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Level 3 Visual Arts 2024

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

EXEMPLAR

Achievement

TOTAL A

My campaign is for Motorcycle Safety Awareness called "MOTOSAFE". The slogan that I am incorporating into my design is "Ride your Own Ride". The aim is to promote safe riding to all motorcycle riders.

I was inspired to create this campaign because last year I had an accident while riding. I was injured but I was able to get back on my bike, but what others to be aware of the motorcycle safety precautions that they should consider before and while they are riding.

This campaign will be presented through a variety of products including posters, awareness signs, a poster, a double page magazine spread, a website, a website and promotional products of a key ring and stickers.

The posters will be placed in areas that grab the attention of viewers and make it make people aware of riding safely and to wear their seat belt and to wear their motorcycle helmet.

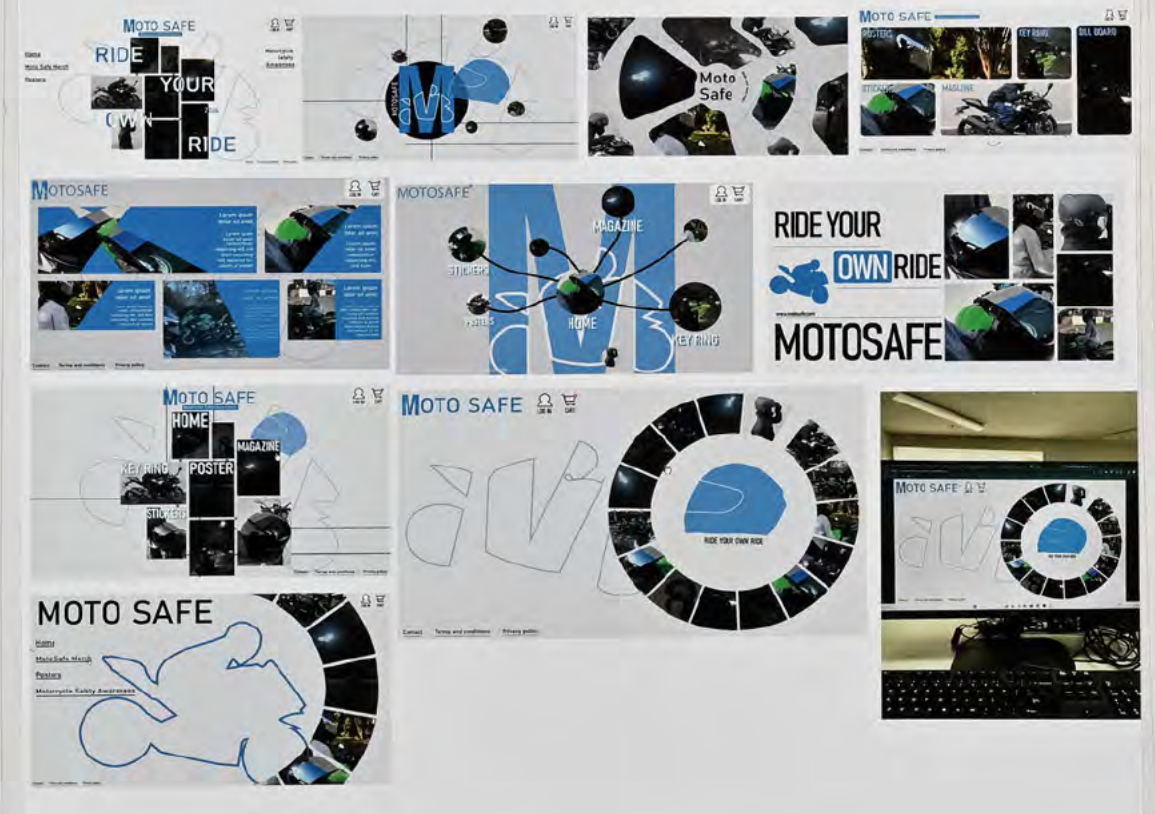
I will create a double page spread designed to be put into a motorcycle magazine and custom posters about safe riding while on a motorcycle, appropriate gear, safe events and custom safe riding. My designs will also have and have about riding and the importance of safety while riding.

I will create key ring designs around the MOTOSAFE brand, promoting safety riding and wearing appropriate gear. These key rings can be given out at all of my key to other places to remind the rider to "Ride your own ride" while riding to the conditions and not feeling pressure to speed or not to ride in the rain or at night.

The key rings are a good promotional product to give away with a business or from the website.

I will create awareness signs for the motorcycle safety awareness brand. The signs will be in all areas where people are riding. I have created the MOTOSAFE brand including safe riding, appropriate gear, safety precautions and "Ride your own ride".

Through this campaign, I hope to raise awareness to all riders and drivers to watch out for one another, promoting wearing appropriate safety gear and riding in a way that you are comfortable with.



Achievement

Subject: Visual Arts – Design

Standard: 91455

Marker commentary

The brief sets out a proposal for a motorcycle safety campaign to communicate campaign messages across six collateral types; a logo, poster, double page spread, billboard, website, keyring, and stickers.

To foster early phases of making in relation to the topic it is positive to see the candidate generate their own photographic imagery and work through a variety of logo type and brandmark options on Panel 1.

Evidence of a generative process is witnessed through an exploration of ideas related to the concepts of motion, safety, and speed. These ideas are sequenced in a linear manner and evidence of analysis occurs through the management of selected conventions and principles of graphic design such as: employment of positive / negative pictorial space, use of the silhouette, linear form, a range of typographic scale, grid and modular stacking, and hierarchy between type and image.

The poster explores a sense of movement through type layout, scale, depth of field, positive / negative, colour, motif, and textures. The double page spreads consolidate a colour palette from earlier investigations which continues a systematic thread, and use some conventions appropriate to the double page spread. There is evidence of display text, body copy, gutter, and drop caps, but it is unclear how a solution is critically determined. It is important to show how regeneration is informing a final solution that merges the communication of ideas with visual language and design conventions.

The overall layout of the portfolio is cramped in parts but there is an attempt to employ hierarchy in the presentation of work to show a design process. Placing final outcomes in the real-life context in which it will be viewed is a constructive move.

Final artwork on Panel 1 achieves stronger levels of refinement to an outcome and the move to the keychain and billboard on Panel 3 could have been redirected to resolve website navigation and interface design. In this context, the format of the website provided an opportunity to reposition ideas and visual devices to explore navigation systems. A start was made that would have benefited from further research, exploration, and refinement. It is great to see copywriting employed at Achieved, however the reliance of one campaign slogan 'ride your own way' in the billboard created limitations, and the shift in format only heralded small decisions in the design process.

This is a solid Achieved performance and the candidate's ability to explore compositional devices and upcycle established conventions is a good element. The use of photography enhances the communication of the campaign, particularly focusing on the helmet for safety.