

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.



Level 2 Visual Arts 2024

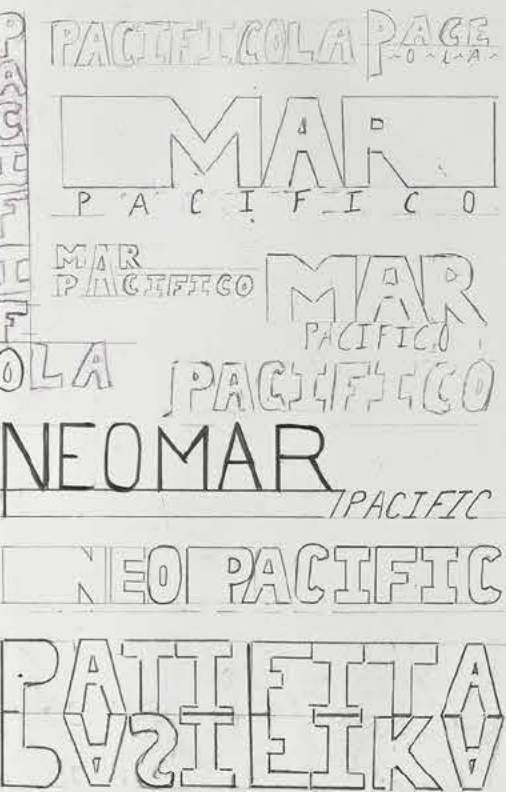
91320 Produce a body of work to show understanding of art-making conventions and ideas within design

EXEMPLAR

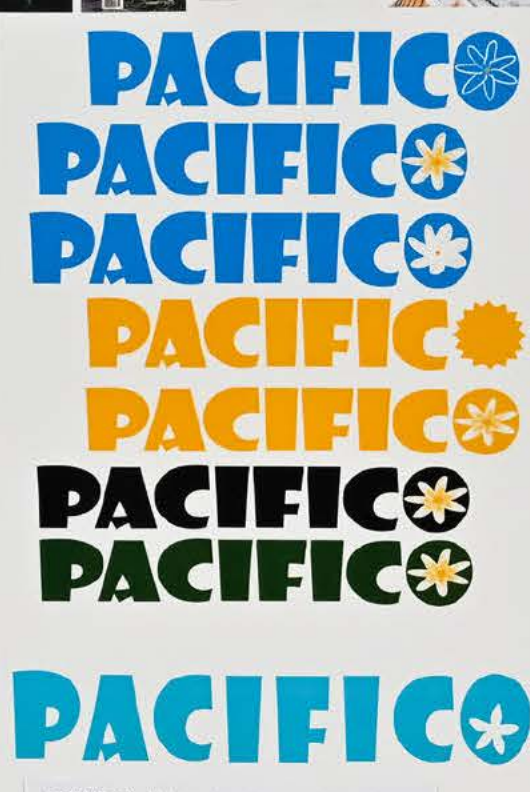
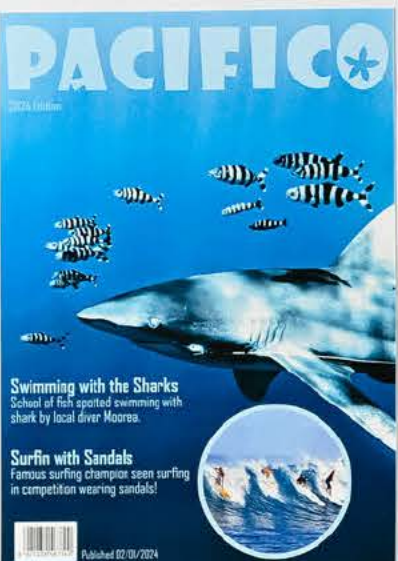
Achievement

TOTAL A

To design a logo, magazine and website for a magazine company featuring one of the Pacific islands, in this case Tahiti. This includes a company Masthead/logo, cover design, article layout and contents page for the magazine, and the two pages from the magazine company website.



I stuck with a general colour palette of blues, greens and yellows for my overall design approach as they are colours I associate with the Pacific islands/ Tahiti



For my final masthead design, negative space created a flower/ starfish shape with a wonky shape, placed off centered to give a more organic/ natural look



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LOOKING FOR...

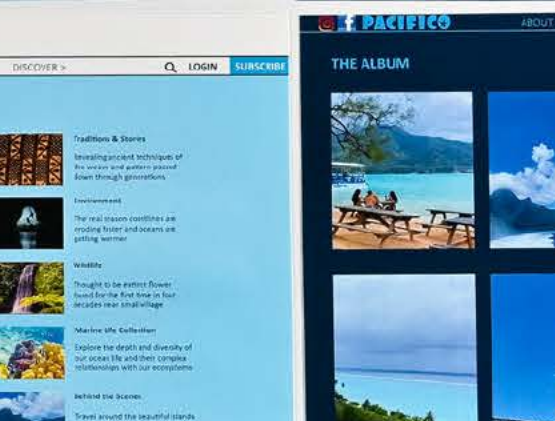


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The website design were made to contrast each other in a similar way to how the ocean contrasts itself (deep water vs shallow water)



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Achievement

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

This portfolio was verified and placed in the upper end of the Achievement grade range as it clearly fulfilled the criteria by:

- using appropriate design techniques and media that suits the intended purpose
- exploring a range of design briefs to reformat image and type, and systematically generate ideas: website design brief, magazine spread, poster, type, and fit for the target audience
- laying out works in a grid, which aids the reading of the work, and presenting the thinking at each stage
- using typography in a consistent manner
- building upon previous work and showing some purposeful decision-making
- reusing the same imagery. This limits the candidate's ability to extend ideas and move work forward.

To be awarded Merit, the portfolio would need more evidence of:

- sustained investigation in the use of text
- the use of other established practice to inform new ideas and decisions
- a broader range of imagery
- a wider range of subject-matter options, particularly at the beginning of Panel 2
- bolder magazine concepts and developments, rather than incremental shifts in layouts
- greater understanding of typography and how to apply text and image across briefs.