

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

Excellence

TOTAL E

BRIEF: YOU HAVE BEEN APPROACHED AS A DESIGNER TO CREATE A SERIES OF DESIGNS BASED ON THE ABANDONED VILLAGE OF CRACO, ITALY. IT IS TO BE A FILM FESTIVAL. THE DESIGNS OF THE NEARBY CONTROL CENTRE WILL BE A BASELINE AND INSPIRATION FOR THE DESIGNS.

OVERGROWN
GHOSTLY
CRUMBLE
DUSTY
ANCIENT
OLD
ABANDONED
DERELICT
CRACKED
FORGOTTEN
FADED
NEGLECTED
BROKEN
CRACO
LOST
CRACO
ERODED
CRACO
CRUMBLE

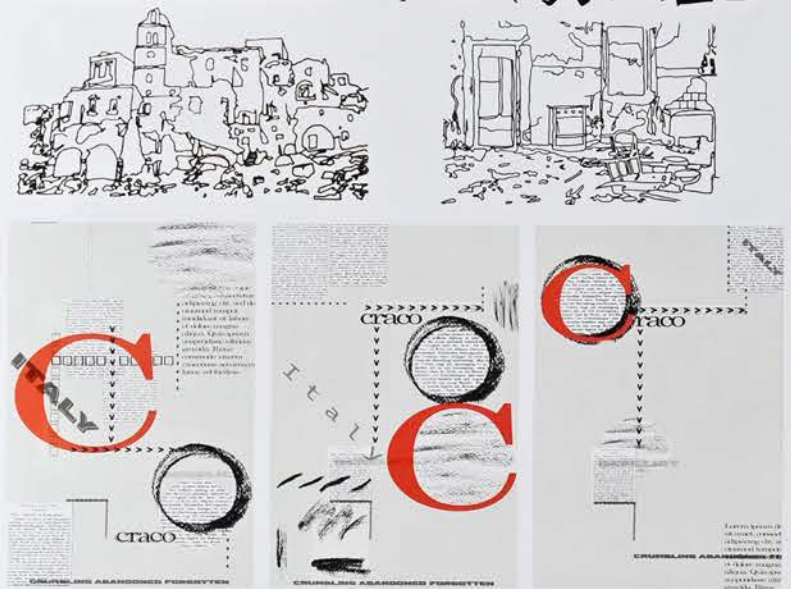
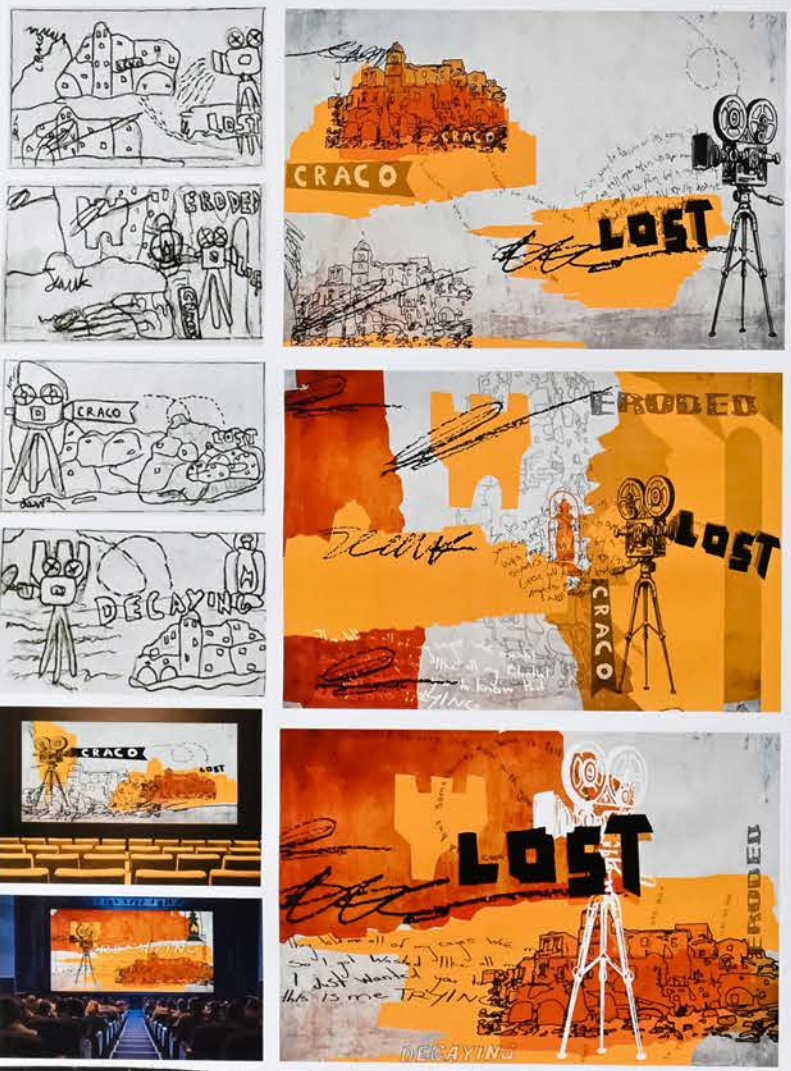
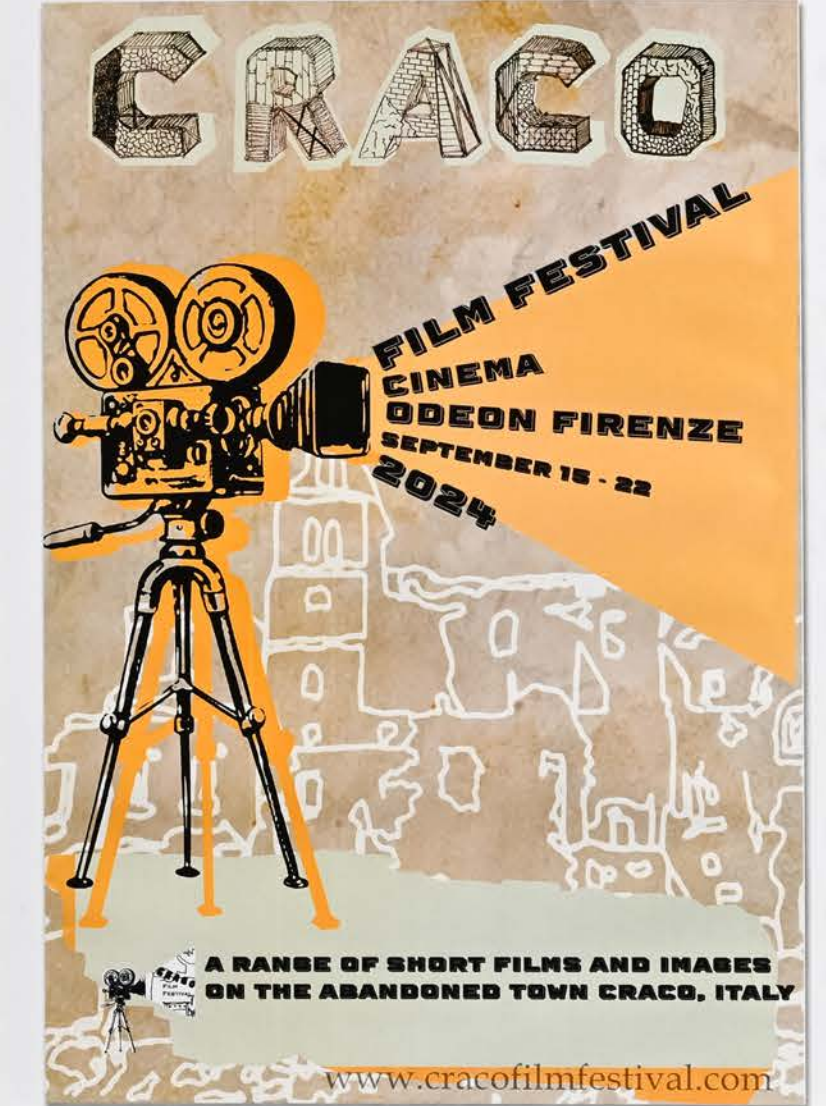


IMAGE SEQUENCE BRIEF:
CREATE A SERIES OF IMAGES THAT REPRESENTS STILLS FROM AN IMAGINARY SHORT FILM. THE CONCEPT IS THAT THE MOVIE IS COMPOSED OF GRAPHIC IMAGES THAT MOVE THROUGH A SERIES OF REPRESENTATIONS OF THE VILLAGE CRACO AND ITS MEANING AND PURPOSE.



POSTER BRIEF: CREATE A SERIES OF POSTERS INFLUENCED BY PREVIOUS DESIGN WHILE INCORPORATING NEW ELEMENTS AND INFLUENCES. ALL POSTERS SHOULD WORK TOGETHER AND BE COHESIVE.



Excellence

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

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

- including a visually rich generation of imagery on the top of Panel 1: this allows for a wide proposition and foundation of ideas to build from; a great selection and framework to build upon; and a wide range of visual and textual assets
- using hand-drawn elements to explore text, image, line, and colour, and they combine text, image, layout, and texture
- showing in-depth understanding of the design conventions used, evidenced in the combining of text and image compositions.
- presenting best options from each brief; editing, selection, and ordering of work is consistent
- demonstrating fluent understanding of how to apply text and image in design work
- providing a 3-dimensional element to the final booklet, which elevates the functional context and purpose of the page layout and design; the candidate was rewarded for their thought process in how the outcome functions, along with its aesthetic, physical properties (not just a digital mock up).

To sit more securely in the Excellence range, the portfolio would need more evidence of:

- a critical understanding on how to advance ideas in new diverse directions, e.g. the page layout of the zine and how the individual pages connect with each other
- identifying strengths in markmaking, pattern, and typography; these could have been used to regenerate ideas further.