

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

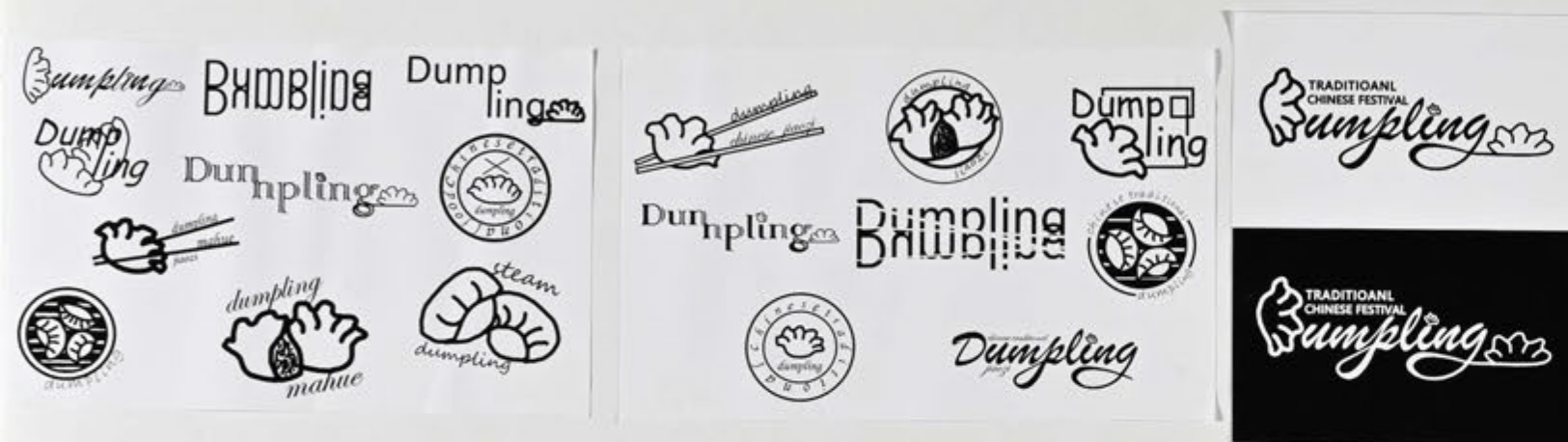
EXEMPLAR

Merit

TOTAL M

BRIEF

The Dumpling Festival is a festival held in Maungakiekie Auckland where people can taste traditional Chinese dumplings and make their own dumplings. The festival is suitable for people of all ages. Dumpling festivals are famous for interesting Chinese culture as well as traditional Chinese food. For example, in the dumpling festival there are eating different kinds of dumplings, making dumplings, dumpling competition and different meanings of dumplings and so on. These activities can give people a more specific understanding of traditional Chinese dumplings. The festival features the following designs and hand-made frozen dumplings for sale on site. There is a logo, festival map, festival tickets and promotional posters.



Merit

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

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

- using media, techniques, and illustrated elements at an appropriate level
- presenting a number of options within the proposition to drive the portfolio forward
- establishing a proposition that allows for purposeful decision making
- using hand-drawn elements and photographic components
- exploring compositions and options; decisions are clearly related to purpose
- establishing a clear aesthetic using a mood board of visual elements
- using clear design devices (e.g. the use of shape, line, pattern, and texture) that enable the candidate to explore multiple options and also help the readability of the work
- generating original imagery that continues to further the investigation and advance the ideas.

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

- appropriate sizing of work and use of presentation space; brief selection is part of the decision making, editing, selecting, and ordering of work, and has an impact on the readability of the briefs and the decisions made in development and extension
- use of established practice to inform brief selection, so ensuring the candidate builds on previous ideas and expands on ideas to further develop and extend the work with purpose
- further image generation that contributes to furthering the investigation and advances ideas.

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EXEMPLAR

Merit

TOTAL M

BRIEF:

For my NCEA Level 2 artboard, I will design a rock music festival in the vibrant 60s and 70s vintage style, drawing inspiration from the psychedelic, bold aesthetic of that era. The design will feature bright, swirling colors, hand-drawn retro typography, and graphic elements like peace signs, floral patterns, and abstract shapes to capture the energy of classic rock festivals. I aim to create promotional posters, flyers, and merchandise mockups, all with grainy textures and bold compositions that evoke the nostalgic feel of the time. My work will be influenced by iconic festival posters like Pink Floyd and bands such as The Beatles and Led Zeppelin, using these references to craft a cohesive, visually striking representation of a rock music festival.

LOGO DEVELOPMENT



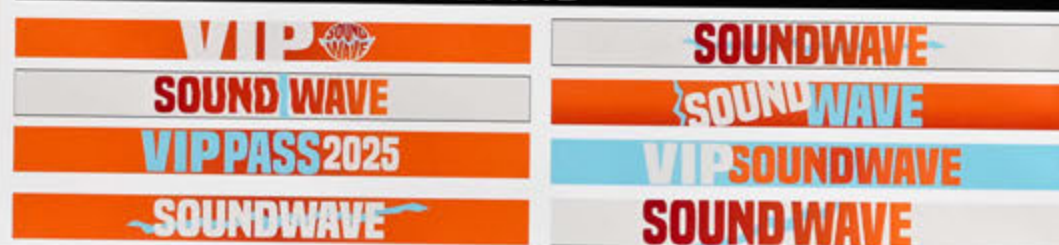
POSTER DEVELOPMENT



BRIEF 1: DAY PASS



MINI BRIEF: WRISTBAND



BRIEF 2: EDITORIAL SPREAD



Merit

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

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

- establishing a proposition that clearly displays the purpose of the investigation
- engaging with production early on and advancing it, evident in the way they use font, shape, form, gradient, sound bar, sound wave device, and symbolism
- using font choice creatively and as a form of imagery within the brief
- using colour in a refined manner.

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

- further adaptation of the logo, to advance ideas in distinct new or diverse directions. This would show regeneration.
- design that considers the scale and space allocated to briefs - The size of the VIP brief has limited the opportunity for extension. This is a common trend with candidates trying to attempt product design to show the clarification, extension, and regeneration that is required for excellence.
- regeneration within the briefs and/or across the briefs. Excellence boards tend to be consistently inventive within the parameters of their proposition.