Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Visual Arts 2024

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

EXEMPLAR

Excellence   TOTAL **E**

Proposal

I have been asked to design the graphic identity and promotional material for a teen sleep campaign called "Counting Sheep for Sleep". "Counting Sheep for Sleep" has been involved with a help book called "Better Sleep. According to Dr. Sheep (B.A.A.M.D)." This book is designed to educate New Zealand students about the importance of sleep, including many facts and tips on how to obtain better quality sleep. Regarding the promotion, I have been selected to design the visual for "Counting Sheep for Sleep"; the briefs:

1. Counting Sheep for Sleep logotype
2. Brochure
3. Book cover
4. Book spread
5. App
6. Poster
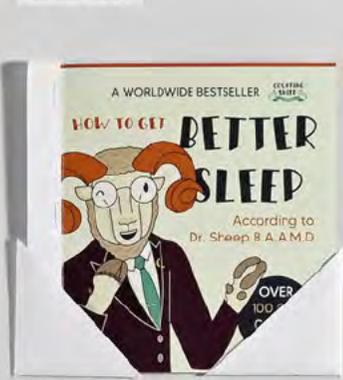
Mood Board

Brief 1: Event Logotype

Brief 2: Brochures

Brief 3: Book Covers

Brief 4: Book Spreads

Final book mockup

(Attached with velcro, please handle with care)

Brief 5: Sleep App

Brief 5.5: Sleep App Icon

Brief 6: Poster

SLEEP STEALERS — WHAT'S KEEPING YOU AWAKE?

SLEEP CHALLENGES

WHAT TO EAT AND AVOID FOR BETTER SLEEP

SLEEP SNACKS

SHEEP IN THE LAB — THE SCIENCE BEHIND SLEEP

4-1-8 BREATHING METHOD

TEEN SLEEP WEEK

TEENS NEED SLEEP

COUNTING SHEEP FOR SLEEP

SNOOZESHEEP

Excellence

Subject: Visual Arts – Design

Standard: 91455

Marker commentary

"Counting Sheep to Sleep" is a clearly written proposal targeted at New Zealand students to help improve their sleep. It outlines the collateral required for a campaign in the form of a logo, brochure, book cover, book, pages, phone app, and poster. The name "Counting Sheep to Sleep" plays on a universal image and the simple idea of counting sheep to help when you are struggling to sleep.

This submission demonstrates a curatorial confidence, with the candidate being selective with the work they have edited and included in the portfolio. In this context, all artwork presented is highly crafted, fluently executed, and on message. In extension, the formats and artworks are produced and included on the portfolio for interaction and communication.

The mood board affords the candidate an internal resource to propel ideation. In this sense it was unnecessary to include in the portfolio as it is clear this candidate invented and produced their own suite of illustrations pertinent to topic. This rich set of illustrative assets showcases the ideational range and an ability to employ humour through character design and exploitation of storytelling conventions.

Logo concepts are generated with fluency, using a range of typefaces, framing devices, and ideas relative to the topic such as clouds, alarm clocks, the moon, figures, and sheep are introduced.

The brochure challenges format and in the generative phase displays fluent control of grid, layout, and publication conventions throughout all outcomes. The well-written body copy clearly communicates information regarding the awareness week, and the final outcome is constructed with control, presenting a clever playfulness when opened.

The book cover and publication pages integrate type and image to further develop the illustrative qualities of the campaign. The display type face is established and purposefully applied to all headings and strap lines, whilst an appropriate sans serif typeface is used in the body copy. A repertoire of humorous ideas portraying the sheep as the culprits for the lack of sleep are explored, such as running away with the Z's and playing music, whilst the body copy is informative and reinforces information with relation to the campaign. The sheep are also portrayed as helpful and offer tips and strategies to help engage with an audience.

It's worth noting that all content belongs to the topic including the level of detail in the body copy, there is no Lorem Ipsum fill – showcasing complete ownership over ideas and visual language.

The phone app extends the support component of the campaign with the range of appropriate outcomes, such as white noise, an alarm clock, and achievements for its users to work towards. Here, the colour blue is primarily used to reference night-time. This idea is linked and extends into the poster brief where the figure becomes the primary focus, and a sense of moonlight extends and refines the concepts earlier presented in the portfolio.

Across the portfolio, final outcomes are prioritised and presented in a larger scale, clearly showing critical analysis of ideas. There is a sophisticated management of all elements including brand and colour – this is a delightful example of excellence in Design at Level 3 where all formats produced thoughtfully link to reinforce the message and meaning.