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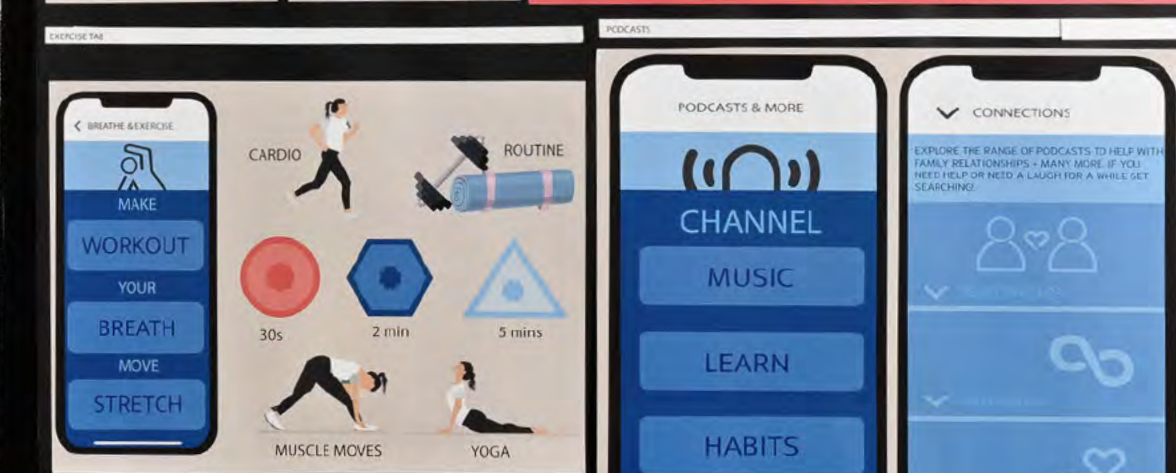
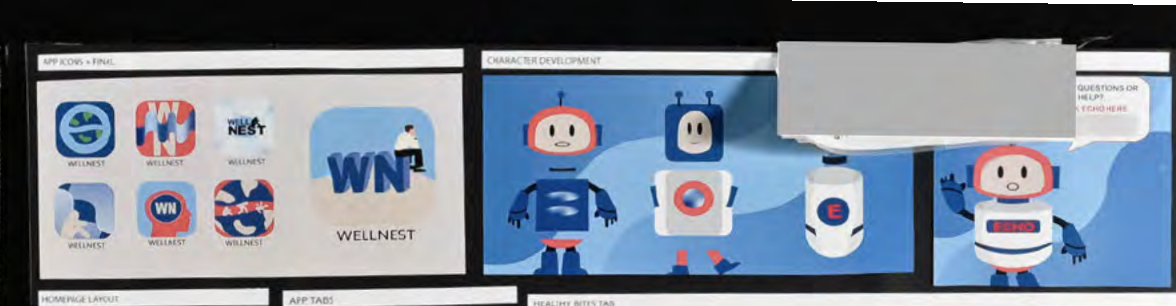
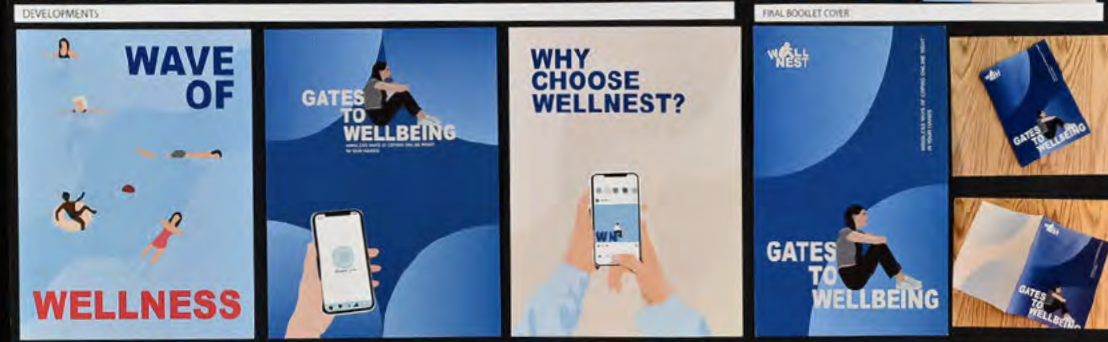
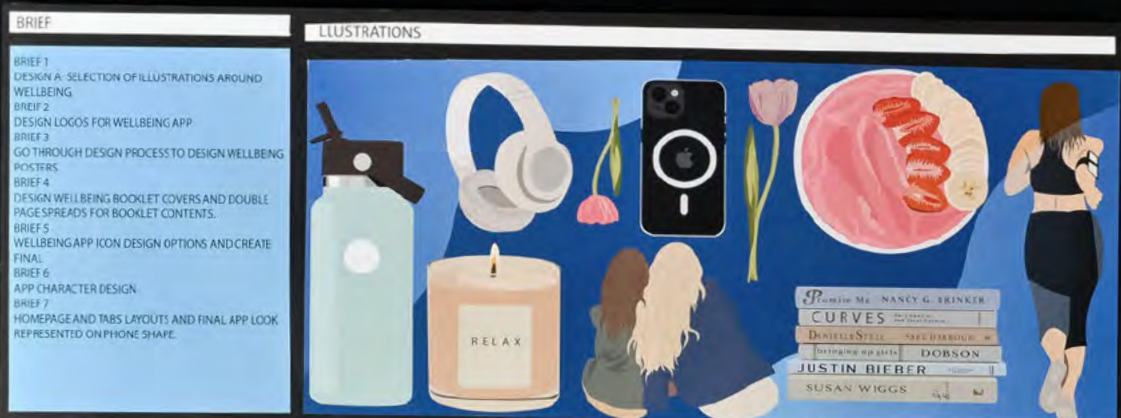
Level 3 Visual Arts 2024

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

EXEMPLAR

Merit

TOTAL M



Merit

Subject: Visual Arts – Design

Standard: 91455

Marker commentary

This is an exemplary example of a High Merit achievement, and the candidate is commended for their ability to research and develop their own image bank, providing a range of pictorial resources and illustrations relevant to the topic / design proposal.

The brief sets out what the candidate intends to accomplish in terms of format and further contextual information could have clarified this proposition. Research into the topic has been used to generate ideas and develop a range of design motifs to create a logo – the candidate is grappling with ideas to visualise a message. A strength of this submission is ideation and the candidate's ability to test, communicate, and explore ideas.

Evidence of systematic decision making is evident in the poster design and compositional testing is informed by contemporary practice. The candidate consolidates their use of colour and the decision to limit outputs to two typefaces allows for clear brand recognition. Self-generated imagery creates a visual style which informs the poster and communicates the message to an audience. Using scale, the posters communicate with humour and purpose.

A range of compositional devices are explored and a confidence with type and image is elevated by a range of informative taglines; 'Are you okay', 'Clear your head', and 'Mind, mood, motivate'. The integration of the tag line helps to strengthen the campaign's purpose.

Cover design is a strong point and management of visual relationships engage viewers with the topic. A deeper understanding of the conventions of the double page spreads could have supported the candidate to a higher achievement standard had they included a wider variety of body copy and column paragraph treatments that integrated headings and subheadings, inset quotes, and contact information for how to get the help, etc.

While the candidate is not required to produce an actual booklet, when viewing this outcome it does help to contextualise through production. In this context the candidate may have been better served by producing and refining a book with double page spreads rather than selecting an interface design for an app. The app design posed a challenge in the sense that, like the double page spreads, it did not herald the level of refinement needed to synthesise ideas and achieve levels of fluency required for Excellence. A key feature is the candidate's strengths as an illustrator, and it is here that the ideas and design work shines. These strengths could have been further capitalised on.