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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

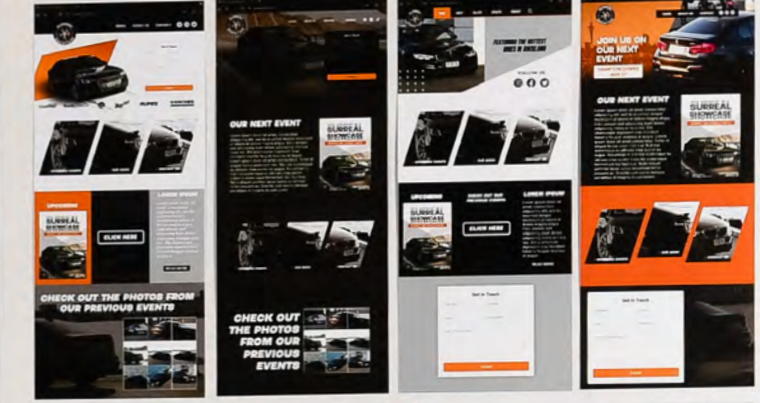
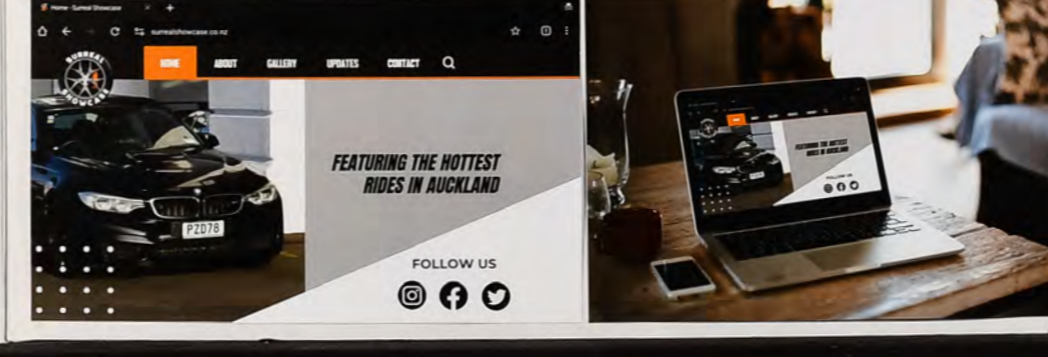
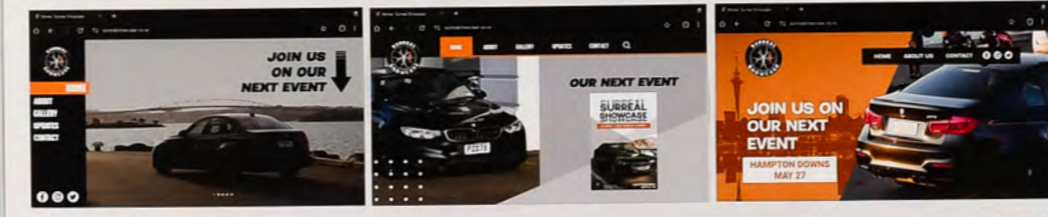
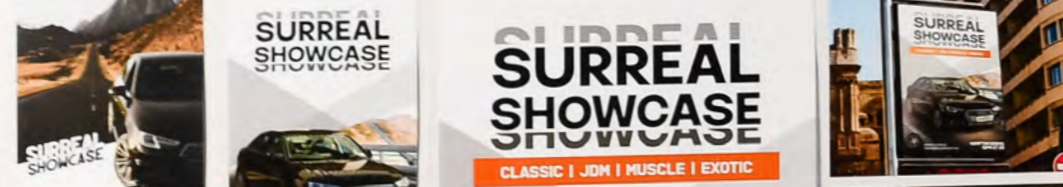
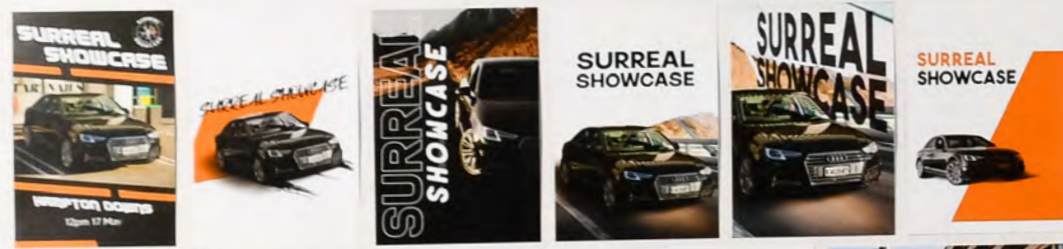
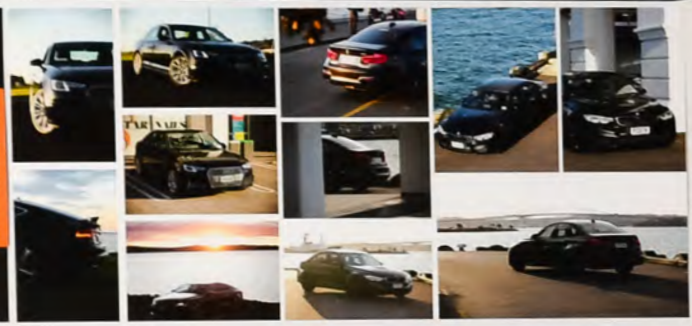
Merit

TOTAL M

Brief
 A new event called Surreal Showcases is launching at Hampton Downs on May 27th, 2024, is an event featuring the best rides in Auckland. They require you to design a branding package, which can be used for a marketing and advertising package.

Surreal Showcase requires an aesthetic, which is modern and, and relates back to performance cars. The items designed are for promotional purposes and will be used to create a marketing package for the Surreal Showcase event. The target market is car enthusiasts.

Sub-Briefs
 - Logo
 - Ticket
 - Web homepage
 - Mailbag
 - Billboard



Merit

Subject: Visual Arts – Design

Standard: 91455

Marker commentary

It is important that candidates engage in topics that they are knowledgeable about and genuinely interested in. 'Surreal Showcase' exemplifies this decision and it is evident from the photoshoot on Panel 1 that the candidate has chosen a topic of significance to them.

This is a branding, marketing, and advertorial brief. The purposeful selection and crafting of a clean and modern aesthetic is complementary to the topic and the decision to develop photographic imagery accordingly is a positive move. The candidate understands visual hierarchy, and their consistent approach to testing and trialling layout is a hallmark of this Merit achievement.

On Panel 1, the stacking of type and relationship with image shows some evidence of research and application of conventions. In parallel, influences and tropes that belong to car advertorials and the driving experience are translated. For example, the orange strip is used as an activating device that highlights key information within a limited colour palette. The sharp angular composition structures make reference to aerodynamics, enhancing a sense of speed, dynamism, and movement to communicate subject, which is a strength inside this performance.

The candidate explores typeface with reference to road marking lines and cues from car branding. Type is placed under the logo and interacts with the car to explore options related to speed. There is a consistent use of monumental type across a limited and repetitive set of type taglines and information.

Motifs that are explored include tyre treads, stripes, racing, and road marking, all of which are on point with the subject. Photos become clear-cut and are managed with greater sensitivity to construct compositions. Ideas are embedded in a formal juxtaposition of angular devices, transparency, and type and image construction. This is genuine and reveals a systematic and straight-line submission.

The learning builds across the three panels and visual devices re-form purposefully. Copywriting and taglines could have elevated this investigation and provided a way to formulate new ideas.