

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 1 Visual Arts

91914 Explore Visual Arts processes and conventions to inform own art making

EXEMPLAR

Excellence

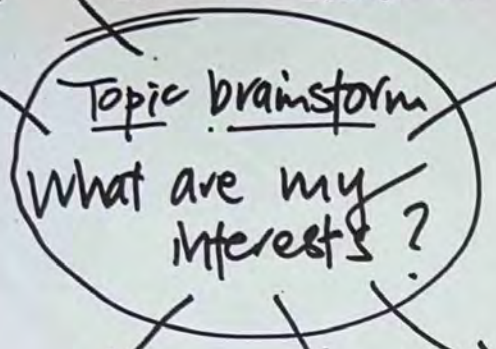
TOTAL E

Who

school?
- product design
- magazine design

Hobbies:
- MTB
- Photography / videography
- surf

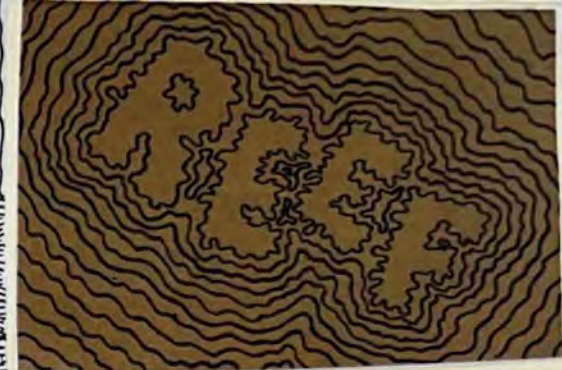
Academic:



Sports:
Mountain biking
Surfing

Family history

Music:
- rock
- reggae
- hip hop



Topic Surfing

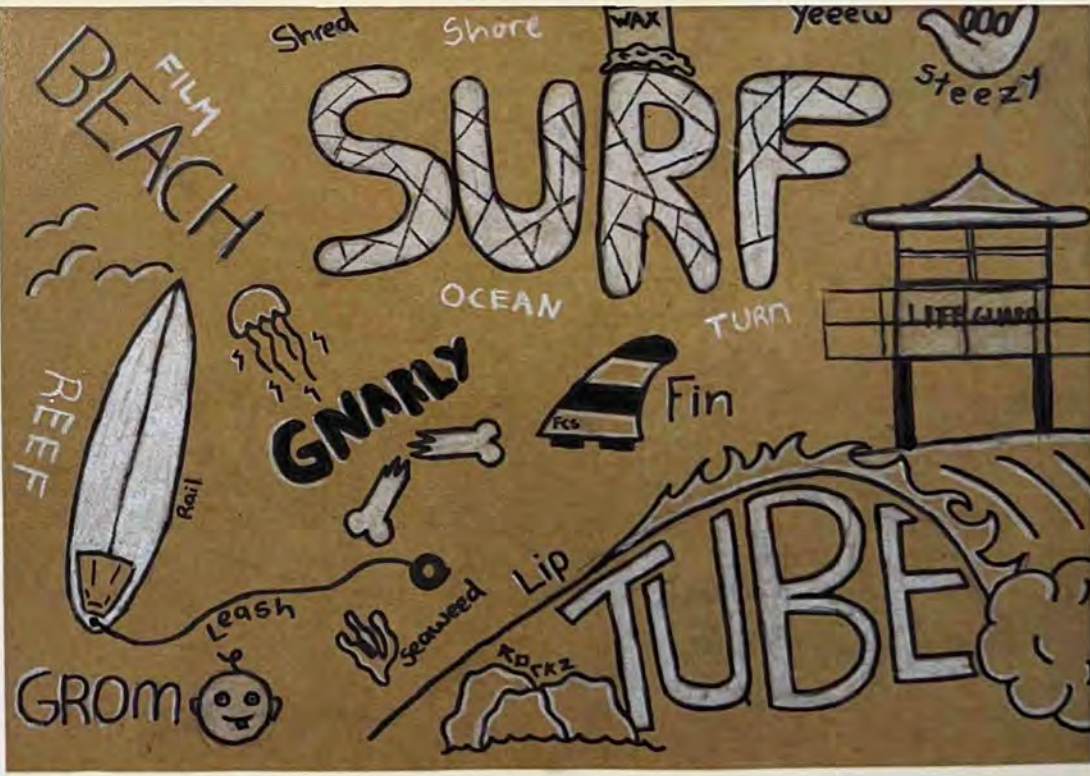
Establishing shots:

where: Fitzroy beach
what: Surfer, Board, waves
when: daytime/evening

Objects:

what: Surfboard, ~~leash~~, tailpad, sand, rocks, waves
where: at home, in car, beach
when: daytime
close ups and/or textures:
what: sand, leash, wax, tailpad
where: home and beach
when: daytime, car

Off-shore Barrel Cold Buttersun
wipeout a Snake back is a Gnarly
Shred salt On-shore Round house Leg
Turn Spray Pumping Wet Suit Wuk Wahus
Spit 360 Dropping in Stenx Kumara Patch
Tube 33 Weld Road
Yeeeeeeeeeeeeeeee
Steezy Films Grom Shark Ocean Close out
Sand over head Rash Sunscreen Fish Clips
Sun Flat Reef Point Sand bar
Frozen Pipe Backdoor Cross shore
Sun burnt Turtle bottles Break strings
Shaper Blue bottles Jelly Shoppers
Glassy Concave Shoulders
Long board Bootys Cutback
Kelly Slater Cuts A-frame
Seaweed Peter Swell Surfline
Rocker Fish Tail
Roundhouse John John Florence
Froth Magic Seaweed Pitted Backdoor
Cross-shore Hawaii rails Pipeline
Tahiti Over head Bottom turn



Brand Design:

responsibility
action and reaction
protection
guardianship

Branding for Theatre Royal:

Taonga
Guardianship
action and reaction

Local Mission:

action + reaction
Taonga
responsibility

Boring Out Milk Campaign:

responsibility
Taonga
action and react

Kaitiakitanga and Design

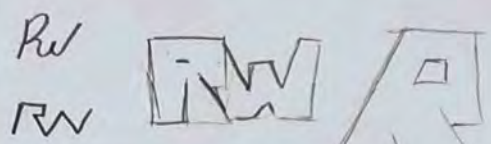
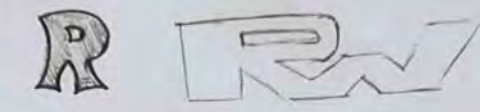
List how the values of Kaitiakitanga are used in the design projects linked in the slideshow

The 'Wool Pot':

responsibility
protection
Guardianship

Predator Free Branding:

Guardianship
action and reaction
help wildlife



①

What is it?

Kaitiakitanga

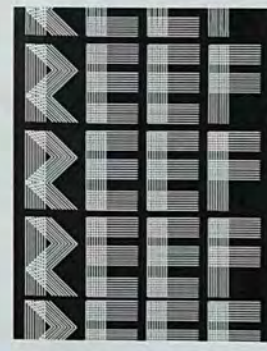
within the video first

List some of the values associated with Kaitiakitanga:

- Guardianship
- Responsibility
- action + reaction
- Protection
- relationship

What could it look like in everyday life?

- a Tiki
- Taniwha
- Guardians
- animals
- elders/ancestors



Breif

I have been asked to design a logo, poster, billboard, and website for a new surf wax company. The surf wax company is going to be called Reef Wax and needs to look safe, retro, natural, and fun, and will be appealing to 10-25 year old surfers. The company is committed to helping the environment by using safe ingrediants. This will be clear in my designs by using words and illutrations to demonstrate this to the target audience.

The overall topic for my folio is surfing. Some words that describe my topic are, fun, natrual, calm, retro, enviromental. Some topic ideas I could use for my business, company or compain connected to my topic are eco friendly surf wax, eco friendly sunscreen/wax. These will include the aspect of kaitiakitanga by protecting the ocean, showing responsibility for wild life and reefs, and taking action towards problems. My company could be called Reef Wax.

Play and experimentation



Maori patterns

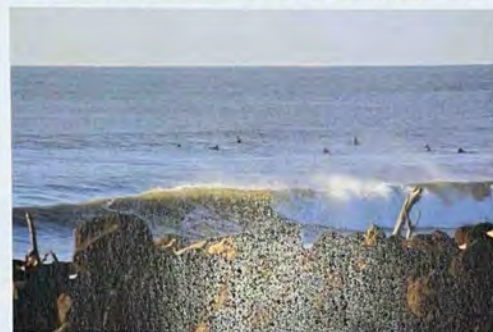
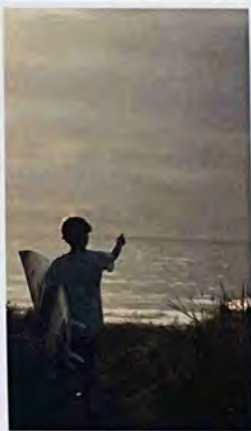


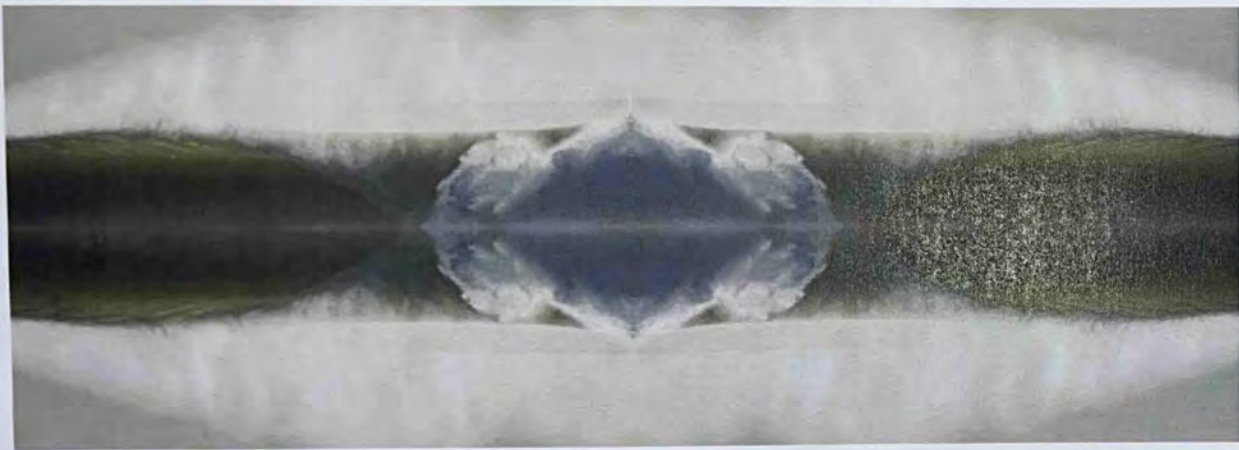
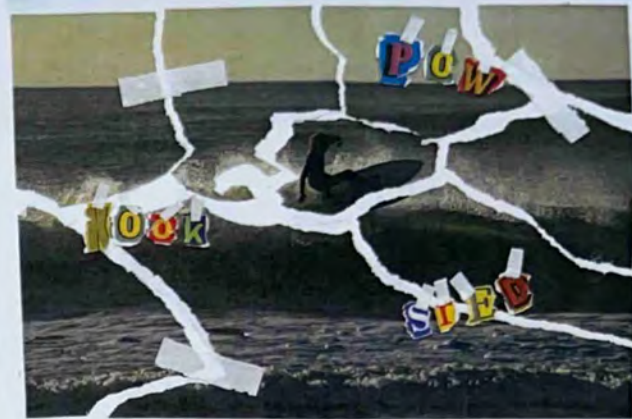
The poutama is a common pattern used throughout Maori weaving and artwork. It means stairs, and symbolises whakapapa or genealogy, and also the pursuit of knowledge, advancement and growth.



My outcomes







INITIAL POSTER IDEAS (BASED ON ARTIST MODELS)



Blocky, hard to read.



This repetition is impactful but could use more information about the company



This is messy and doesn't reflect anything with my company's ideas



I don't like how these designs look



lines work well and draw my eye I will change how I use the company's motifs more



logo overlaps image - hard to detect

this is better at reflecting the company

these two are including image and text describing the company



I like these wavy patterns they connect to my brand and I can use them to use some images and information about the product.



all of these show symbols of the sea which I will continue to use



These designs are not great because they don't reflect my brand well, I think they could use images/more information



colour needs to change to a blue/green to reflect nature, eco friendly ocean, safe and environmental.



The blue colours aren't working well so they need to be changed

Poster Development

Colour:



I chose these ~~blue~~ green colours because it represents the ocean and reefs. It also represents life which links to my brand promoting life for the reefs.

Images used:



I used these top photos because they show my subject wearing his surf board which relates to the brand.

Initial Concepts



I like the simplicity, the brand name is big and draws the viewers eyes. Empty space is used to give the viewer a space to rest on.



This poster has repeated images which I don't like, the background is black and the images are lost. The big words I like.



This poster is inspired by a mug cover - the logo and text contrast with the background and are easy to read. I think the image could be clearer or lower the opacity.



This design I like the words reef draw your eye down to the bottom where it says eco friendly. Straight away the viewer can see the main goal of the brand. I like how they fade down the page. I need to add "surf wax" to make it more clear.

Initial Concepts



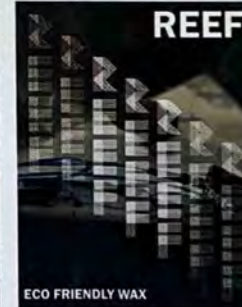
I like the simple colours and text. I need to change the text in the circle to white to make it stand out more.



The lines represent kaitiaki tangi and I like how they are used in the poster. I need to add them to again some where into the poster to balance it out.



I don't like how the lines look I think if I made them smaller and made more of them like on the other poster it would be better.



This poster includes the font I made out of lines which looks good. I need to add "surf wax". I like wise with the other posters to make the brand more clear. I might change to text on the other text to match with the other posters.

Semi Final

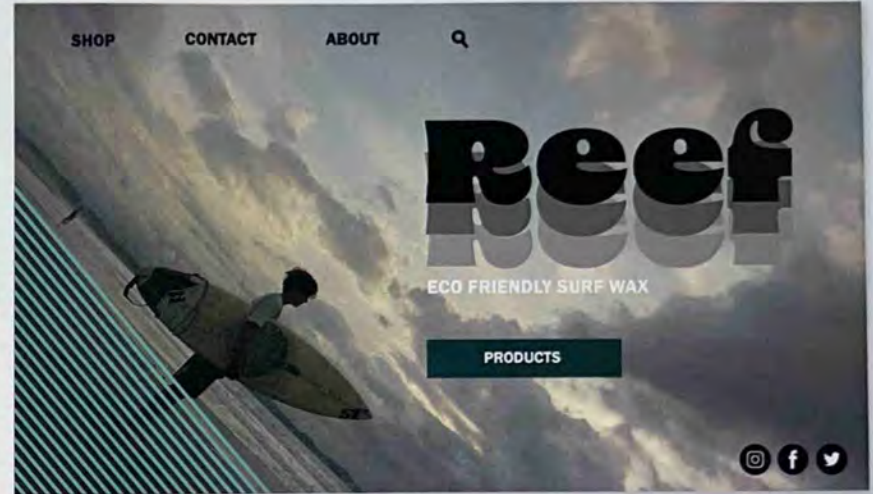


Semi Final

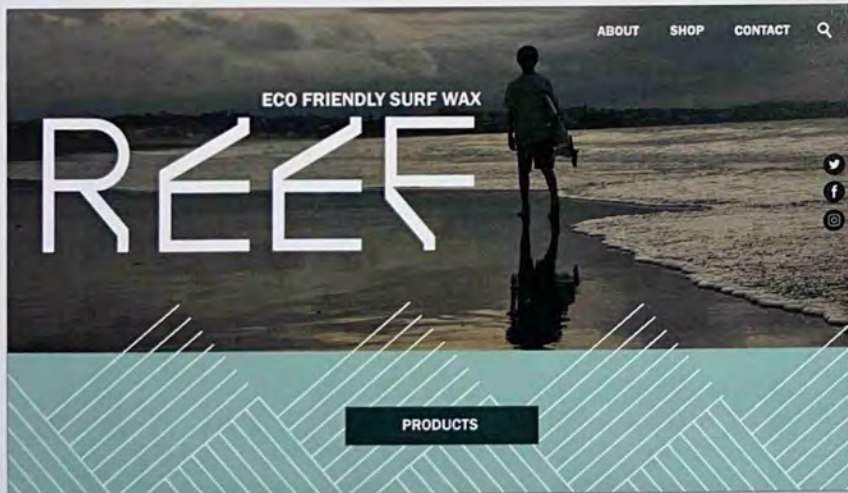




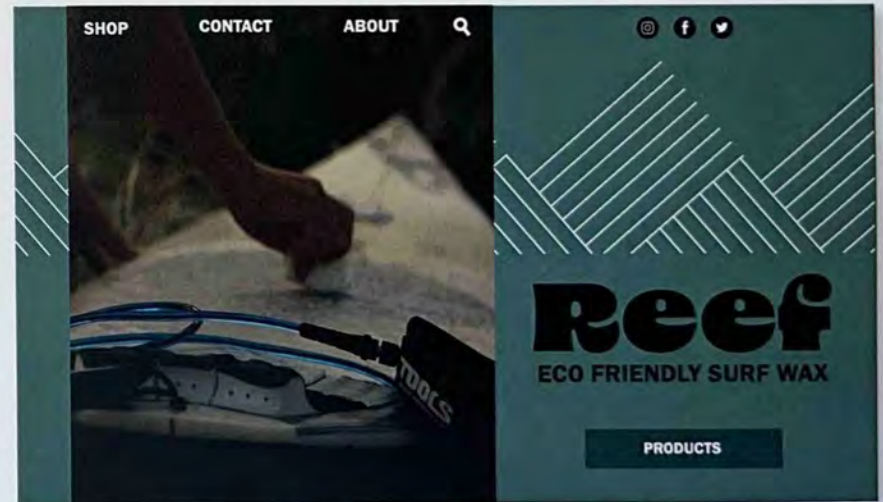
Healthy
Eco-Friendly
surf wax
kaitiakitanga
environmental
safe
connections



These lines I used within this design reflect my kaitiakitanga and they are slanted to represent the easy slide the bad products do take ~~with~~ ^{to} enter ocean. If I were to design this again I would include more elements that reflect the wax for my company.



I used the lines at the bottom of my page to reflect the idea of kaitiakitanga. They also symbolise how my company is weaved together with keeping the ocean healthy.



Using the weaved line patterns again with the image of wax reflects my connection between wax, kaitiakitanga, and connection to the ocean. The dark green/light green I used to reflect the ocean, recycling, and nature within my designs.

Excellence

Subject: Visual Arts

Standard: 91914

Marker commentary

This submission works within the fields of design and photography. Exploration of an individually chosen topic allows for student agency and voice, while the structured programme, with some variation to highlight individual strengths, supports candidates to achieve at all levels.

The initial mind-mapping on the first page leads to the 'surf' topic, which is later revised into a design brief for a surf wax company on page 3 of the submission.

This submission is placed in the middle of the Excellence grade range because:

- processes, materials, and techniques are explored on pages 2–4, developing the use of type, pattern, and photography
- sequencing, sizing, and editing of work highlight the candidate's thinking process
- the last four pages show reflection on experimental work to extend ideas into further developed photography, two sequences of posters, and a website
- in the poster development sequences, the art-making intention is refined through iteration
- multiple iterations of posters, which implement successful previous art-making approaches, provide visual evidence of evaluation.

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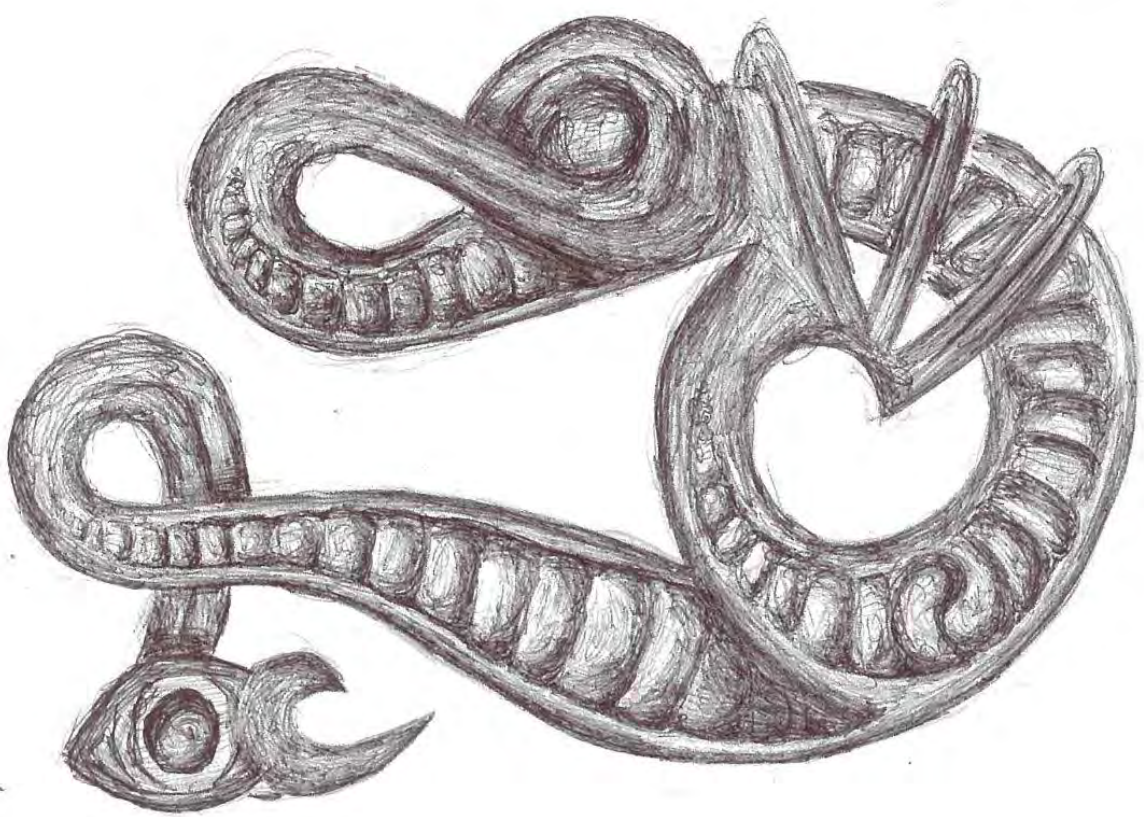
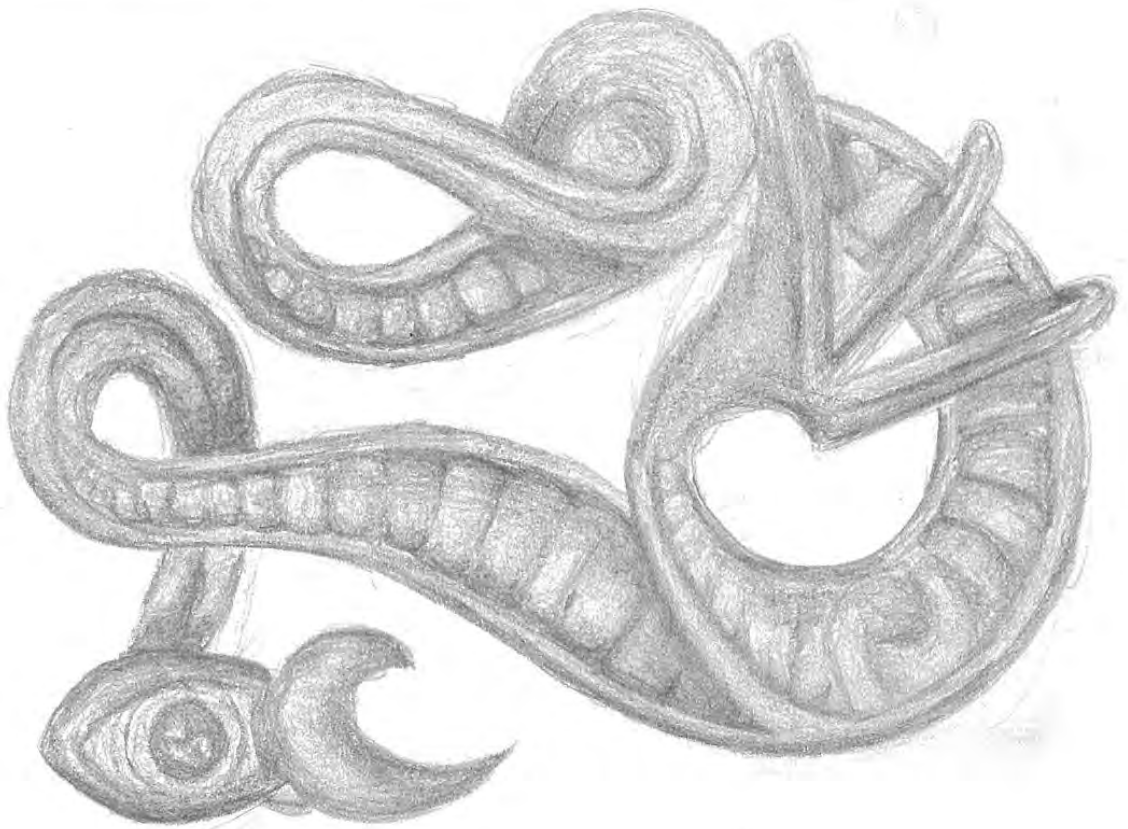
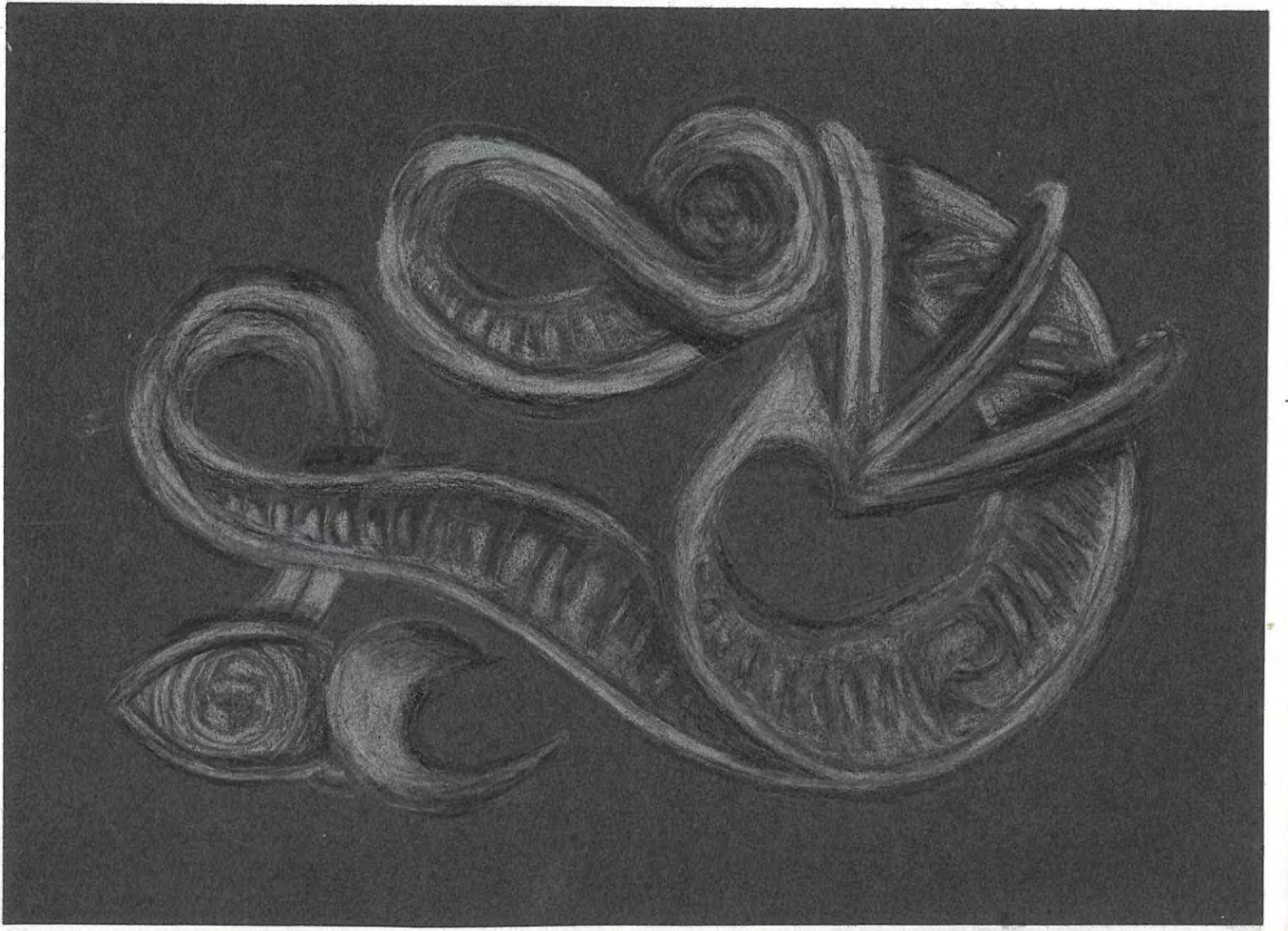
Level 1 Visual Arts

91914 Explore Visual Arts processes and conventions to inform own art making

EXEMPLAR

Excellence

TOTAL E





ORIGINAL



Alebrije

IDEAS: Sculpture planning page

Peacock



Tentacles Water



GREYHOUNDS



Land animal

Tails

Frog

Toad

Land/Water animal



Tail??

Octopus: Peacock:

Wind



Greyhound
Octopus
Peacock



Alebrige pattern planning



Greyhound
Octopus
Peacock



Pencil



brown ink on brown paper



white ink on black paper



Water Colour :



AWATAPU

Saved river

WATER IS THE LIFE GIVER OF ALL



DECALCOMANIA - PRESSING

This application uses Card to press texture on the water. It highlights the detail in a body of water.



SPONGE

The sponge creates a soft effect. The layers of tones and reflections are accentuated over depth of water.



FORK

I used a fork to create dramatic ripples in the water. This captures flow and movement of sharp water.



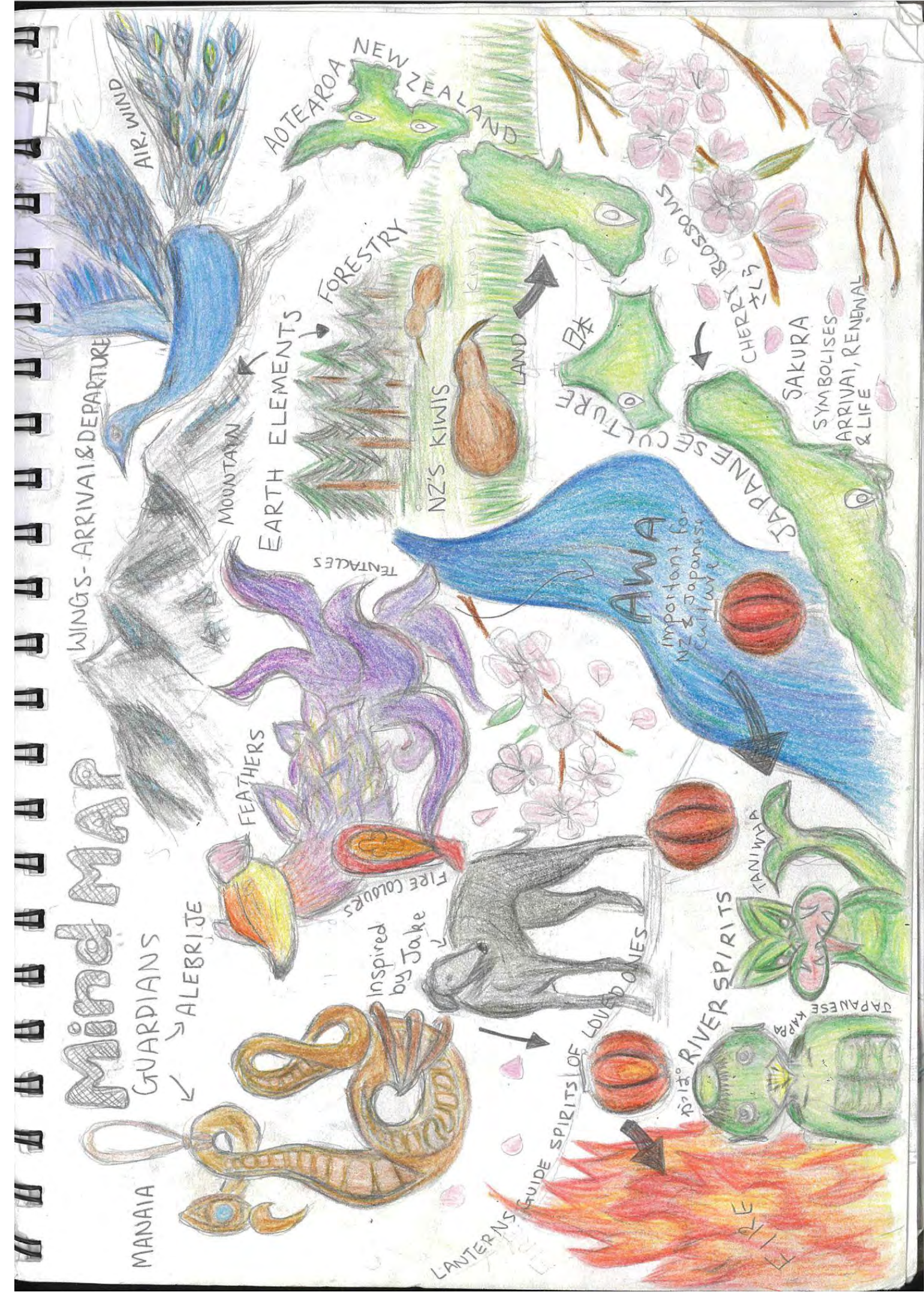


KATHRYN FURNISS PAINTING PLAN



Cultural significance
cherry blossoms

Ores Symbolise
Protection



GUARDIANS OF THE AWA

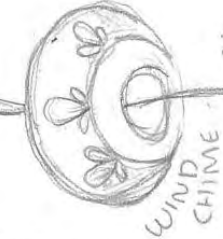
Protects from iwi from danger



Manai'a are guardians against evil

Manai'a is said to be a messenger between the spiritual & real world

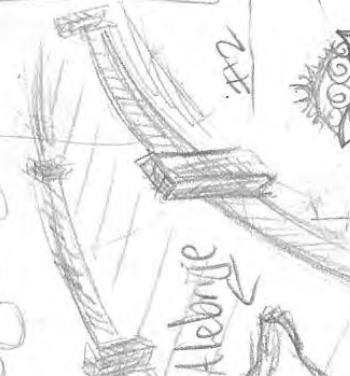
MANAIA



WIND CHIME

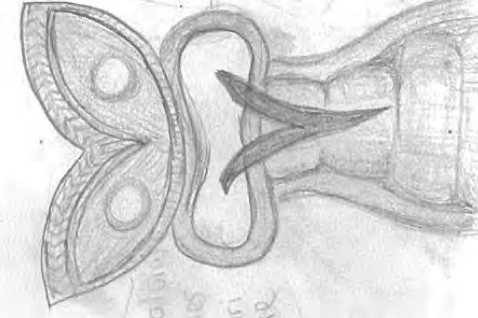


MANAIA GUARDIAN DESIGN



KOI FISH

Said to live in rivers, oceans, or lakes



Supernatural Creatures in Maori culture

MIZUCHI TANIWA



Mizuchi Taniwa tail

They are said to be in aquatic habitats

KAPPA

They come in pairs, one with an open mouth, and one with a closed mouth



Kappa inhabit water-ways

Folklore states the water bowl on their heads is essential for the kappa to live



Mizuchi is a dragon / serpent like creature

Komainu ward off evil spirits & are used to guard gates



KOMAINU



Mixture of unique neutral colours

Koru plants & floral designs incorporated into Kathryn Furniss art

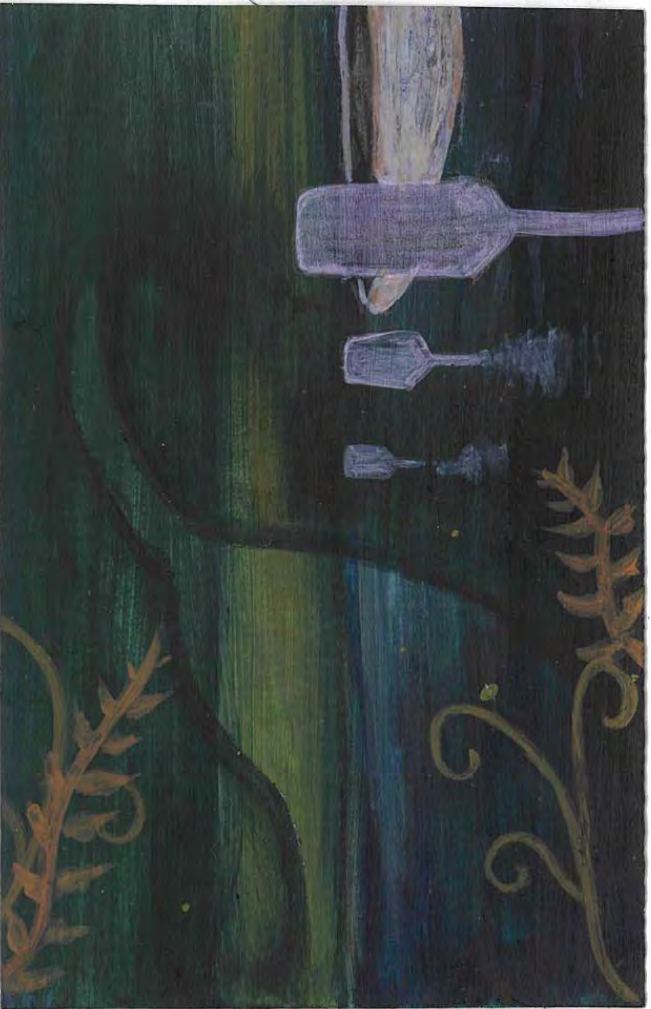
KATHRYN FURNISS

Shadow bird connect to the past & present

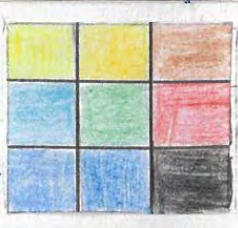


Waka & boats represent arrival & departure

Ores symbolise protection



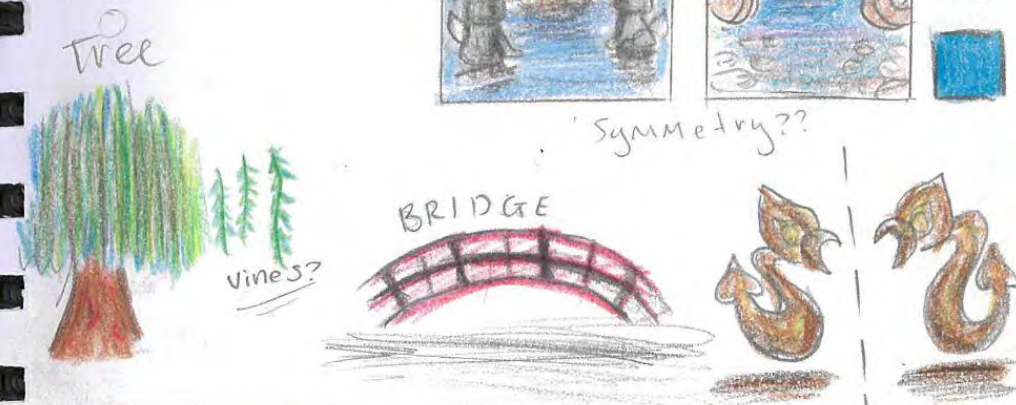
COLOUR PALETTE



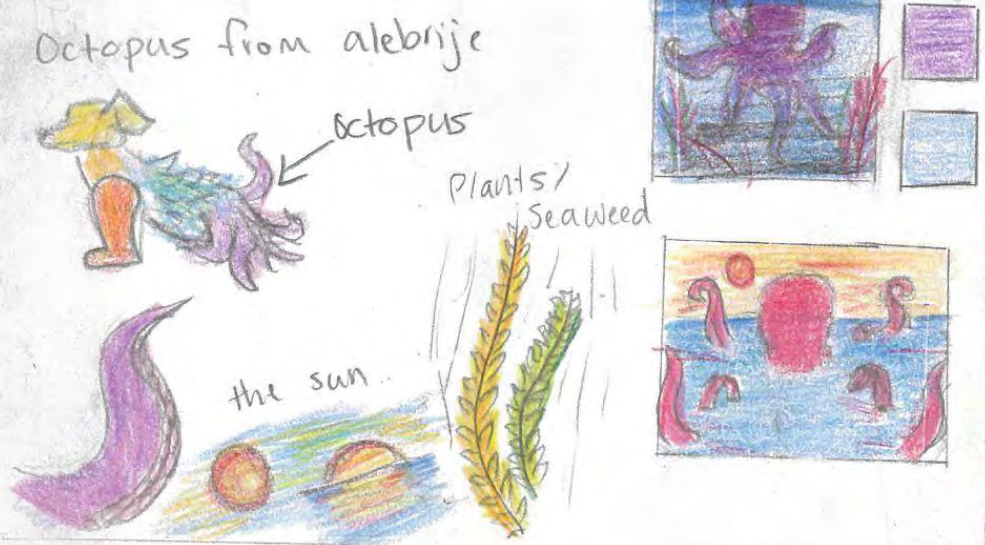
Alebrige SCULPTURE CONSTRUCTION



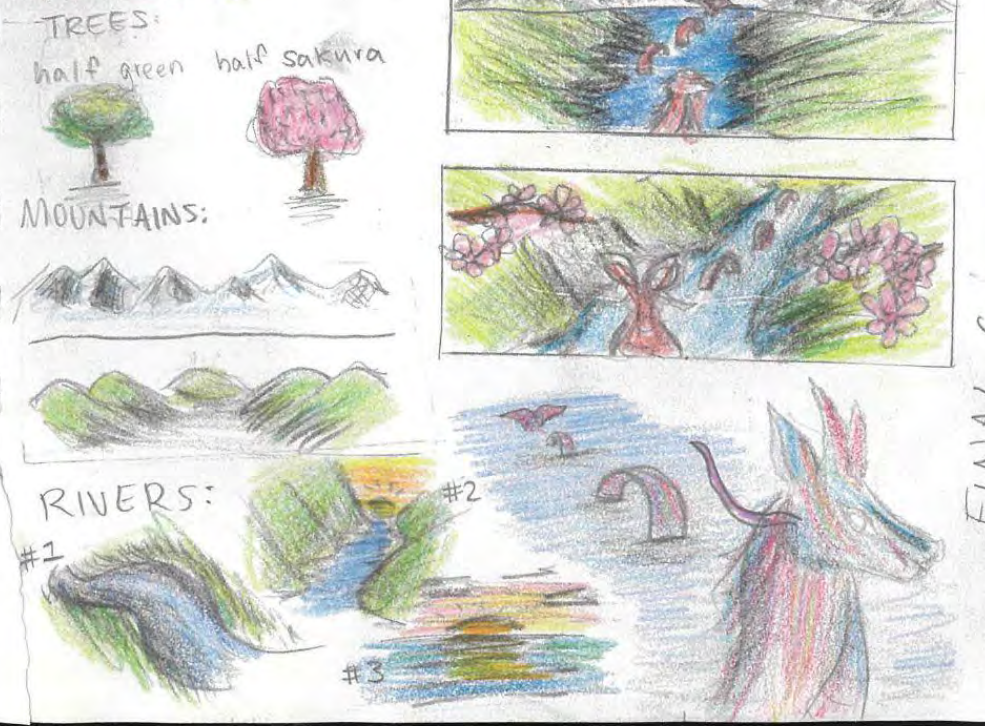
Final A



Final B



Final C



Excellence

Subject: Visual Arts

Standard: 91914

Marker commentary

This submission documents the process of developing painting and sculptural outcomes. Work for the submission is completed in an A4 workbook, which is collated to fulfil the assessment specification of eight A3 pages.

The initial theme arises from recorded visual information of Māori Manaia (a type of spiritual guardian) and Mexican alebrijes (carvings of mythical creatures), suggesting an integrated teaching and learning programme that includes Achievement Standard 91912.

This submission is placed in the middle of the Excellence grade range because:

- the densely populated pages allow the candidate to fully investigate each process, leading to competent manipulation in character design sketching, painted compositional studies, and textural tests, among others
- reflection on each sequence of compositional studies is evident in subsequent studies as media usage progresses
- extension is evident, particularly on pages 6 and 7, with the introduction of another related cultural idea – river and guardian spirits from Japanese legend, juxtaposed alongside taniwha and the Manaia.
- the final page documents planning for more sustained outcomes, while drawing on additional research by using symmetry in the compositions to draw comparisons between the subject matter.