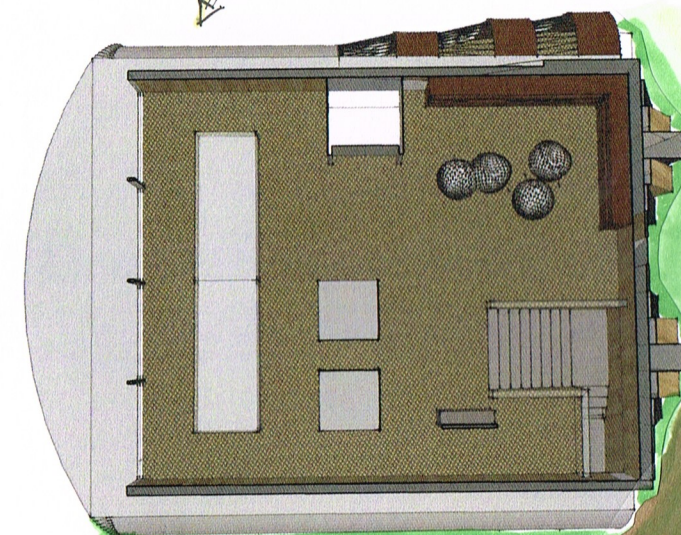
Reading corner for visitors



the first view when going upstairs



second floor plan



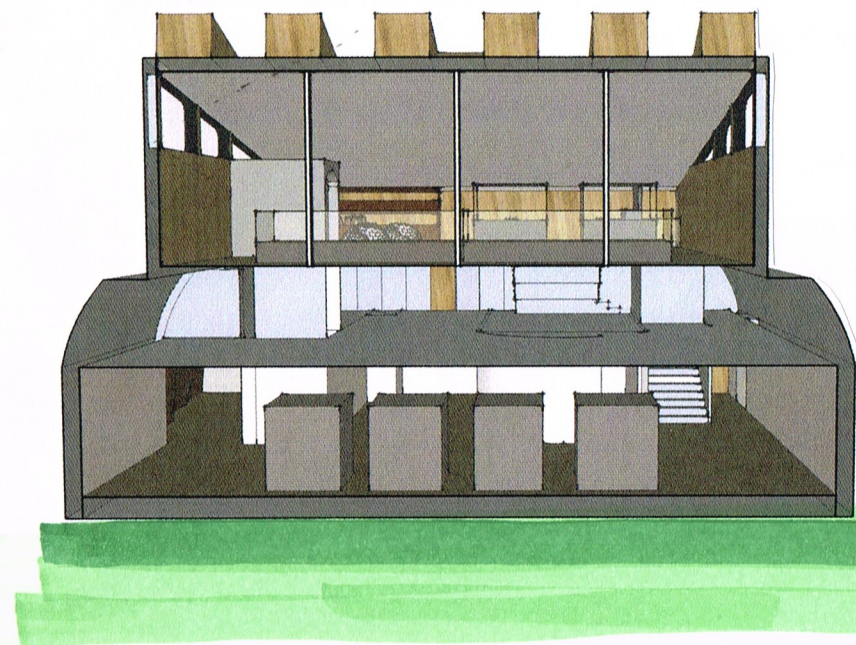
1st floor

- Displayed physical models
- Dark room for documentary film
- Elevator
- Male, Female, disabled bathrooms
- Displayed information boards.

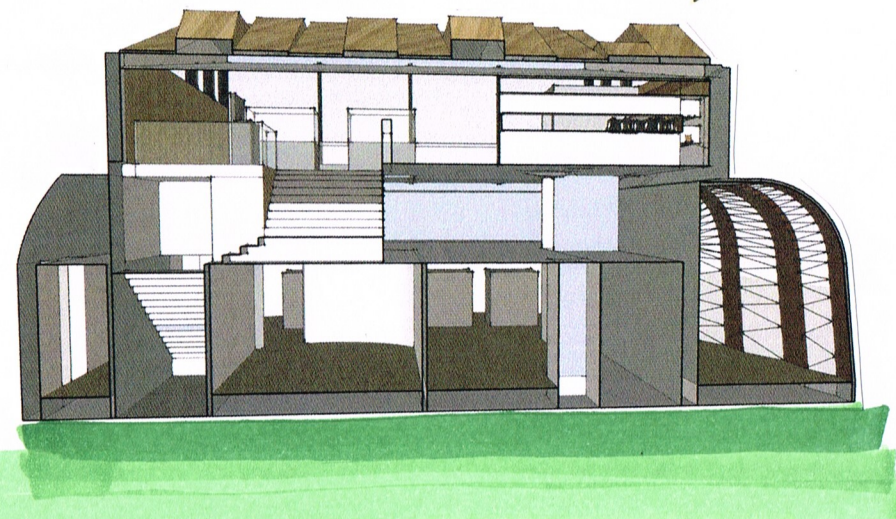
2nd floor

- Larger displayed physical models
- Handouts for information
- Reading corner
- View point
- Elevator

Western section view



Eastern section view



Displayed space on the first floor.



First floor plan

