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## Level 3 Visual Arts 2023

**91455 Produce a systematic body of work that integrates conventions and regenerates ideas within design practice**

# EXEMPLAR

**Achievement**

**TOTAL A**

**BRIEF**

Project Sleep is a medical clinic that is focused on assisting individuals experiencing and helping manage their sleep issues. The clinic is located in the heart of the city of Auckland, New Zealand. The clinic is a specialist in the treatment of insomnia, sleep apnea, and other sleep disorders. The clinic is a member of the New Zealand Sleep Society and is a member of the New Zealand Sleep Society. The clinic is a member of the New Zealand Sleep Society and is a member of the New Zealand Sleep Society.

# PROJECT SLEEP

**LOGO**

**DOUBLE PAGE SPREAD**

**WEBSITE**

**Hit Pause**

It's not always clear what triggers insomnia, but it's often associated with: stress and anxiety, a poor sleeping environment such as an uncomfortable bed, or a bedroom that's too light, noisy, hot or cold, lifestyle factors such as jet lag, shift work, or drinking alcohol or caffeine before going to bed.

**PAMPHLET**

**Counting Sheep**

**ABOUT US**

**BUSINESS CARD**

**"Hit The Snooze Button"**  
Contact Us

123 SleepStreet  
Monday-Friday (9am-5pm)  
Saturday-Sunday (11am-4:30pm)

**POSTER**

**Insomnia awareness**

**Counting Sheep**

**"Catch Some Z's"**  
Project Sleep

**PROJECT SLEEP**  
INSOMNIA SLEEP CLINIC

www.projectsleee.co.nz

## Achievement

**Subject:** Visual Arts – Design

**Standard:** 91455

### Marker commentary

This is a strong exemplar at Achievement level. The brief for this submission is descriptive and sets this performance up from the outset, outlining the purpose and requirements for the campaign 'Project Sleep'. The premise for this brief is appropriate and propels options for content because the subject matter evokes graphic information. The candidate develops image and media options creating at least one vector, motif, and pattern element. There is a systematic application of design conventions within formats. The regeneration of the photographic media and reuse of vector illustrations into pamphlets is a high point.

The candidate presents a coherent layout and begins to develop some visual motifs and typographic considerations across a range of collateral types. There is an understanding of the conventions that operate across these formats and their functionality. The candidate engages with graphic design principles and final logo decisions are consistently applied to collateral throughout the folio submission. The double-page spread includes body copy, display typeface, and some understanding of grid systems, and revisits visual imagery from the logo exploration. Scale is used to organise and show the design process through generative, refinement, and final outcome phases. There is an introduction and use of straplines, navigational conventions, visual hierarchy, and display text resulting in a unified series of outcomes. The pamphlet is presented as a physical production; this helps reinforce the candidate's understanding of how the design functions in a real-world context.

Further refinement of visual language and conventions including analogue drawn patterns and their relationship to the flat vector, negative space, and body copy, is required to clarify final outcomes within the design process.