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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

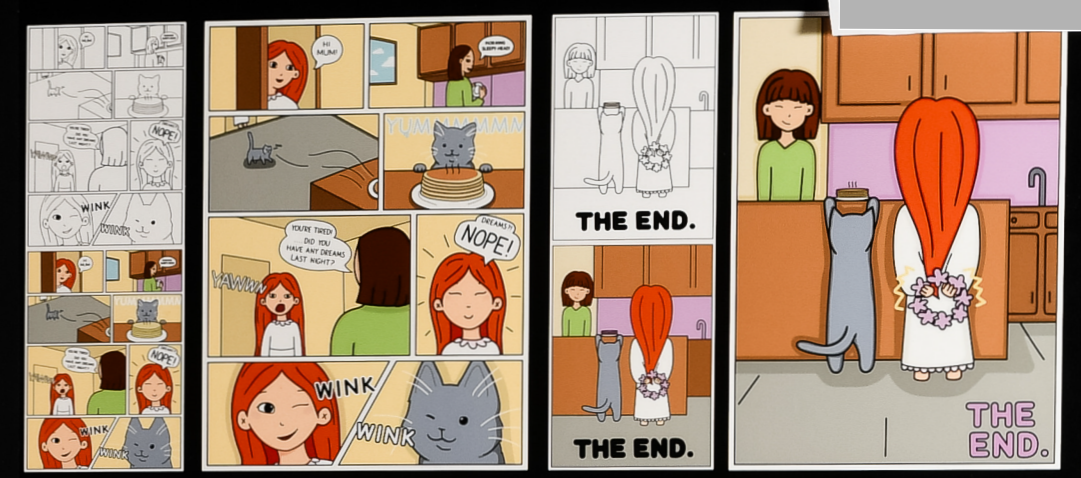
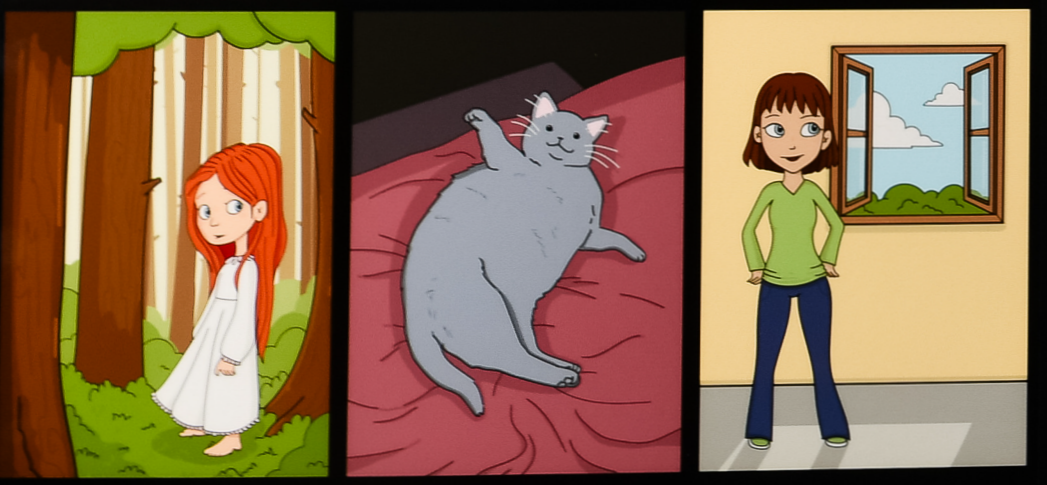
## Level 3 Visual Arts 2023

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

# EXEMPLAR

**Excellence**

**TOTAL E**



## Excellence

**Subject:** Visual Arts – Design

**Standard:** 91455

### Marker commentary

The graphic novel 'Daisy and Shadow' creates a narrative story that traces character relationships through a range of scenarios and scenes. As the narrative progresses, the candidate confidently communicates a warmth and charm that is relevant to the storyline and connects with the target audience. For example, in the graphic scene at the top of Panel 3, Daisy and Shadow wink at one another.

The submission is cleverly edited and ordered in a clear sequential manner highlighting a range of outcomes pertinent to the conventions of a graphic novel. Composition and colour are critical components that are controlled to highlight the unfolding narrative and character relationships.

Conventions integral to graphic narratives and illustrative media are understood and used to flesh out and refine the characters' design. The candidate's use of hand-drawn techniques are integrated successfully with a digital painting style. This synthesis of drawing modes and media establishes a clear look and feel that fluently links all prototypes in a clear artistic direction. Visual language with a focus on figurative image-making is fluently managed.

Panel 1 introduces the three characters within the story – Daisy, Cat, and Mum – and expands characters by placing each one into singular environments to provide greater context. On Panel 2, knowledge of sequencing and framing is evident, and work that is resolved to a high level reveals the confident use of graphic novel conventions. Outcomes are edited and characters developed with a range of expressions and moods. There is a clear hierarchy in terms of the size of imagery to control the readability and to direct the narrative in an effective way. The candidate's eye for detail considers depth of field, using cropping and point of view within scenes. Textual content is minimal and when employed it is animated and integrated with image.

In the final sequence on Panel 3 the candidate works to enhance concepts and options in book cover design, understanding the role of titles, mastheads, and display typeface. The final decision shows a maturity in the candidate's understanding for this brief to critically communicate the emotional connection between Daisy and Shadow – the essence and cleverness of this storyline. The establishment and management of a graphic aesthetic is a secondary high point in this performance.

Candidates that engage in publication design are strongly encouraged to print and submit the final product. That said, this was a sensitively managed story underpinned by high levels of visual fluency.