NZQA

Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 2 Design and Visual Communication 2023

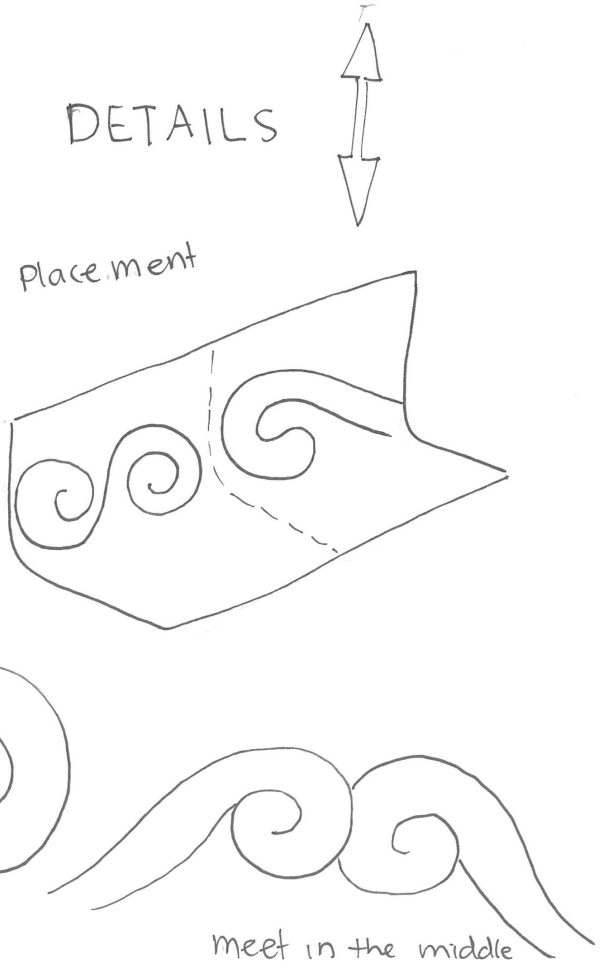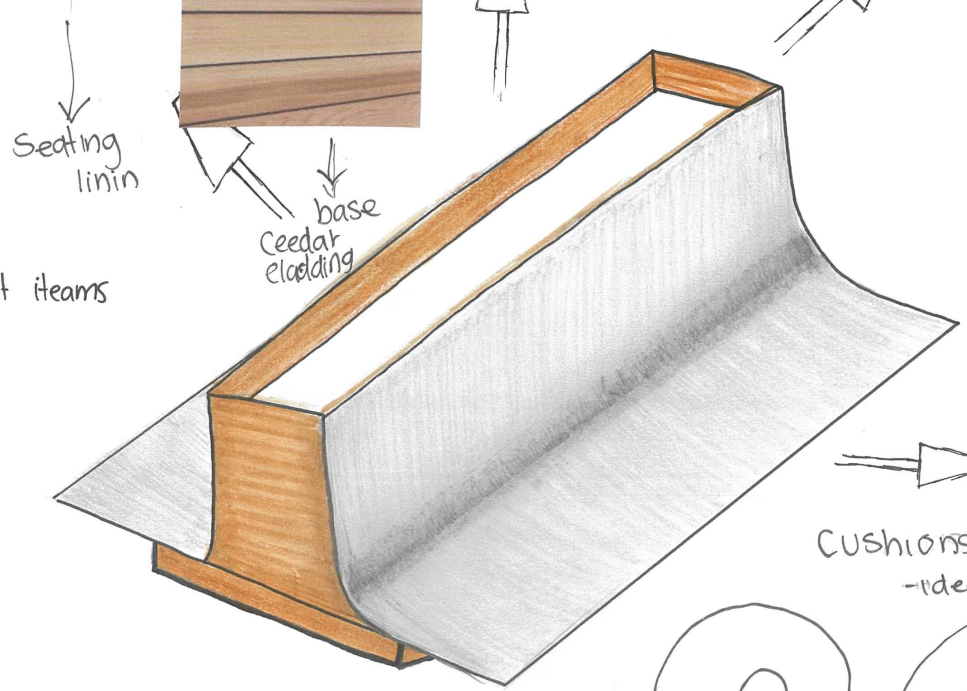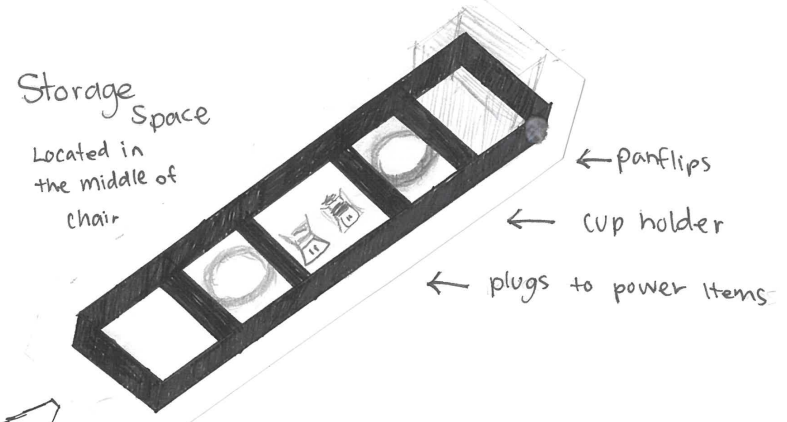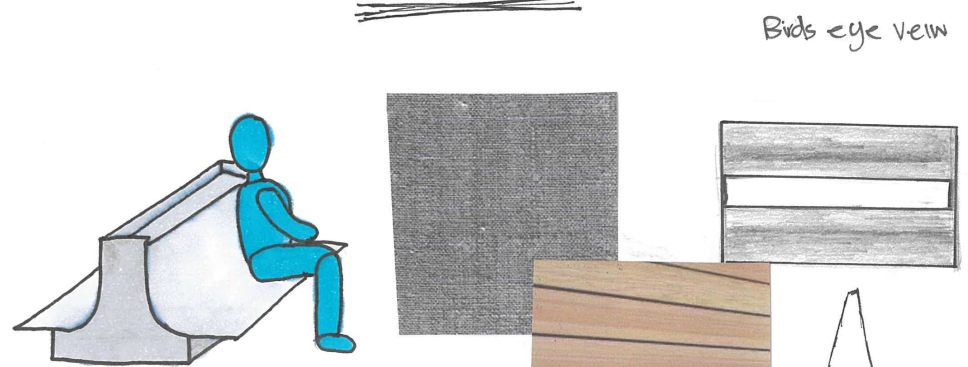## 91337 Use visual communication techniques to generate design ideas

EXEMPLAR

Achievement TOTAL **A**

Possible Approaches
ONE

Birds eye view

Storage Space
Located in the middle of chair

← panflips
← cup holder
← plugs to power items

← Seating linin

↓ base
Ceedar cladding

DETAILS

Placement

Positives

- easy storage space for many diffrent iteams
- double sided
- can develop into
- easy to clean
- can fit many peoples on

Improvements

add in bumps for molded seating ←

Negatives

- Boring
- Shaped/curve seat
  ↳ could effect comfort

succure storage with a cover/lid. ←
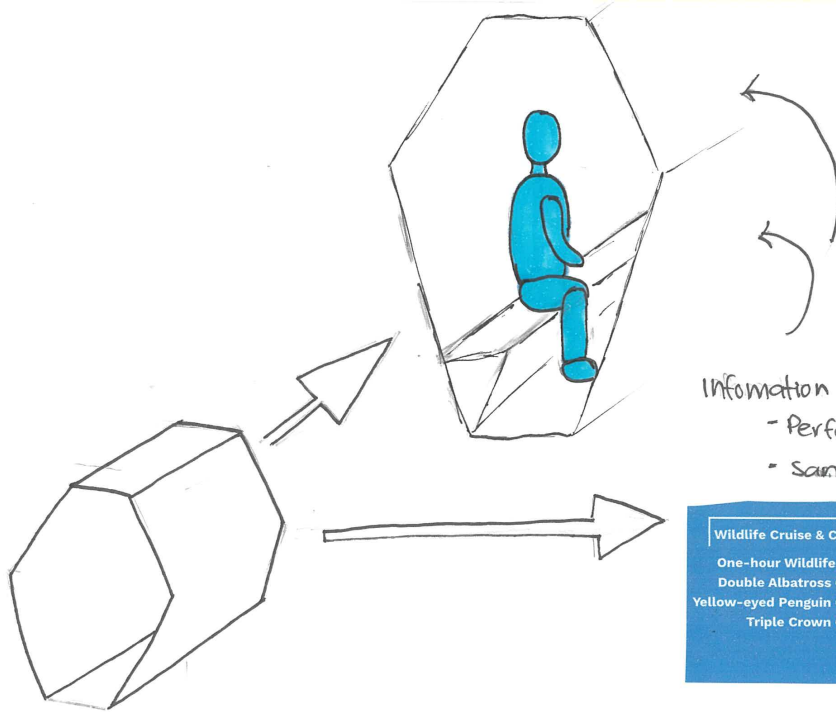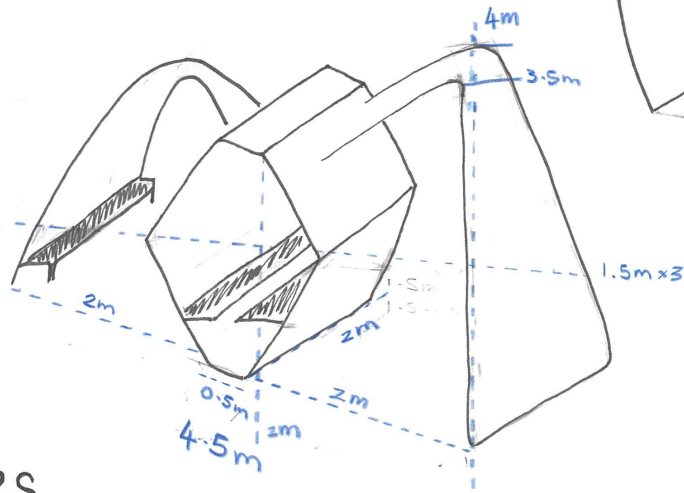
- Storage at the top get dirty

○

Cushions -ideas
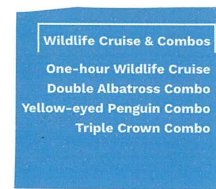
two on the face of the chair

meet in the middle

Possible
Approaches ·TWO

- Outside Seating
- 1:50 scale

Information stand'
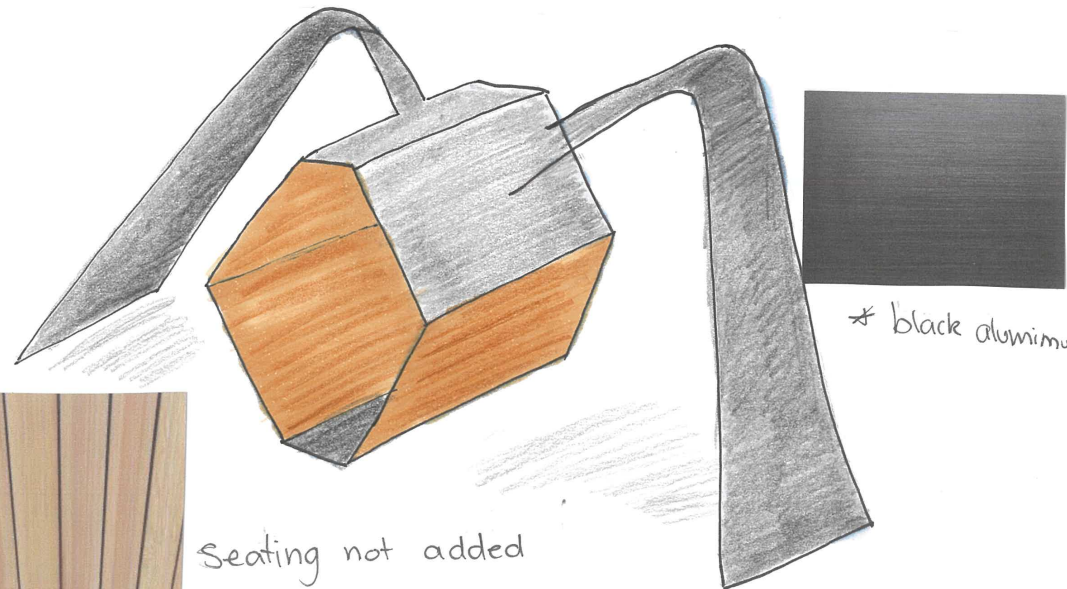- Perfect for seating on opposite
- Same on other side of midbag

Wildlife Cruise & Combos
One-hour Wildlife Cruise
Double Albatross Combo
Yellow-eyed Penguin Combo
Triple Crown Combo

Local Wildlife
Animals we see around the Otago Peninsula

4m
3.5m
2m
1.5m x 3
1.5m
2m
2m
0.5m
4.5m
2m

Materials

Positives
- Atracks the eye
- cafe could use as seating
- Covered Seating
- Weather dependent
- An 'Infomation feeder'
- Bird like features
- Many spaces for seating
- possible Waiting Area aswell

Negitives
- Big space needed
- can be boring unless right materials used
- could be used for many perpouses, could confuse tourists

* black alumimun

* Ceedar cladding

Seating not added
- not to scale
- Just showing Materials

Possible Approachs · Three
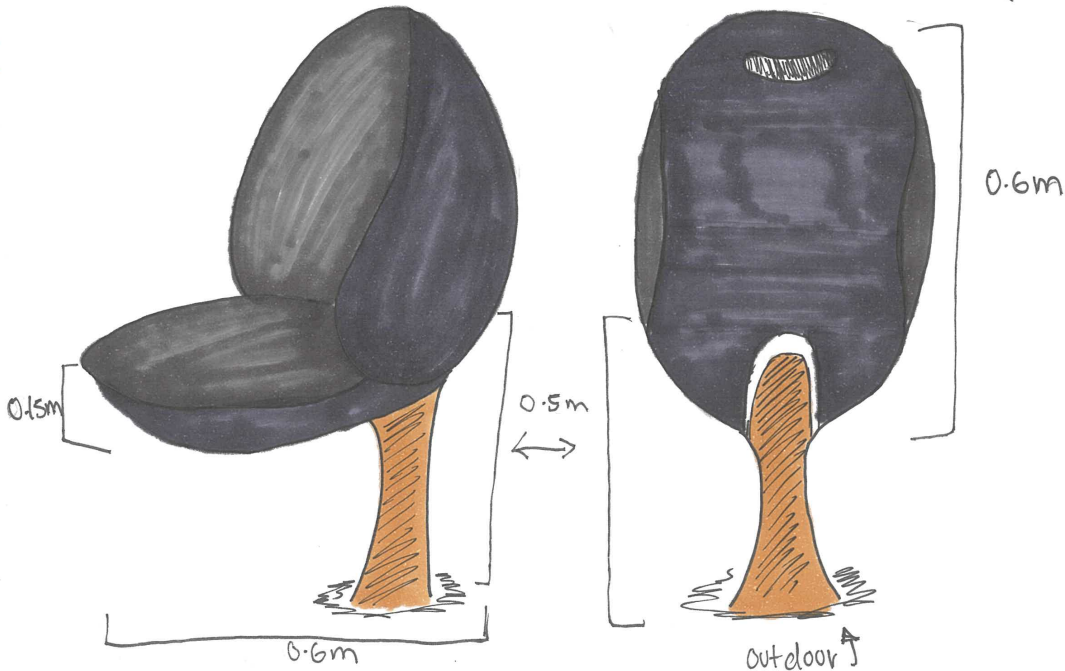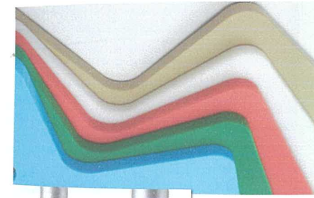
Indoor ↓

Ideas come to life

Materials for Outdoor Version
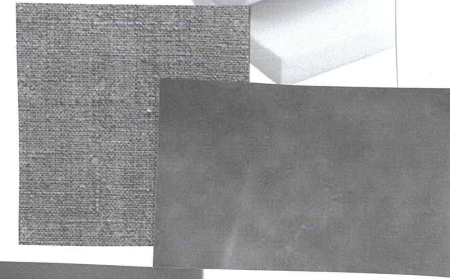- polypropylene
  ↓
  hard plasic sutible for chair molds

Stand → steel poles

Materials for Indoor Version
- standed foam seat cusioning

covered with a linin material only on the sitting part of the chair for comfort

rest of chair covered by a soft black leather

The spine will be strong wood

Mood board for outdoor version of the chair

0.6m

0.15m

0.5m →

0.6m

outdoor ↑

Positives

- Small
- easy to reduce mass
- can design them to look like bird life coloured eg. pangiun → abletross
- can be inside and outside

Negitives

- Basic
- outside version would be uncomfortable
- Childish
- Boring

Visual standing up
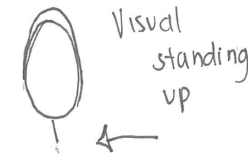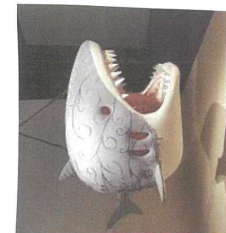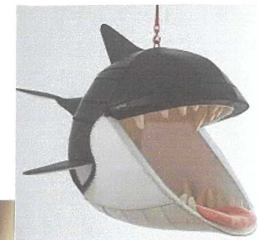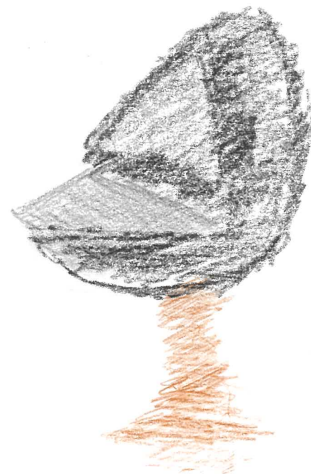
Development

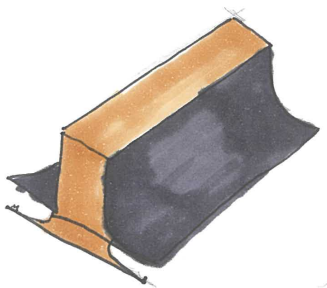## TO/WANTING TO ADD

- Arm rest
  - → cup holder
  - → charger
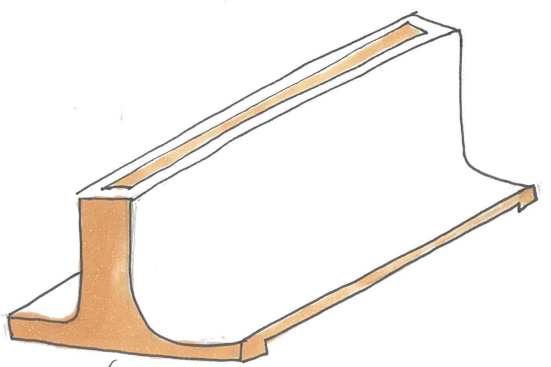 - → info holder

Possible Approach Three

Possible Approch one

COMBINE

Four Seated mold

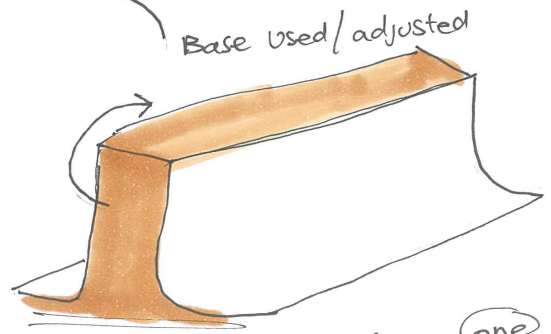Wood base from Possible approach one pulled into new design

Coushioning molds from possible approach three

Materials

* Ceedar cladding for base
* linin fabric/soft black leather
* foam cosioning

Seat Molds

Multtiply Seating by the base of possible Approach one

Base used/adjusted

Pulling the length from (one)

Refinement
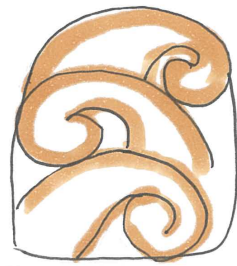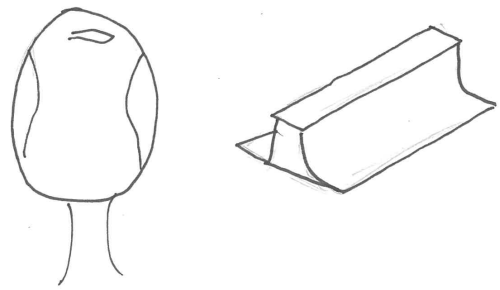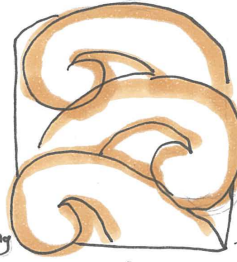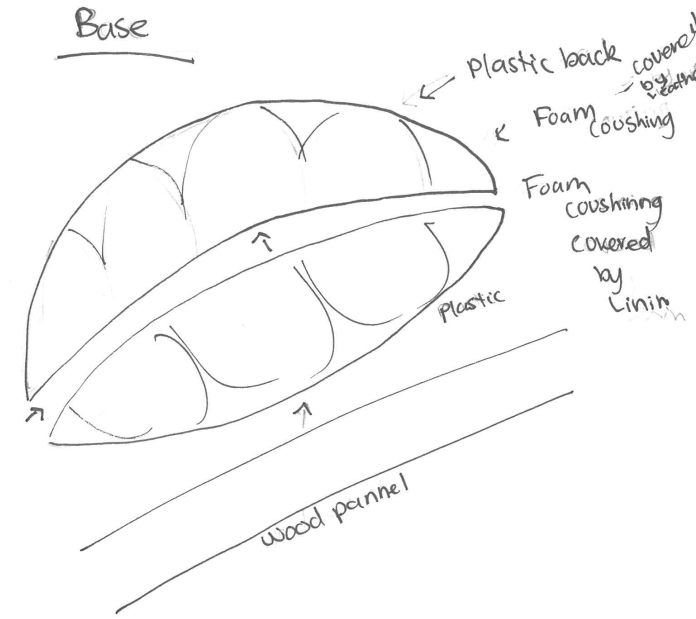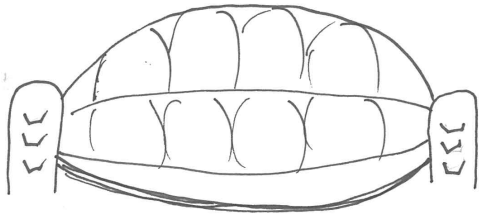
Add a carving to sides of arm rests adds Kiwi culture to to the chair and makes it more intresting

Left

Right

Base

← Plastic back covered by leather
← Foam coushing

Foam coushning covered by linin

Plastic

Wood pannel

Close up on Arm rest

charger
cup holder

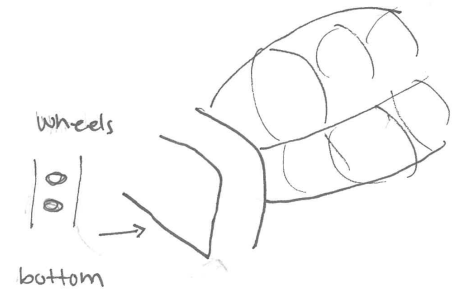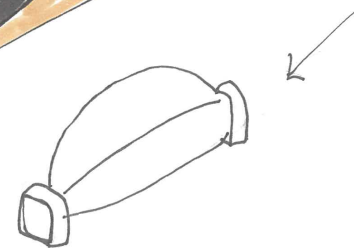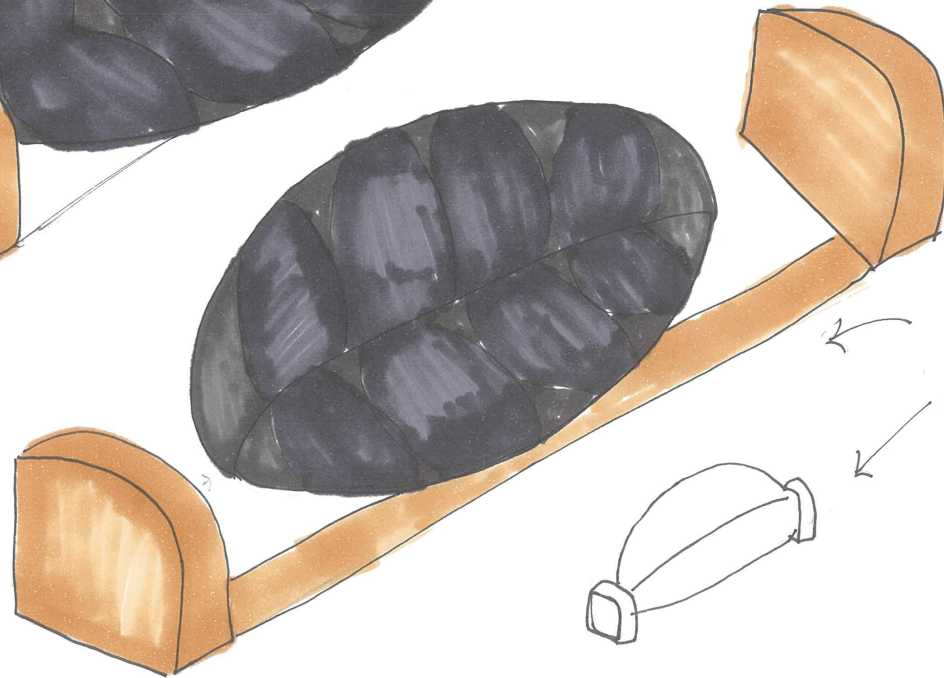Pamflet holder/info
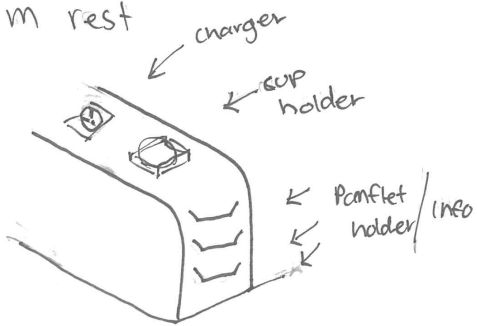
same on opposite side

leg options

← add wheels to bottom so its easy to move

Instead of a panel could have feet

wheels

bottom

Achievement

Subject: Design and Visual Communication

Standard: 91337

Marker commentary
Pages 1–3 of the submission show a range of design possibilities from the candidate. The visual communication indicates how the design ideas function (for example, showing a person/objects on the design and/or dimensions). Aesthetic information is shown through the use of colour and simple rendering.
Pages 4 and 5 focus on combining two of the design ideas and provide some further information about aesthetic ideas the candidate has for the design.
This submission is an Achievement. The design possibilities generated are predictable, rather than divergent. The design work makes decisions about the functional and aesthetic qualities of the design. There is not enough evidence to show that the functional and aesthetic qualities of the design have been explored in detail.