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Level 2 Design and Visual Communication 2023

91337 Use visual communication techniques to
generate design ideas

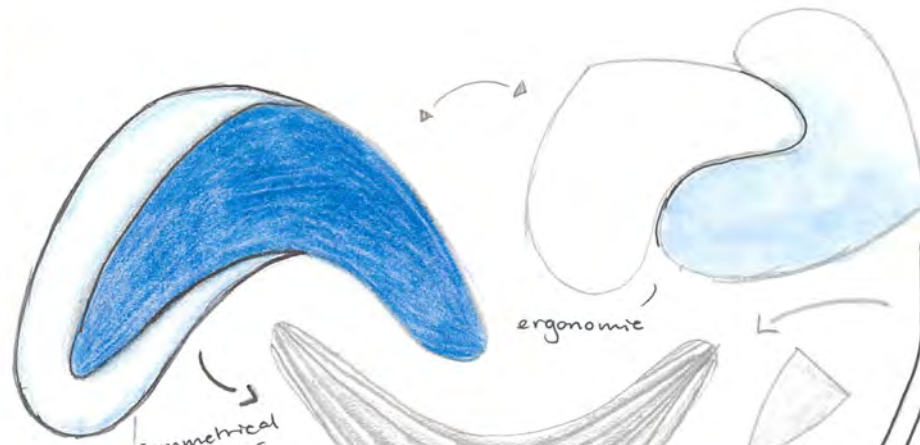
EXEMPLAR

Excellence

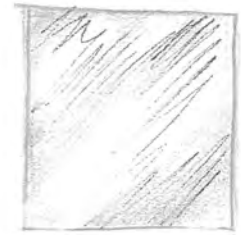
TOTAL E



JORN UTZON
SYDNEY OPERA
HOUSE



ergonomic

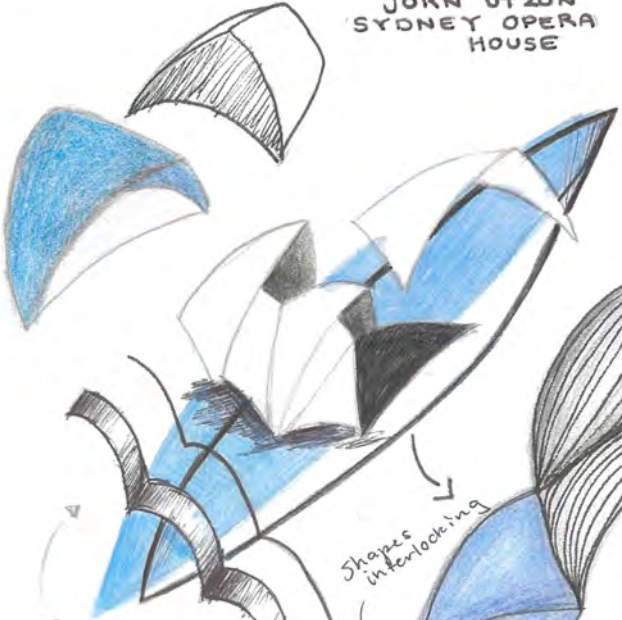
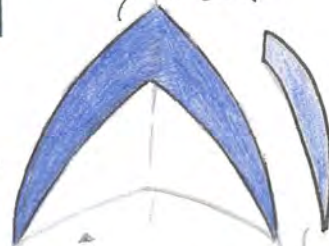


Glass



Concrete

Symmetrical
Shapes



Shapes
interlocking

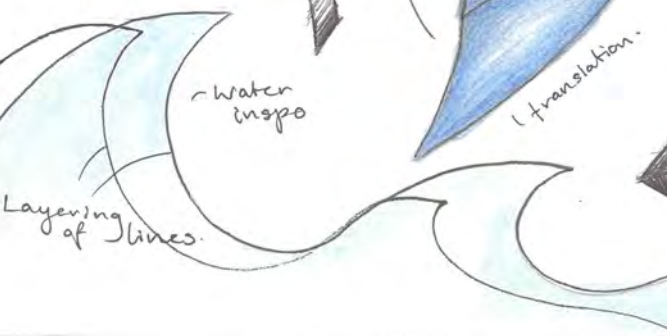


different
proportions
of same
shape.



3D

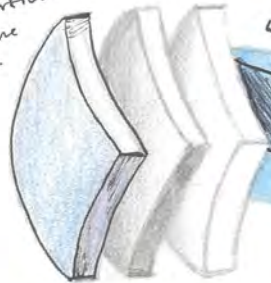
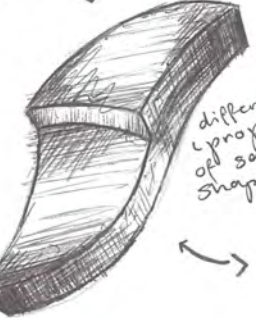
glass
all clear



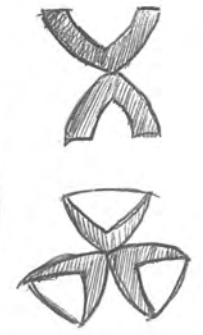
Layering
of lines

water
inspo

translation



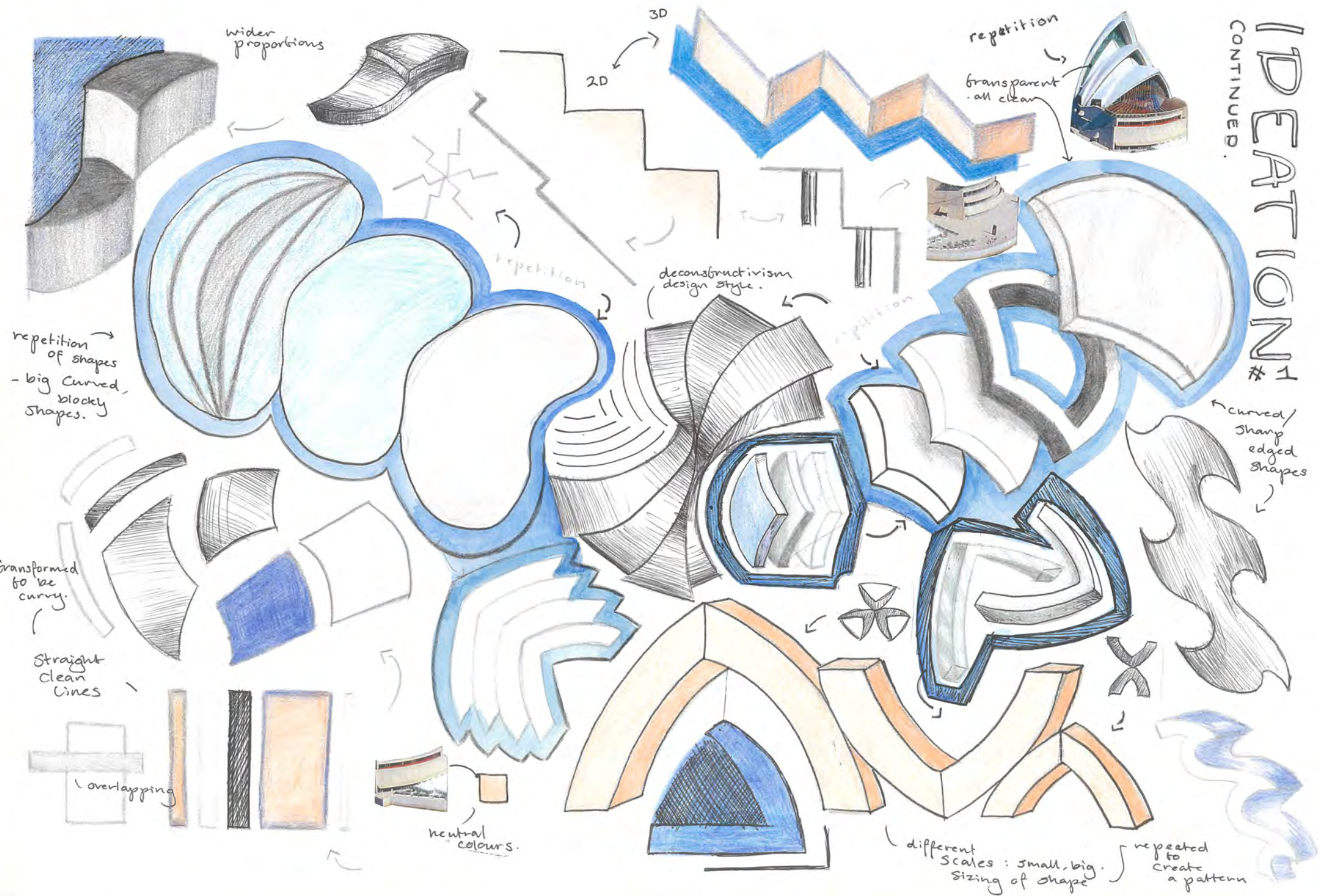
concrete



IDEATION
#1

IDEATION #1

CONTINUED.



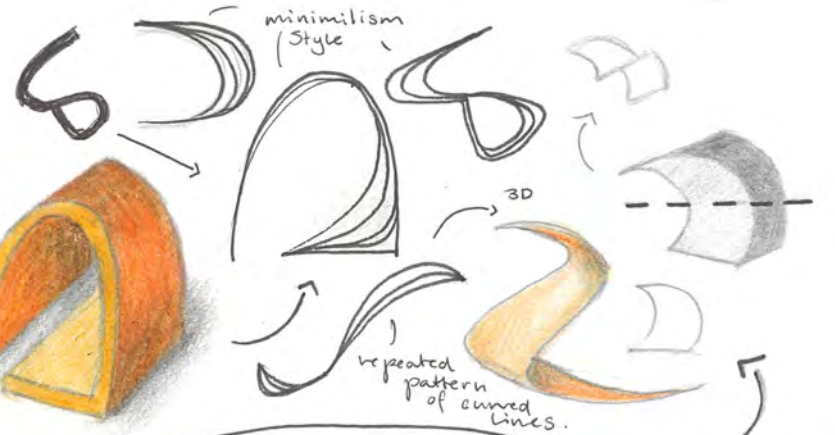


HEYDAR ALIYEV CENTRE
ZAHA HADID

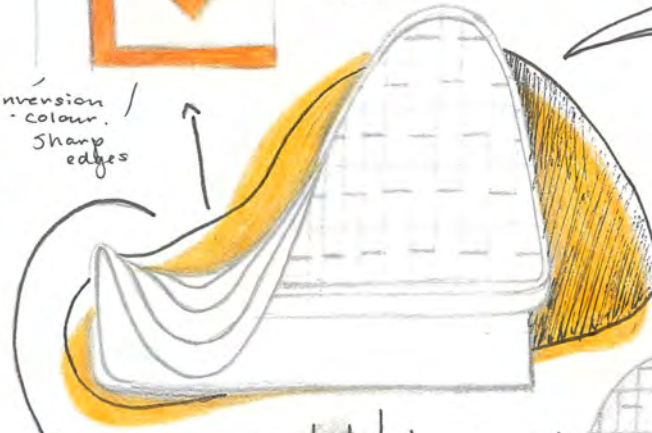
positive & negative space



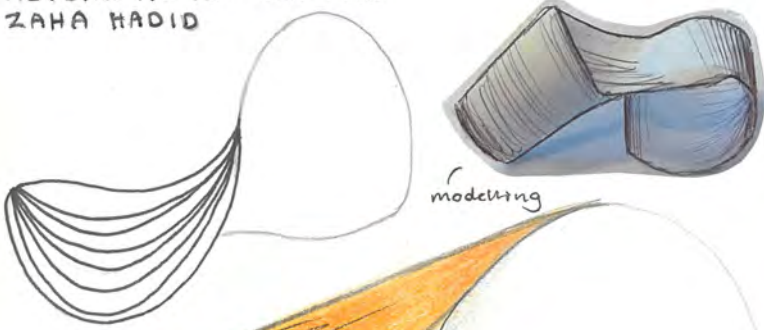
minimalism
style



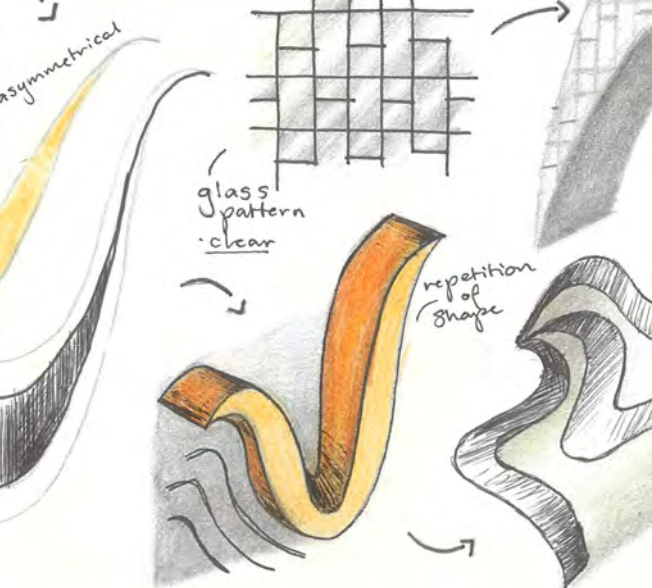
inversion
colour
sharp
edges



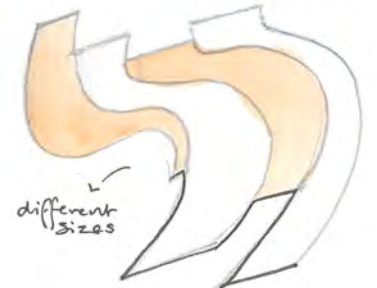
modelling



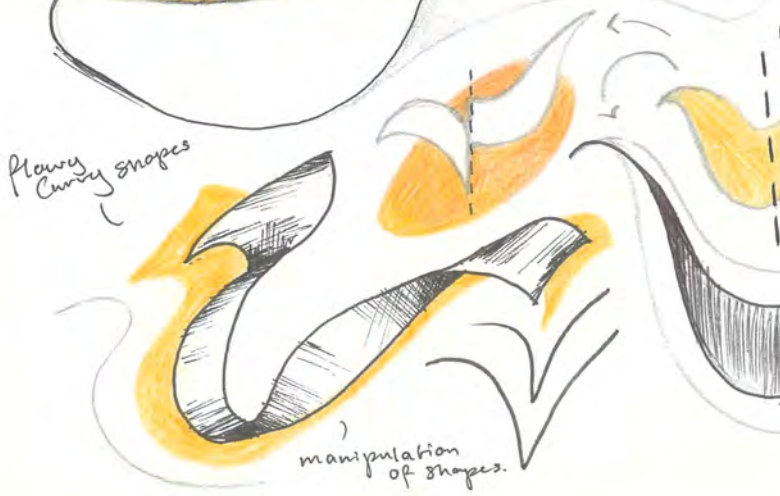
asymmetrical



different
sizes



flowing
curvy shapes



manipulation
of shapes.

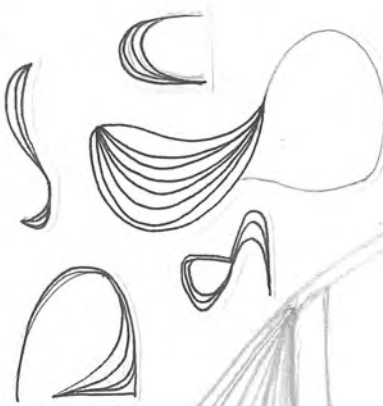
glass
pattern
clear

repetition
of
shape

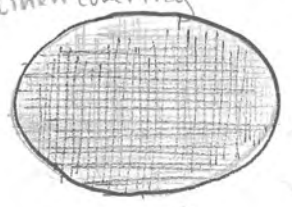
modelling

IDEATION
#3

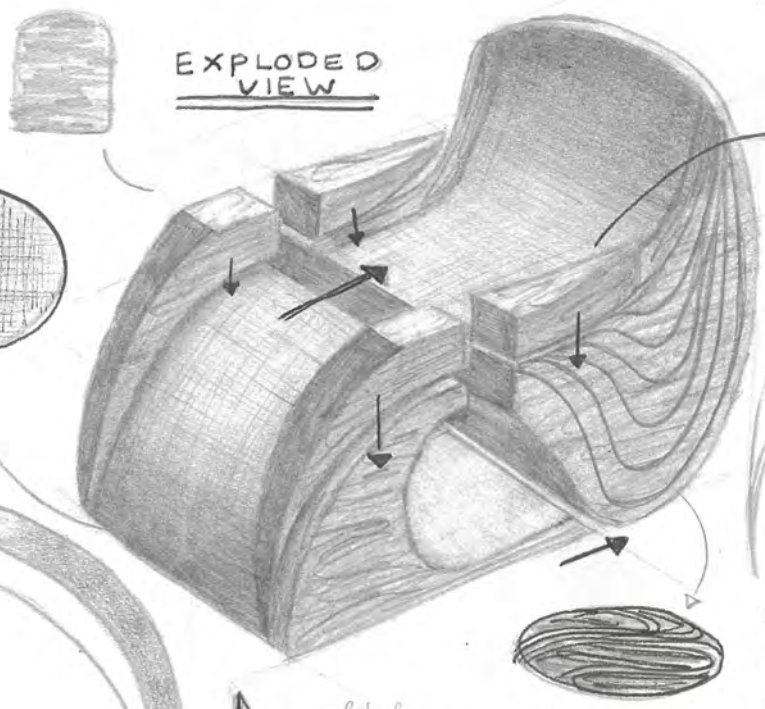
repetition,
pattern of lines
Aesthetic
→ ideation.



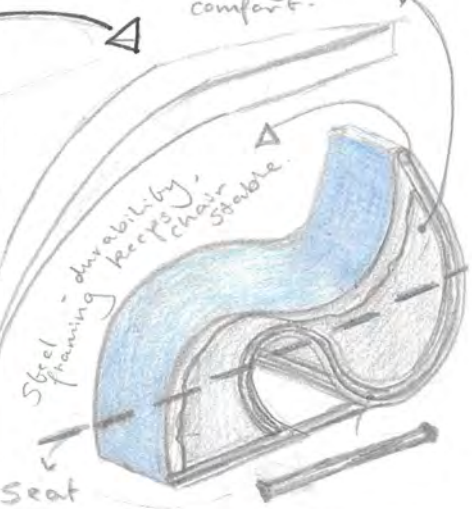
Linen covering



EXPLODED VIEW



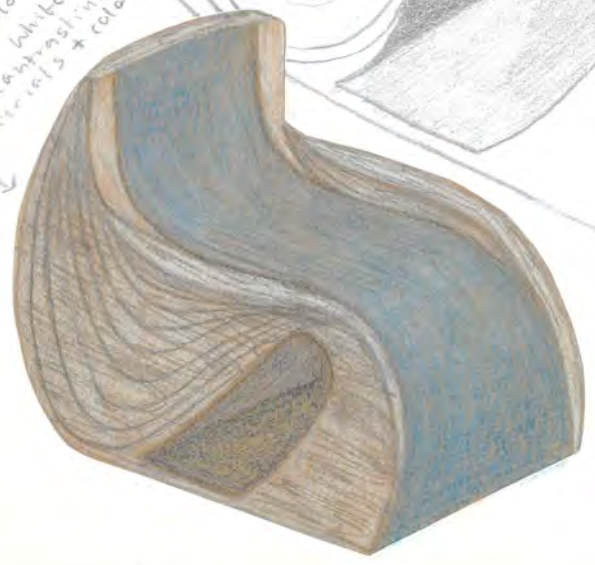
polyurethane
injected foam
for ergonomic
comfort.



Steel framing
durability,
keeps chair
stable.

Seat

Neutral
colours
mutual blue
+ white + linen
Contrasting
material + colours



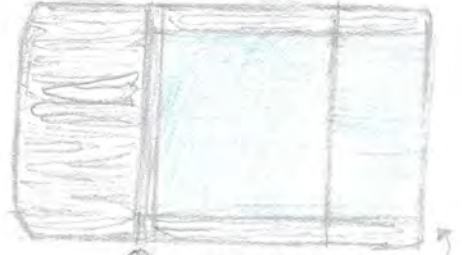
fit for purpose.
Armrests = comfort.
- lounge chair
is designed
for comfort



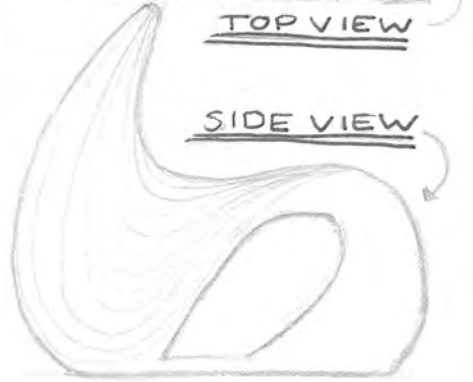
FRONT VIEW



TOP VIEW



SIDE VIEW



↳ Curvy
form
(Ergonomic
fit
for the body)
IN
CONTEXT



: LOUNGE CHAIR
CONCEPT No. 1

UNDERSIDE

Concrete Material, Strong Material, can withstand many weathers

wood material - fit for an outdoor environment
Solid

IN CONTEXT

Outdoor Environment

Materials Suitable to withstand rain, wind

Bench is used for sitting on

TOP VIEW

RIGHT SIDE

FRONT VIEW

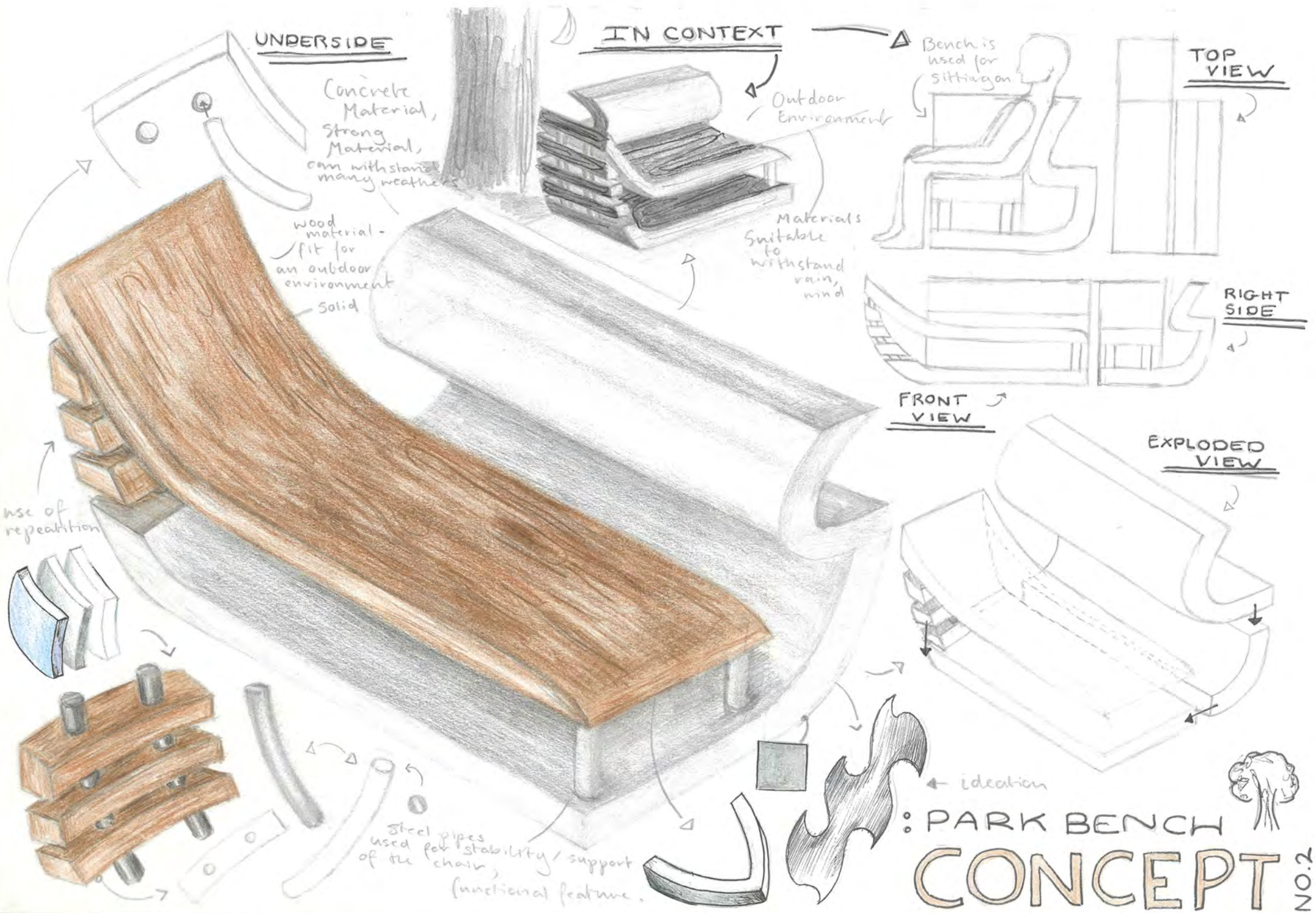
EXPLODED VIEW

use of repetition

Steel pipes used for stability / support of the chair, functional feature.

← ideation

: PARK BENCH
CONCEPT NO.2



Leather Material
- Comfortable,
Sleek, clean

Curved steel
tube -
backrest/
armrests.

base

can be used
as an
armrest

ideation

EXPLODED VIEW

SIDE VIEW

ideation

able to
lean back
for comfort

FRONT VIEW

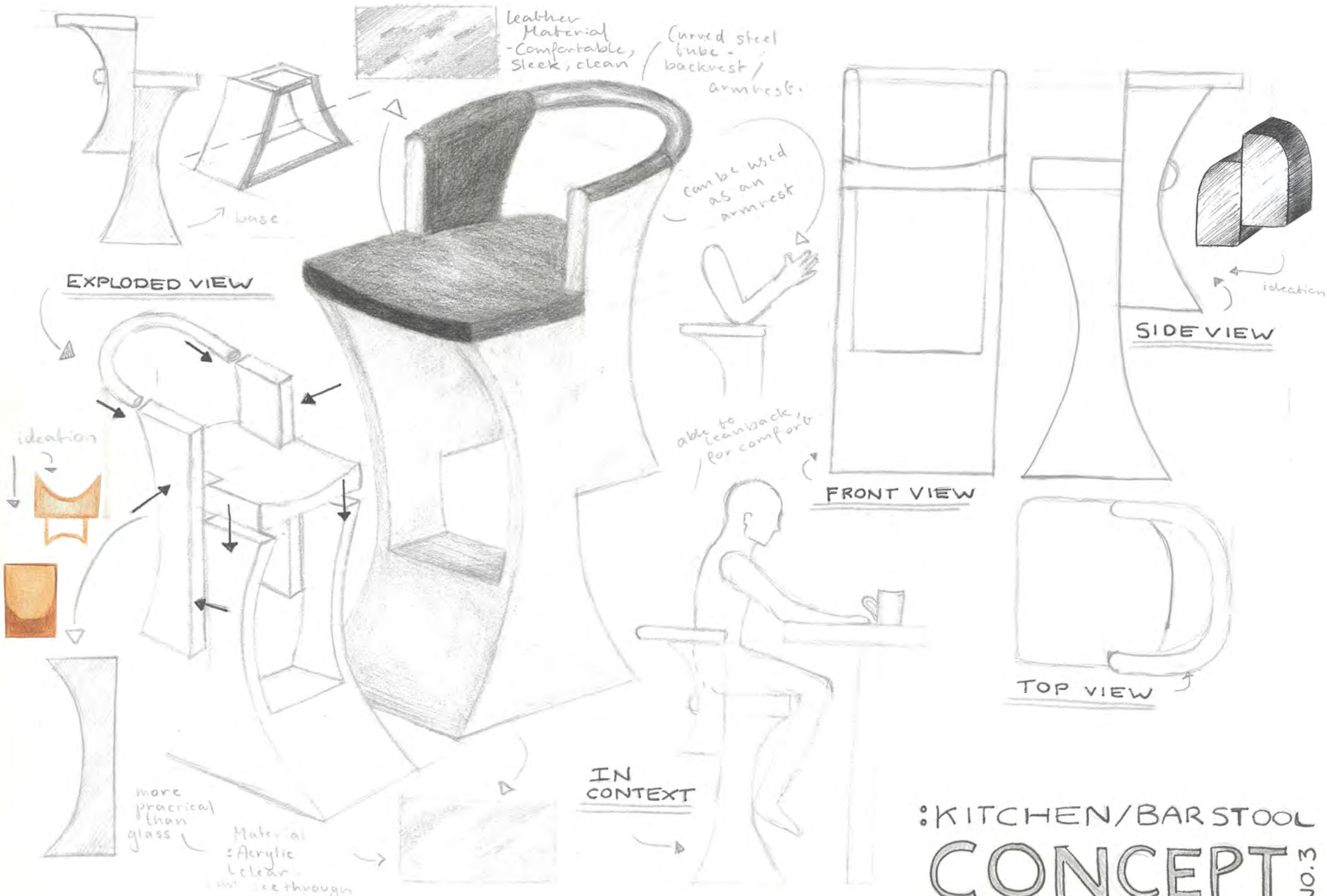
TOP VIEW

more
practical
than
glass

Material
: Acrylic
to lean
- will see through

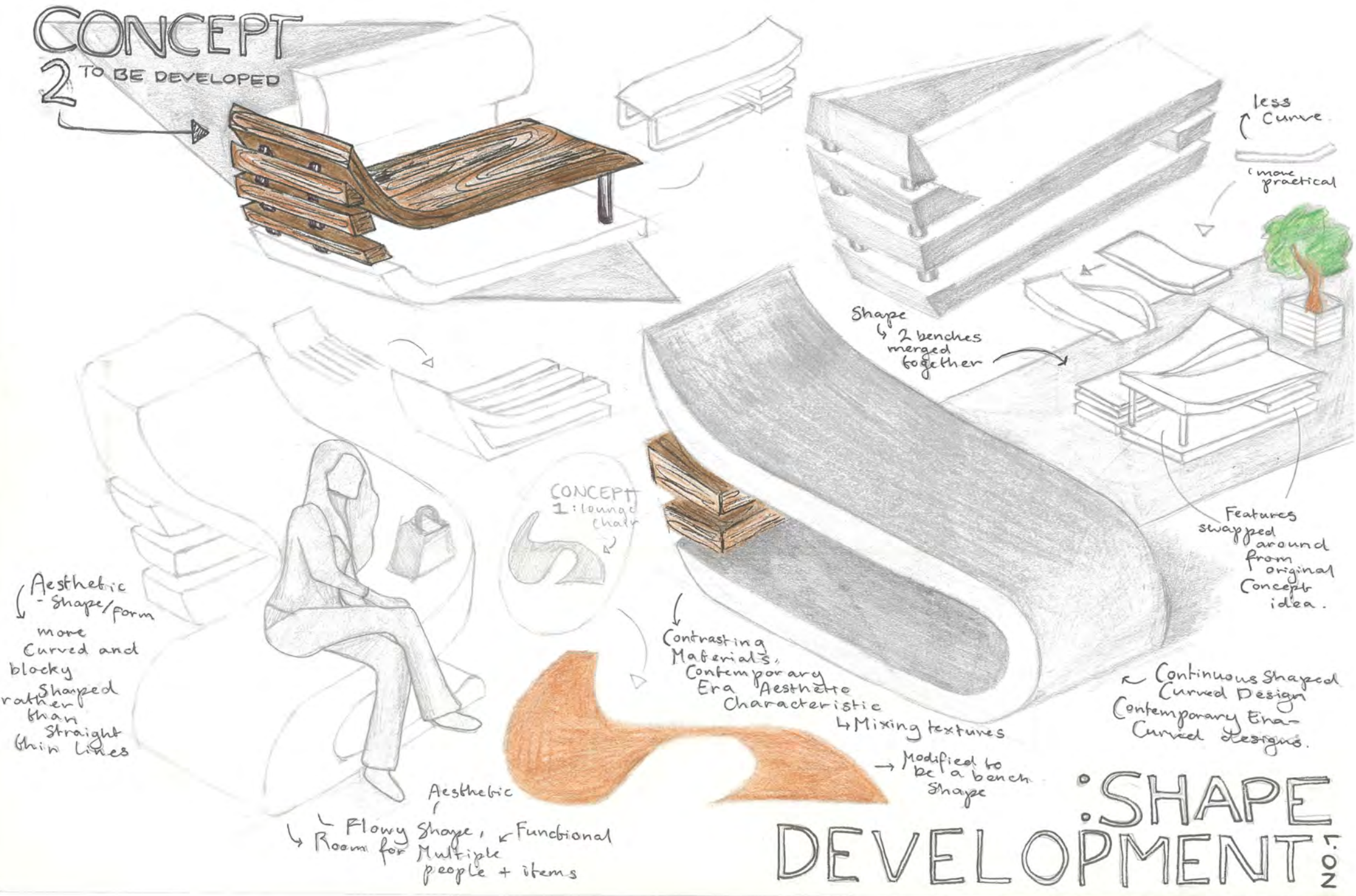
IN
CONTEXT

: KITCHEN / BAR STOOL
CONCEPT No. 3

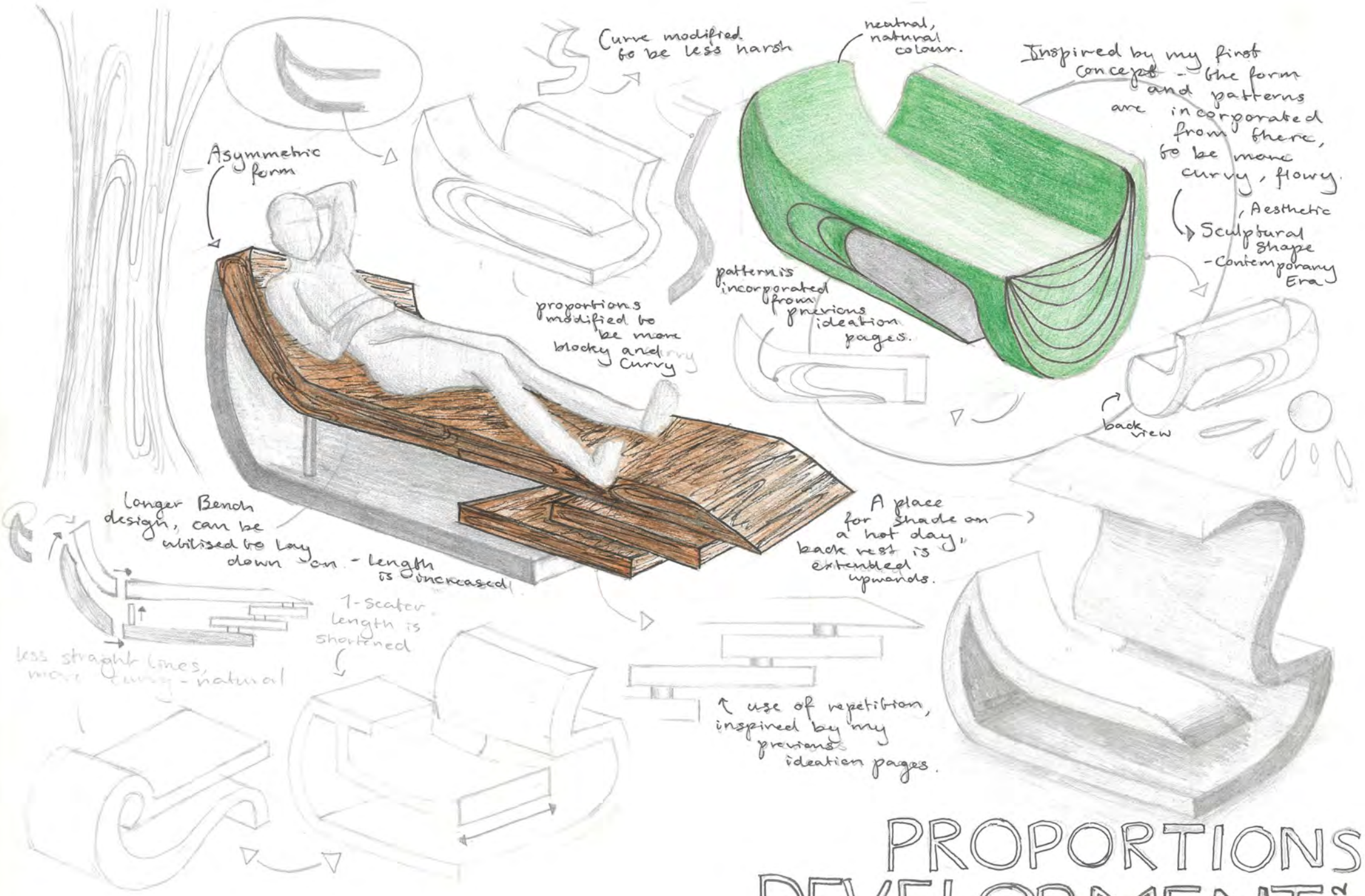


CONCEPT

2 TO BE DEVELOPED



SHAPE DEVELOPMENT



Asymmetric form

Curve modified to be less harsh

natural, natural colour.

Inspired by my first concept - the form and patterns are incorporated from there, to be more curvy, flowy, Aesthetic, Sculptural shape - Contemporary Era

proportions modified to be more blocky and curvy

patterns incorporated from previous ideation pages.

A place for shade on a hot day, back rest is extended upwards.

back view

Longer Bench design, can be utilised to lay down on - length is increased.

1-Scatter length is shortened

less straight lines, more curvy - natural

↑ use of repetition, inspired by my previous ideation pages.

PROPORTIONS DEVELOPMENT No.2

Acrylic - all clear material,
 Contemporary era design characteristic
 - lots of windows
 clear material

recycled acrylic - more sustainable use of materials.

if it were to be all Acrylic & solid inside.

Painted oak →

Varnished top coat & protects from scratches.
 • seating is long-lasting
 • protects the wood.

raw material
 Smoothed concrete material.

Aluminium - suitable for any weather conditions.

under side

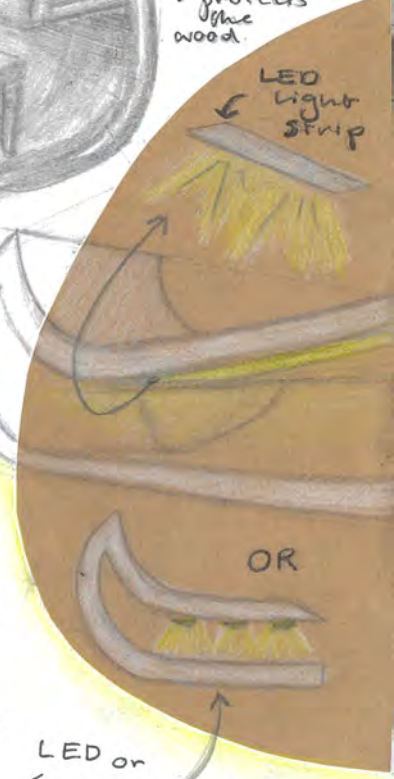
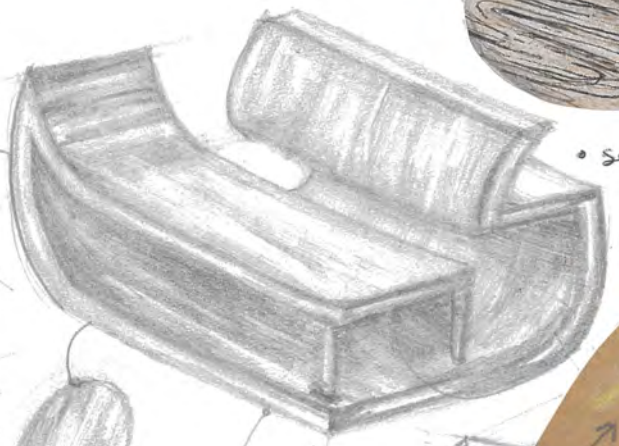
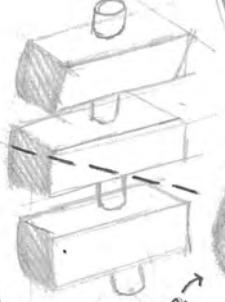
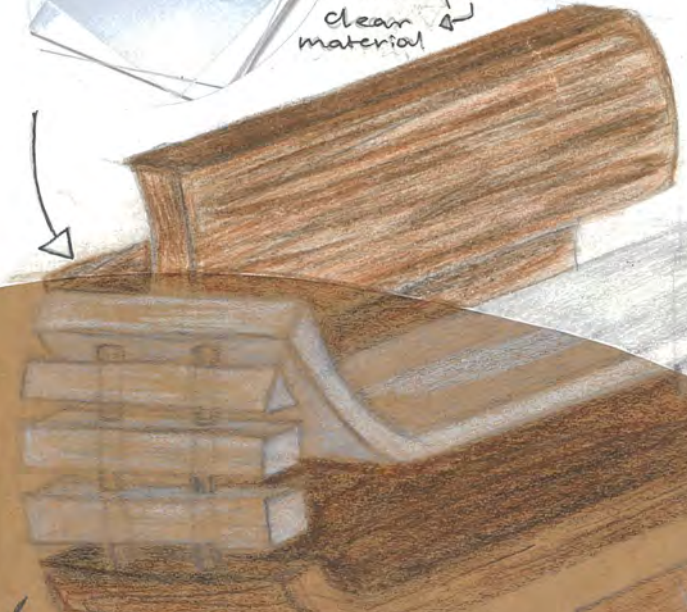
Bench is secured to the ground with screws - stability

LED light strip

OR

LED or solar lights - energy efficient.
 - chair is visible to people at night.
 user friendly developed to be more

Outside environment, materials must be water proof/resistance to be durable - long lasting.



Use of contrasting materials
 Aesthetic characteristic



Recycled plastic
 Sustainable use of materials, as a result of current issues.

Contemporary design era functional feature
 Aesthetic feature - raw materials.

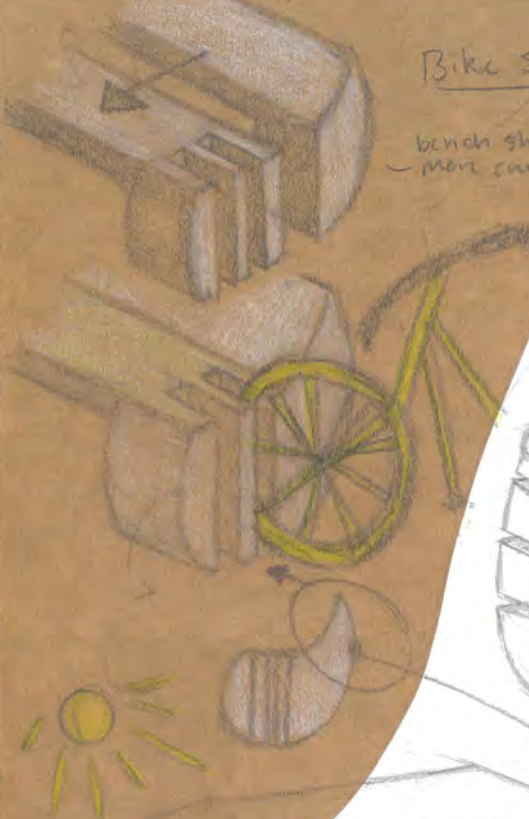


can be any colour

MATERIALS DEVELOPMENT NO.3

Bike Stand

bench shape is more comfy

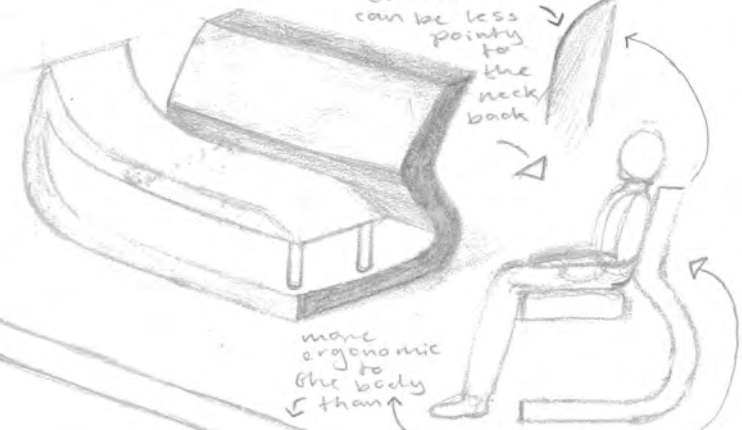


Armrests

child safe.
Modified to be less pointy, for safety.
And length is shortened to a comfortable height for an armrest.
Ergonomic for the arm.

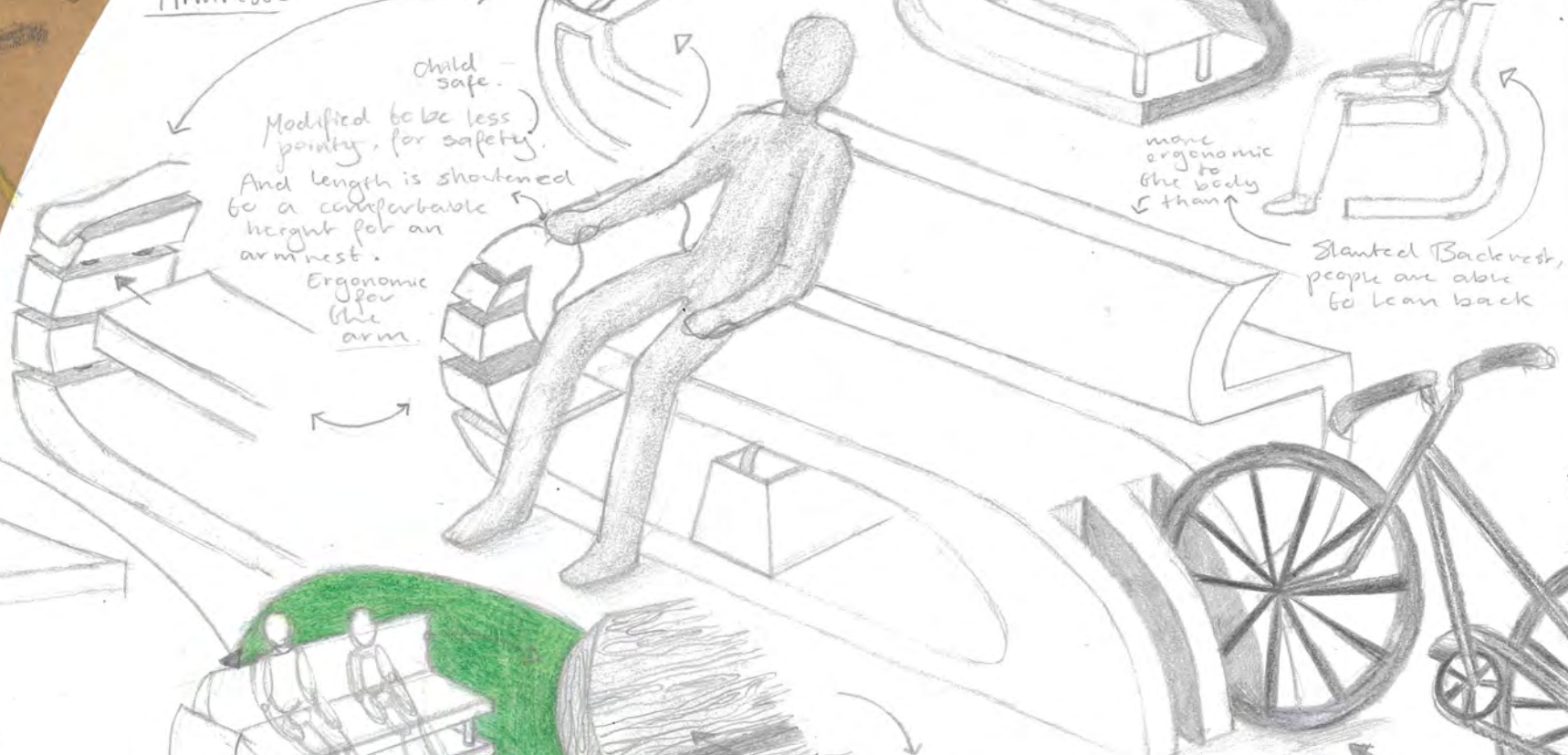


Curved Corner can be less pointy to the neck back



more ergonomic to the body than

Slanted Backrest, people are able to lean back



Backrest

Shape of Backrest provides support, comfortability - important at a time of leisure.

provides efficiency for cyclists - easy and accessible.

alternative

ERGONOMICS DEVELOPMENT

10/2

Excellence

Subject: Design and Visual Communication

Standard: 91337

Marker commentary

Page 1–3 of the submission contain exploration of shapes and forms derived from architectural inspiration images. These shapes and forms are used to inspire a range of design possibilities in the following pages.

Pages 4–6 show a range of divergent design possibilities from the candidate that have been inspired by the shapes and forms on the previous pages – the use of this inspiration has begun the process of extension for excellence. Human forms, rendering orthographic sketches, construction details and sections are all included as part of the visual communication of these ideas.

Pages 6 and 7 develop a chosen idea using 2D and 3D sketching, and a mock up to explore the idea, with some consideration to both function (human forms, dimensions) and aesthetics (materiality on the mock up).

Pages 8–10 continues to extend the chosen idea, focussing on the aesthetics, but the candidate does consider the impact these aesthetic changes will have functionally. The visual communication explores the design qualities and is easy to follow and understand.

This submission is an Excellence. The combination of techniques used on every page to communicate the candidate's ideas and design possibilities makes the submission clear and easy to follow. The ideas generated show the candidates own design thinking and the exploration images have been used effectively to drive design possibilities and thinking.