

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 Design and Visual Communication 2024

**92002 Develop product or spatial design ideas
informed by the consideration of people**

Merit

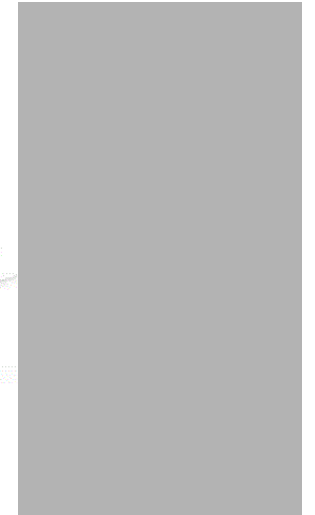
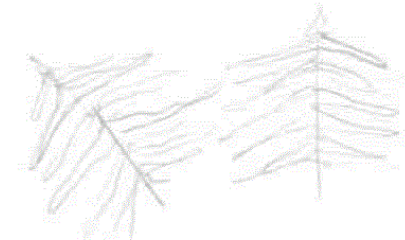
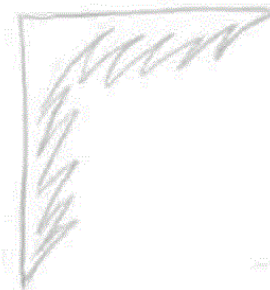
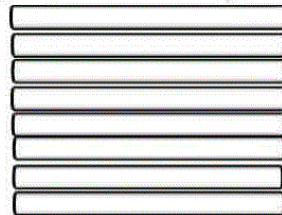
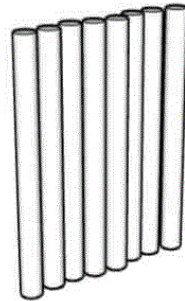
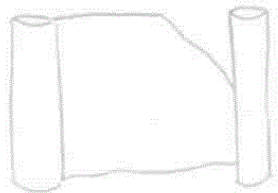
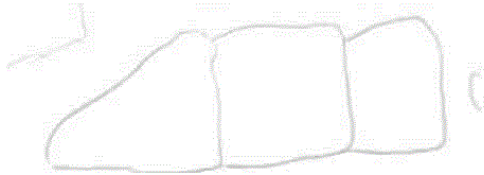
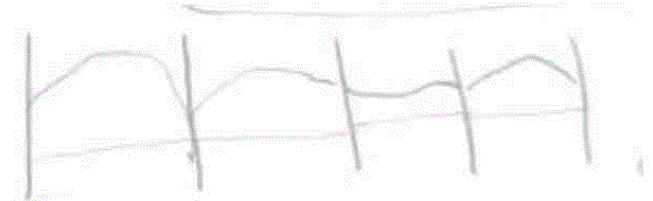
TOTAL 06

Establish Context

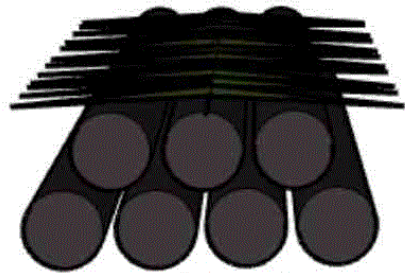
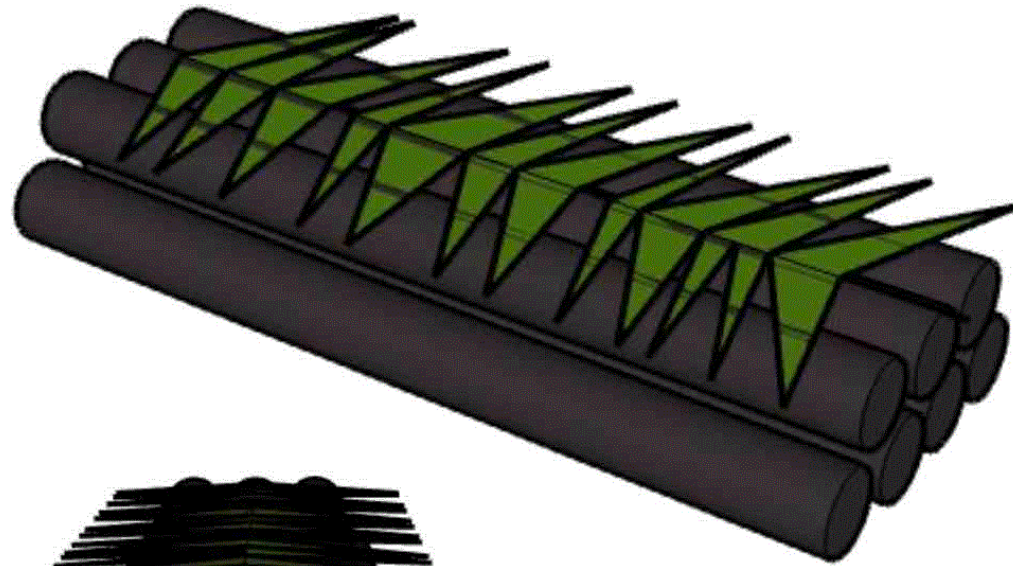
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Washington,
USA



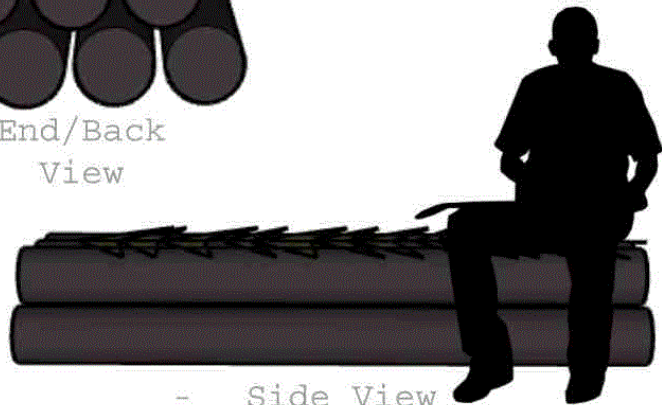
Generating Preliminary ideas



First Idea

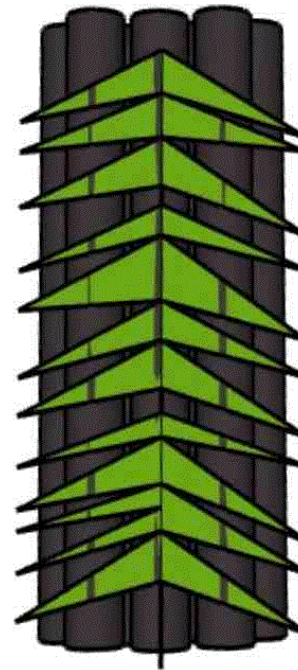


- End/Back View

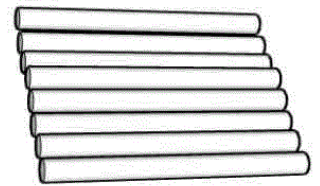
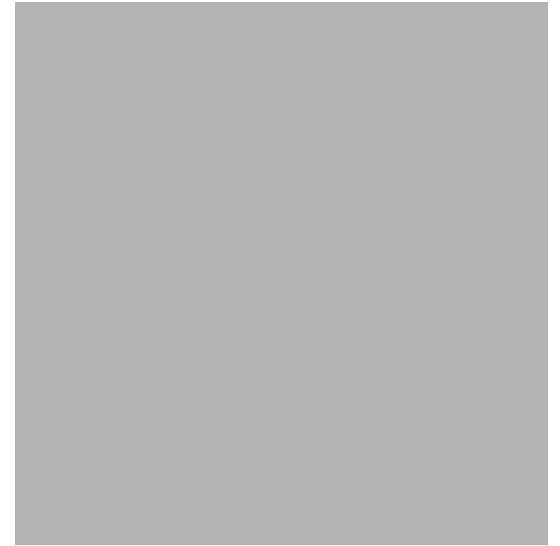


- Side View

- Birds Eye View

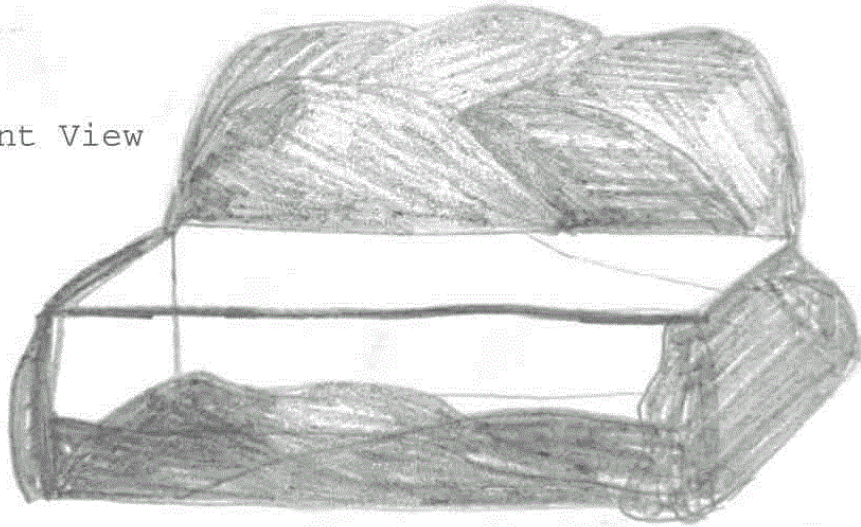


- Photos and Preliminary forms that inspired

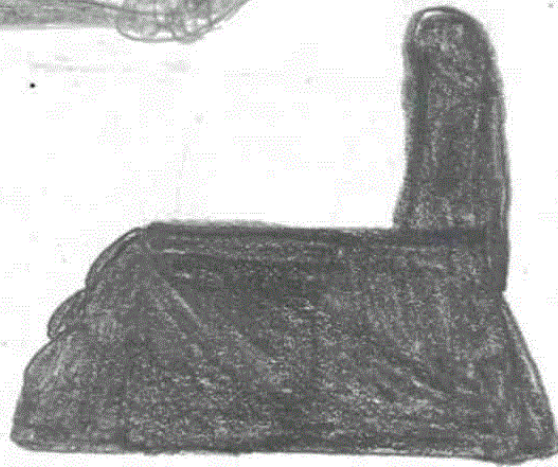


Second Idea

- Front View

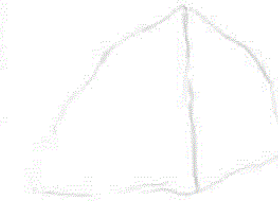
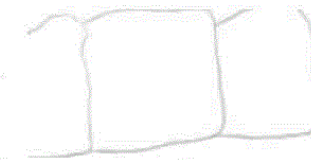


- Back View



- Side View

- Preliminary Forms and Location Features which inspired



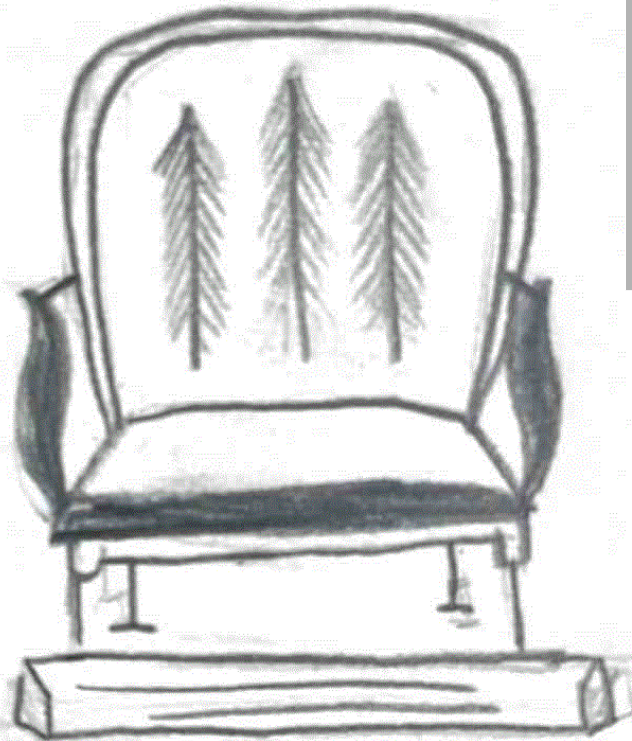
- The big rocks that are on the beach were the inspiration for this design.
- The chair being made out of rocks makes the user feel one with the nature around them

Third Idea

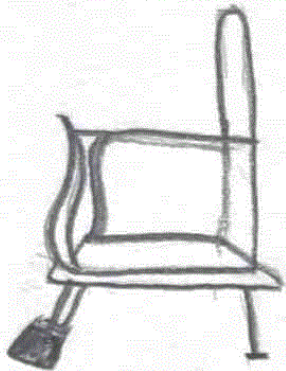
Preliminary Forms and Location Features that inspired



Back View

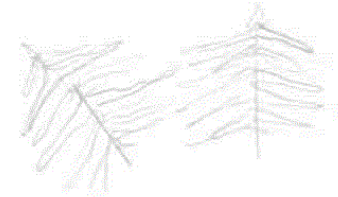


Front View

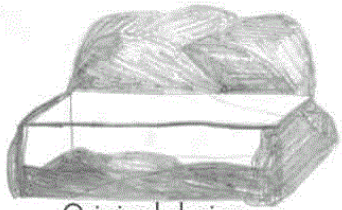


Side View

- The washed up wood on the shore is linked to the chair's classic shape that's traditionally made from wood.
- The foot rest inspired by the trees on the ground.
- The engraving in the backrest inspired by the tall pine trees.



Idea Development

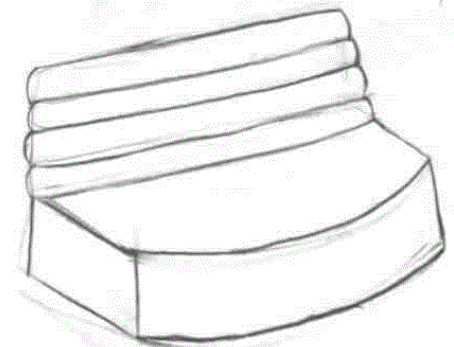
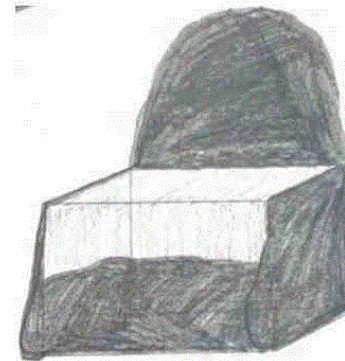
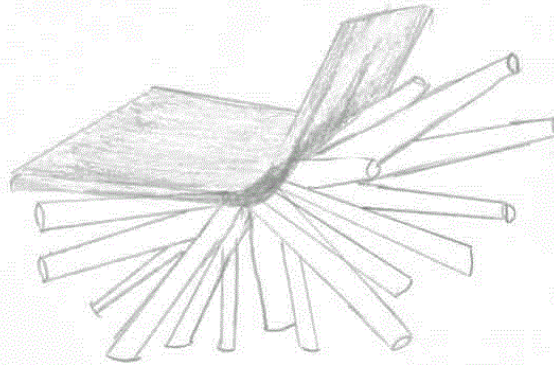
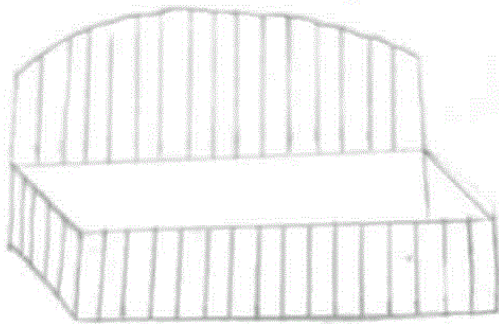
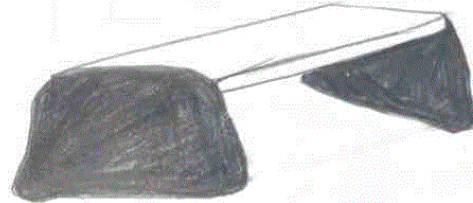
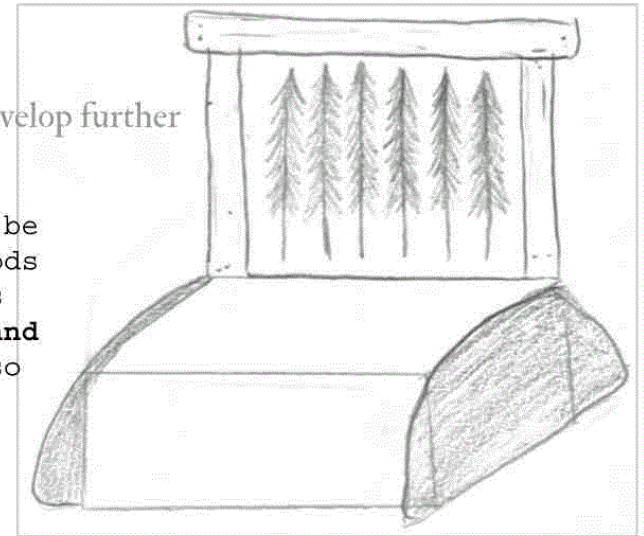


Original design

Original design was chosen because it's a simple and more ideas can be developed from this design.

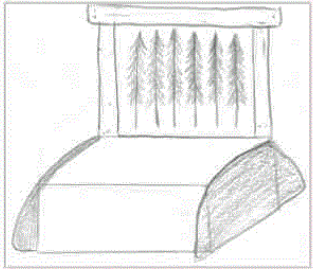
Chosen design to develop further

This chair will be **not** be used for extended periods because the location is known for being **rainy and cold**. This beach is also not a popular swimming beach.

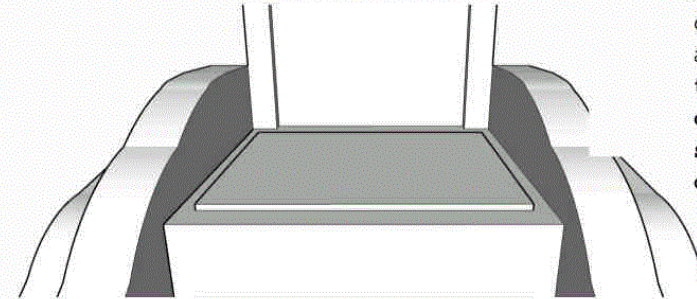
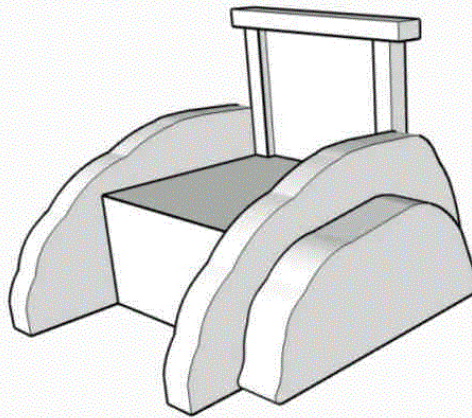


Curved edge influenced by the waves of the beach

Development - Aesthetic Details

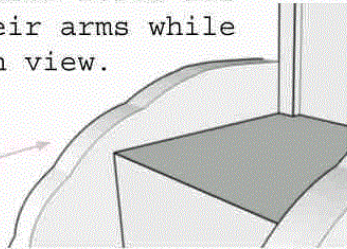
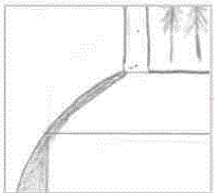


Chosen design to develop

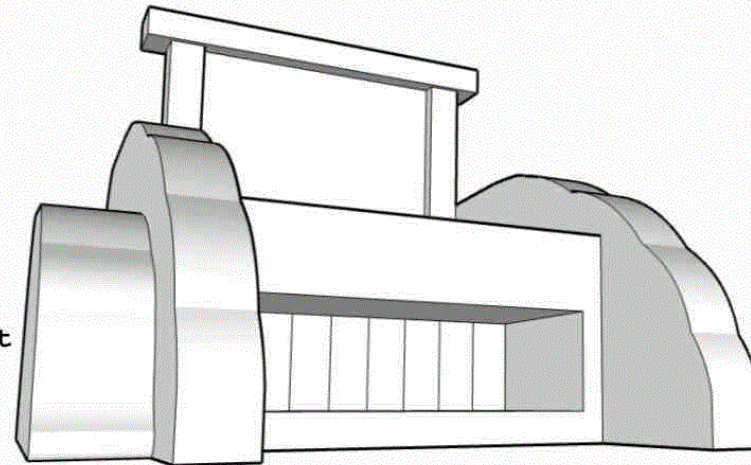


A raised seat cushion was also added to **support the user by cushioning the seat for added comfort**

This chair is for a variety of users. So I added, high arms rests for people to rest their arms while admiring the beach view.

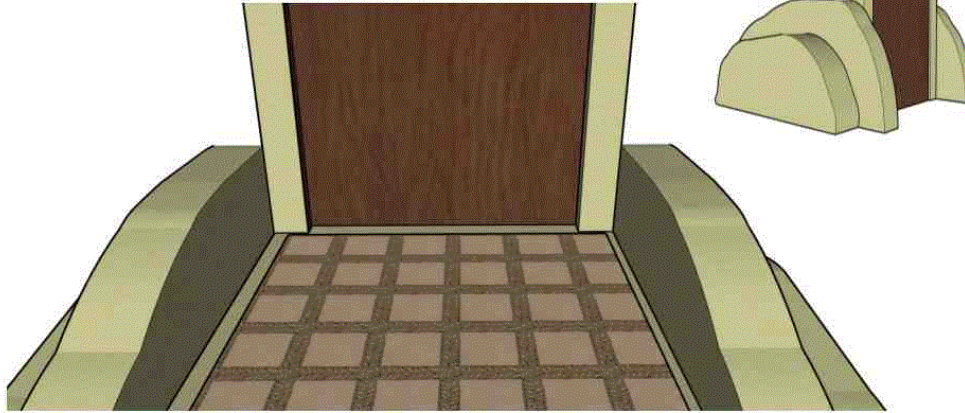
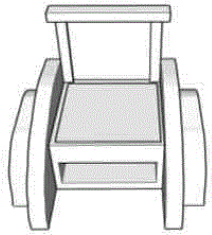


Created **storage by the feet for families or users who had bags/umbrellas** to protect from the rainy weather the area is known for.



wood paneling to the cubby hole for aesthetic detailing

Materials & Colour



First option

Sandstone for all the sides to protect from weather

A **stone title** which can easily dry after the rain

A **wood** backrest

- Did not choose this option, because the title would be uncomfortable to sit on. After research it's found that sandstone can lose it's durability after getting wet making this an unfit material.

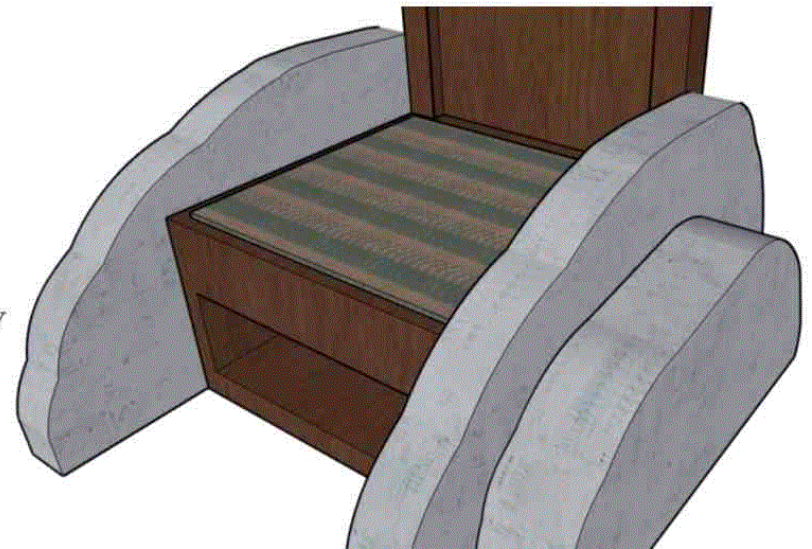
Second option

Concrete for the sides,

Wood for the head/backrest and bottom of chair (storage cubby)

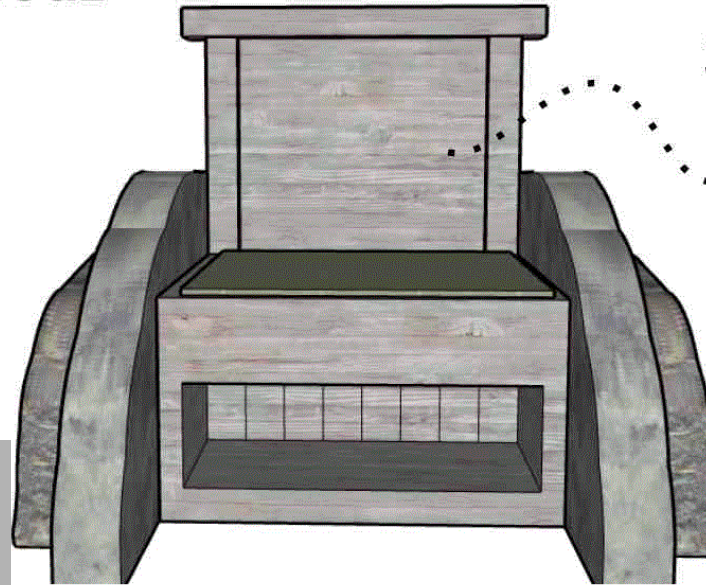
Fabric for the cushion.

- Didn't use the concrete because it stands out from the environment and isn't a natural material.
- The fabric is a bad idea because it when wet it will stay wet for a long time and the user will be uncomfortable.
- Wood is a nice idea for this chair but if it's untreated and unfinished, it will rot away slowly. Otherwise good choice.



(Final) Materials & Colour

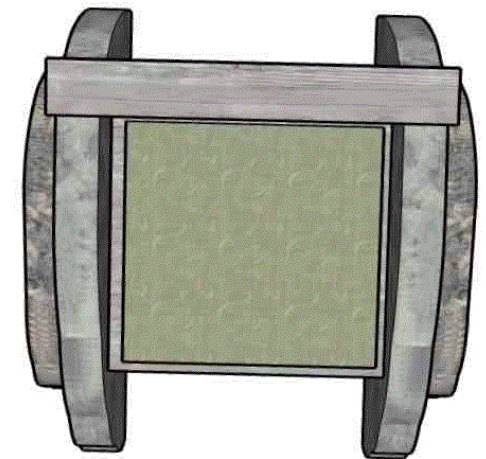
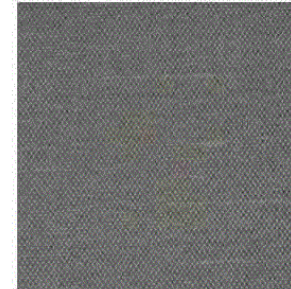
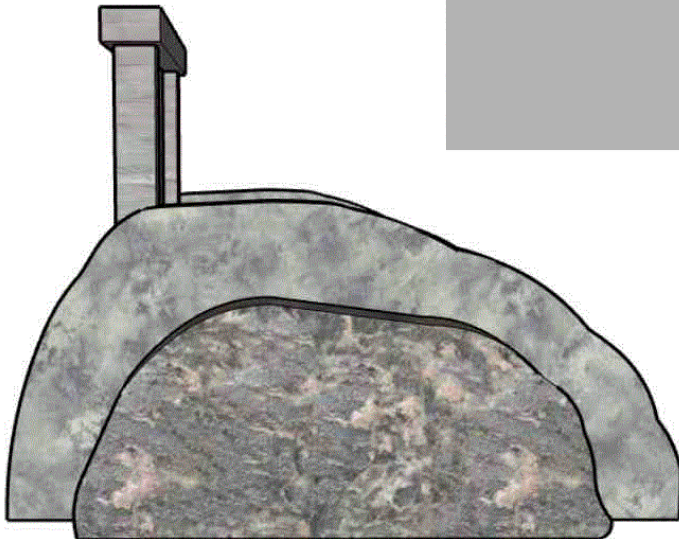
Stone for the arm rests that are inspired from the rocks around La Push Beach. Also the strong rocks protecting the chair from the elements (strong wind/rain)



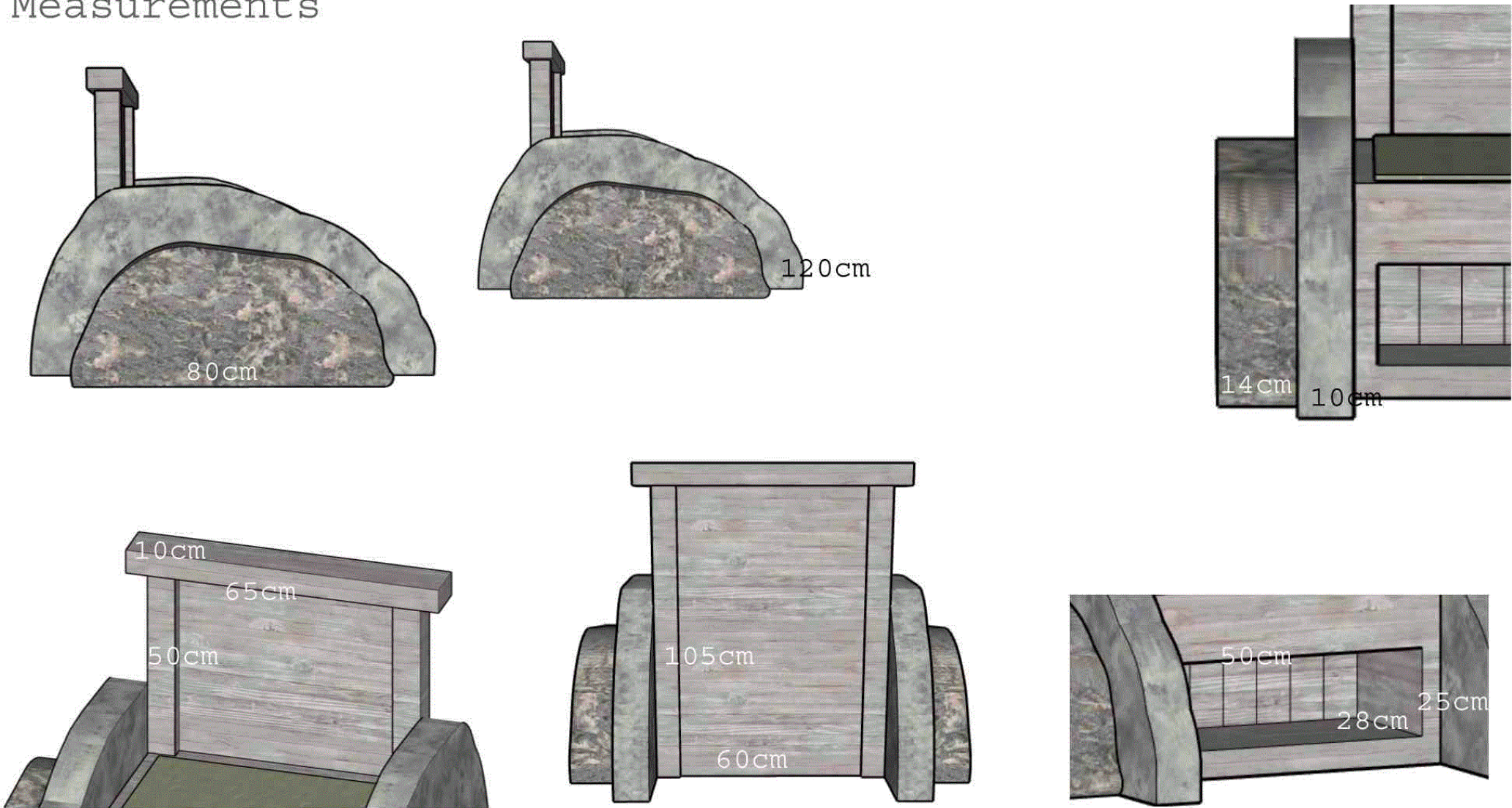
Wood because lots of driftwood gets washed up on this beach.
+ Using a varnish on wood to protect from water damage.

The environment is a place which rains a lot so the fabric should be something which is **waterproof** and good with the elements while still being comfortable for the user.

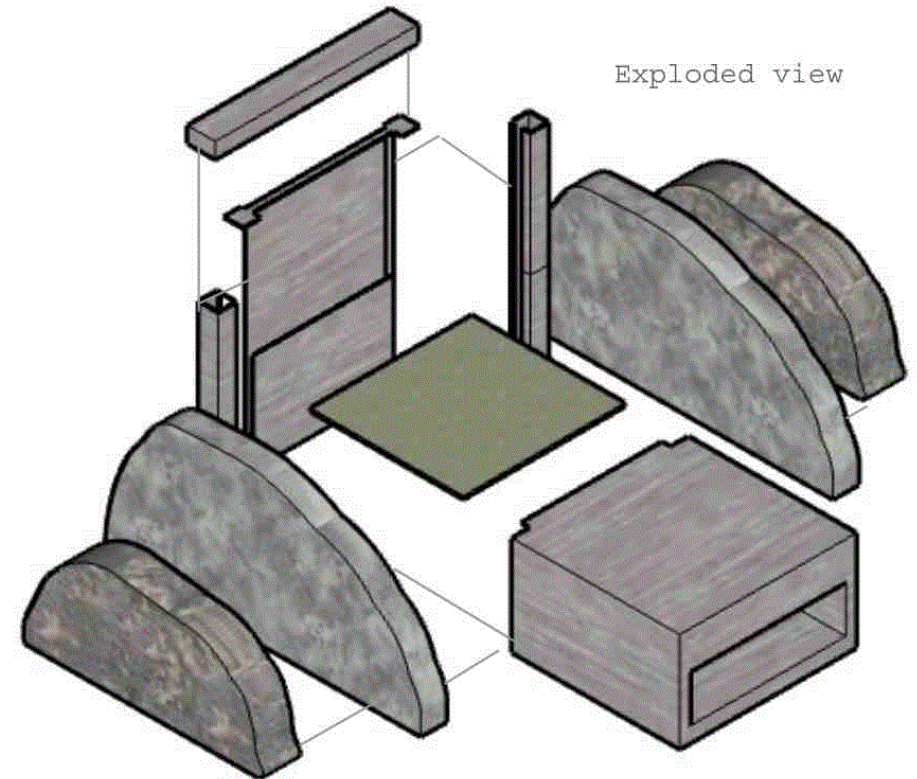
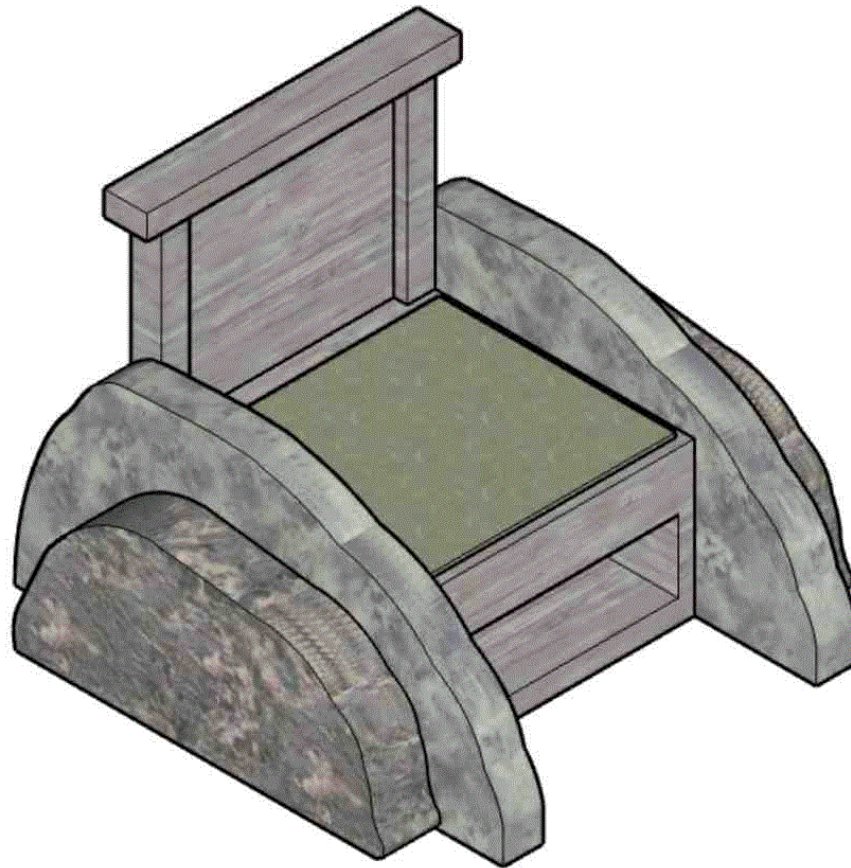
Maglia Vinyl fabric is something I found online which would work every well with my design.



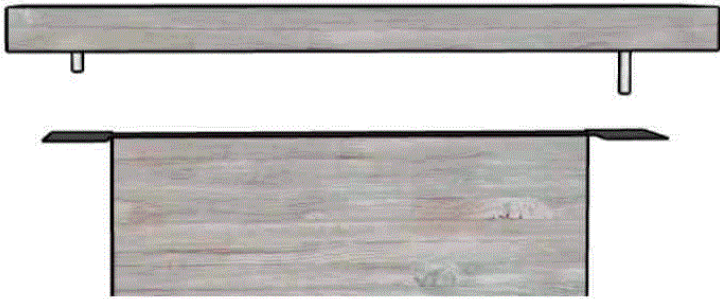
Measurements



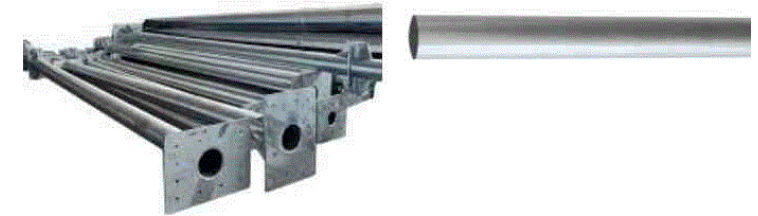
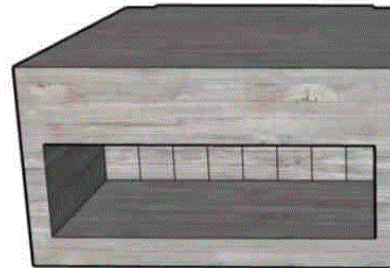
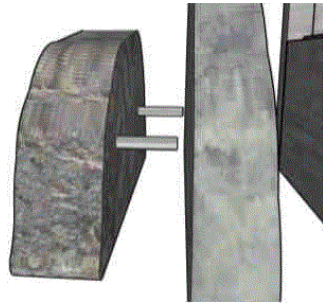
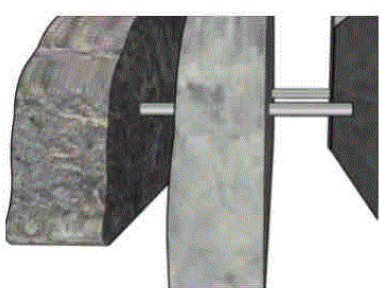
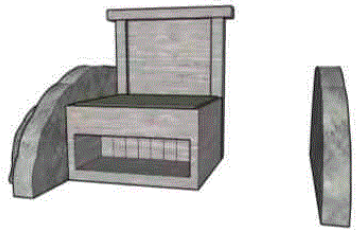
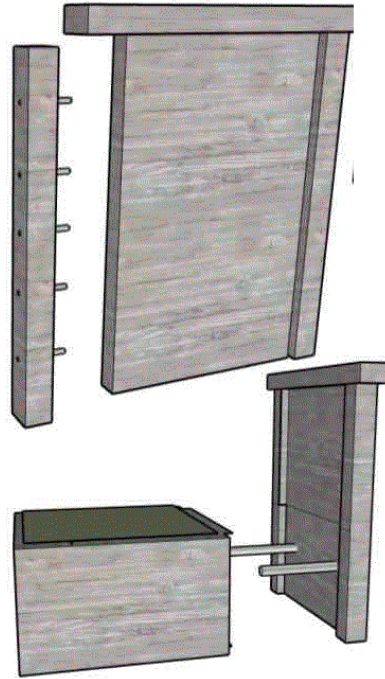
Construction details - 1



Construction details - 2



Galvanised steel to connect wood together,
diameter of 12cm.



First researched **T-nails** which are good for
connecting wood but design needed something
bigger and stronger.



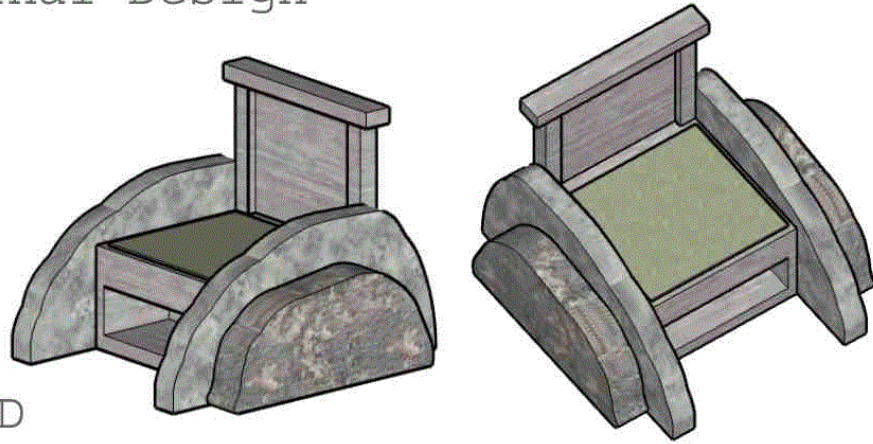
Galvanized steel poles are very strong and
can support 2000 kg to 3000 kg per square
inch before breaking. This will be great for
my esgin to hold everything strongly
together.



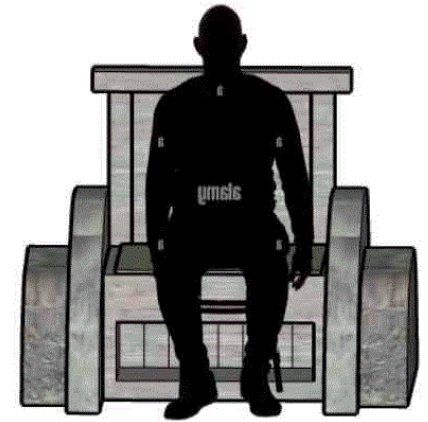
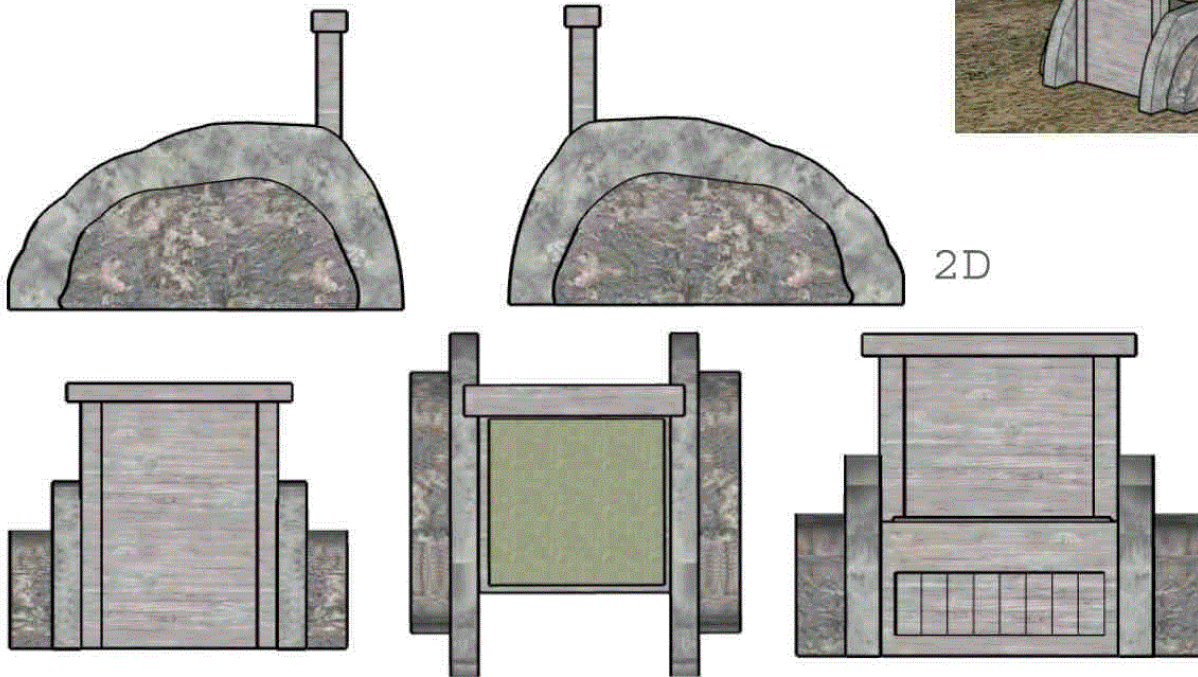
To connect fabric
cushion to wood base
use an **adhesive
glue/paste**

Final Design

3D



2D



Merit

Subject: Design and Visual Communication

Standard: 92002

Total score: 06

Grade score	Marker commentary
M6	<p>This submission explores and develops a seat design for a location of the candidate's choice. Three clear design ideas are explored, and one chosen to develop further.</p> <p>The design was progressed by making changes to the chair, including adding arm rests, a storage cubby, and exploring different materials. Notes are included on each page that make clear reference to the location it will be used in and to the people who will use the chair; however, these are not shown visually (the only image of a person using the chair is on the final page of the submission).</p> <p>The candidate uses CAD well to show the design from a range of angles and to show details of parts and construction.</p> <p>To shift to Excellence, this submission needed to show more clear visual connection to the user(s); this could include further consideration of users in the development progression and how the overall user experience is improved.</p>

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Level 1 Design and Visual Communication 2024

**92002 Develop product or spatial design ideas
informed by the consideration of people**

Merit

TOTAL 06

What am I Designing?

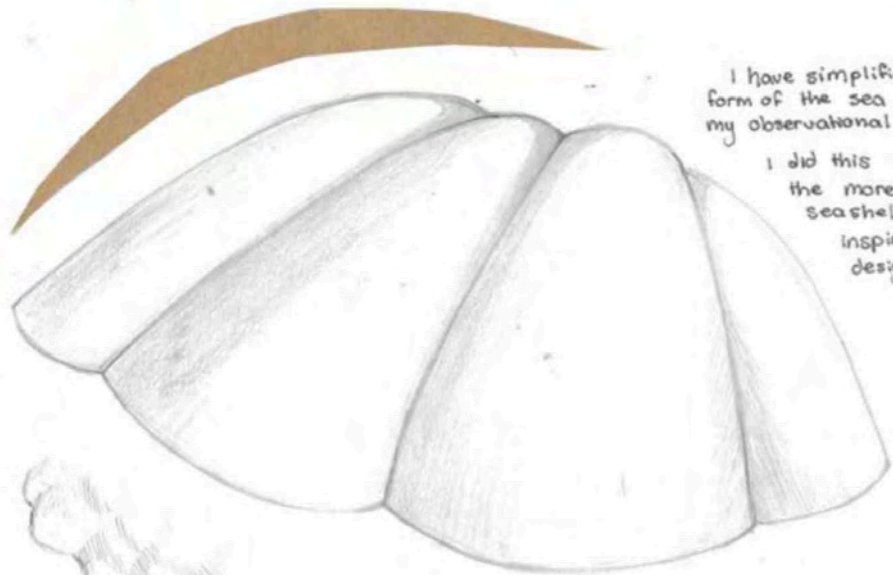
The product I am designing is an item that holds liquid, which I decided would be a perfume bottle. I plan to make the design look lively and intricate in detail so that the product will attract my intended audience. I am designing a perfume bottle as I can think of more creative concepts as a perfume bottle can vary in terms of its design. When designing this, I'll have to keep in mind that I need to create the design to be efficient and simple for function so that it is accessible for people to use.

Specifications:

Your design will need to:

- Show how the design is used by people.
- Look at a variety of different functional ways of dispensing your chosen liquid.
- Have a spray/lid for the liquid to be dispensed.
- Explore a variety of aesthetic options.
- Use appropriate materials to contain liquid.
- Be ergonomically fit for purpose.

Form Exploration



I have simplified the form of the sea shell in my observational drawings

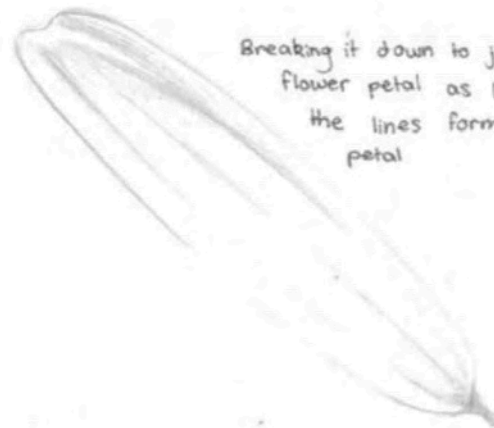
I did this so I could see the more simpler shape of a seashell and use it for inspiration for my developmental designs

the shape of the edge of the sea shell

rendering a pearl to observe the reflection and highlights



this is part of the jellyfish from my observational drawings
I've noticed how the jellyfishes tentacles are curvy and various in terms of shape
I've decided to simplify the tentacles to be more smooth



Breaking it down to just one flower petal as I am observing the lines formed within the petal

Concepts

marine fragrance



lid of the perfume

bottle is designed to have a unique shape much like a moon jellyfish.

Benefits those using it as it contains a handle to make it easier to carry around. Although the design is larger making it harder to put in bags

Fruity fragrance

is shaped like a small water bottle

Jellyfish is a partly transparent lid and the body is a round glass that holds the perfume



The design is small and round making it easier to put in bags and carry it around.

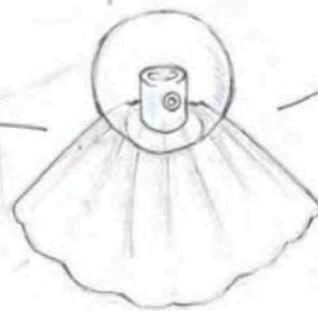
is similar in size and function to design 1, making it harder to carry in bags but easier to hold because of the handle.



top lid is a daisy and the bottle is clear. The handle is designed to look like a leaf

Soft Floral fragrance

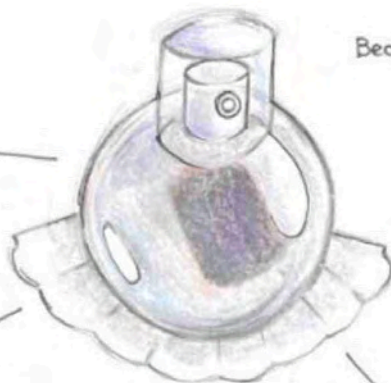
This is the smallest concept and shortest in terms of height, so it is very beneficial for people who need small perfumes to keep in their purse



Beach fragrance

The body has the design of a seashell and the lid is round like a pearl.

The design is beneficial for people to use because it is small and contains a simple and easily opened lid



Body of the perfume is designed like a pearl. The bottom part is a sea shell and the bottle is metallic.

Beach fragrance

lid is a round glass or clear plastic covering the top part of the perfume. petals are surrounding the lid at the top.



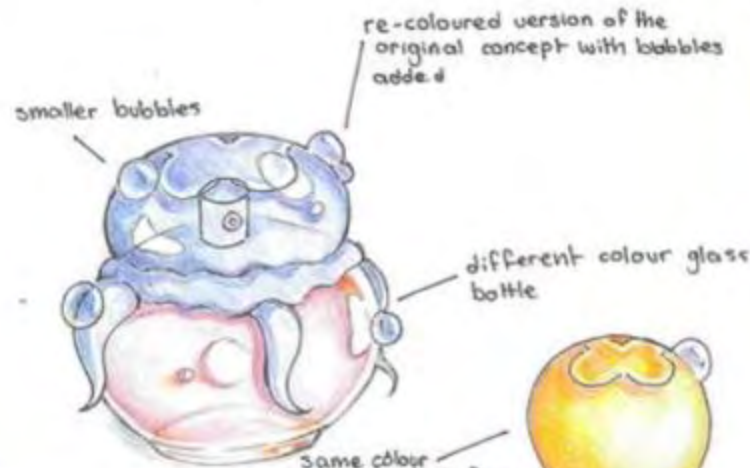
Floral fragrance

This design isn't practical as it would be hard to open the lid because of the way that the top of it is designed.

DEVELOPMENT

Original Concept

- Ocean themed
- Fresh fragrance and fruity
- glass material for both the lid and the bottle

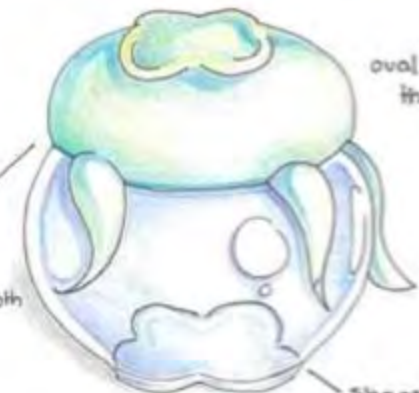


Might add a bow to make it more presentable



long and thin oval shape for the bottle

top part of the lid matches the bottom to help both parts relate in aesthetic.



Jelly fish on the bottom as the bottle part. Although this may make it harder to pick it up.



glass bottle & clear plastic lid in the shape of a bubble from my moodboard



material would likely be hard plastic as glass could make it too heavy

Ergonomics

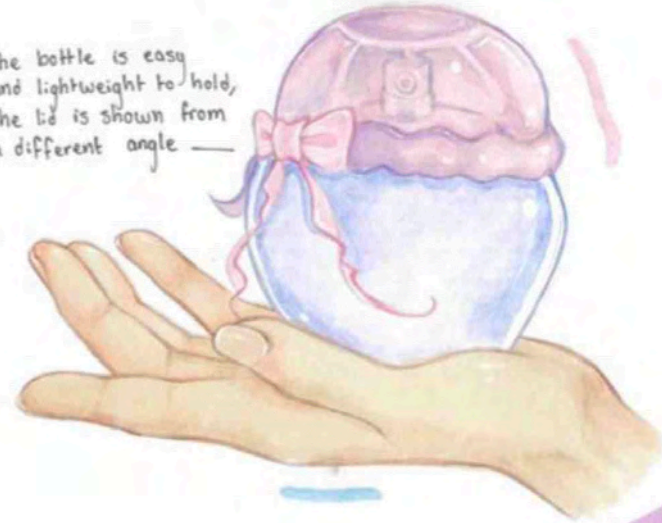
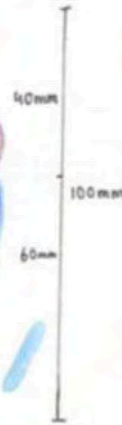
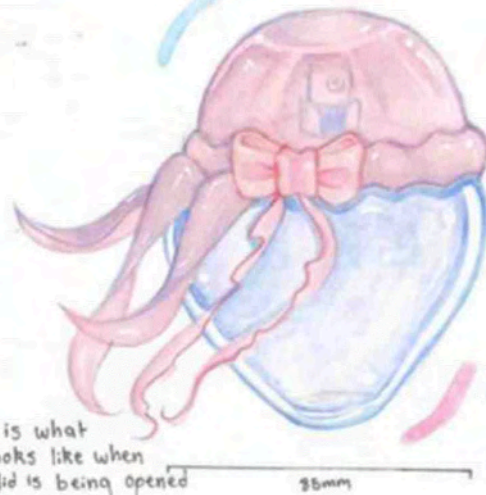
The design is ergonomically fit for purpose because the lid doesn't have any sharp or intricate details that get in the way of opening it.

The bottle is easy and lightweight to hold, The lid is shown from a different angle —



It is simple to open and close, making it accessible for all people

This is what it looks like when the lid is being opened



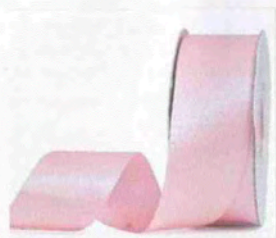
The bottle is a simple oval shape making it practical for the person to hold and carry.



It is the right size for people to be able to hold it with one hand without struggling

to use the perfume, you simply push it down

Material Development



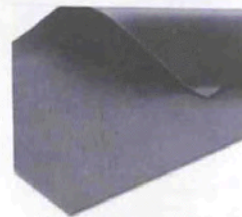
Ribbon is a long and narrow fabric piece which is often tied to things for decoration. You can usually find them in dreamcatchers, bows, presents, and more. Ribbon can give the perfume product an elegant or girly look and make the design more aesthetically pleasing to look at. However, ribbon is very easy to rip and can't hold shape well unless wire is used.



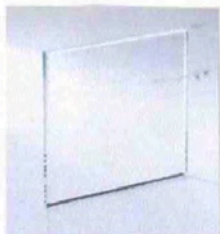
Metal is a solid, fusible and ductile material which is typically lustrous. It is a good conductor of heat and electricity and easily recyclable. Metal can be found in bridge and building construction, home appliances, tools, railroad tracks, and most vehicles. The only downsides of metal is that it can rust, is opaque and will make the perfume heavier.



Plastic is a polymeric material with the ability to be moulded or shaped from the use of pressure or heat. Hard plastic (which I'll consider using for my product) is often used to make bottles, furniture, toys, containers, and much more. Hard plastic is very durable, lightweight and can come in many forms and shapes, which is good for my perfume product as I'm looking for something that won't easily break.



Silicone is typically a rubber-like substance or Colourless oils. For my product, I'll be referring to the rubber-like material. Silicone is commonly used for kitchen equipment, phone cases, storage products, footwear, and other products. Rubber silicone has temperature resistance and is flexible which makes it useful for products that don't need to be hard and require a bit of flexibility.



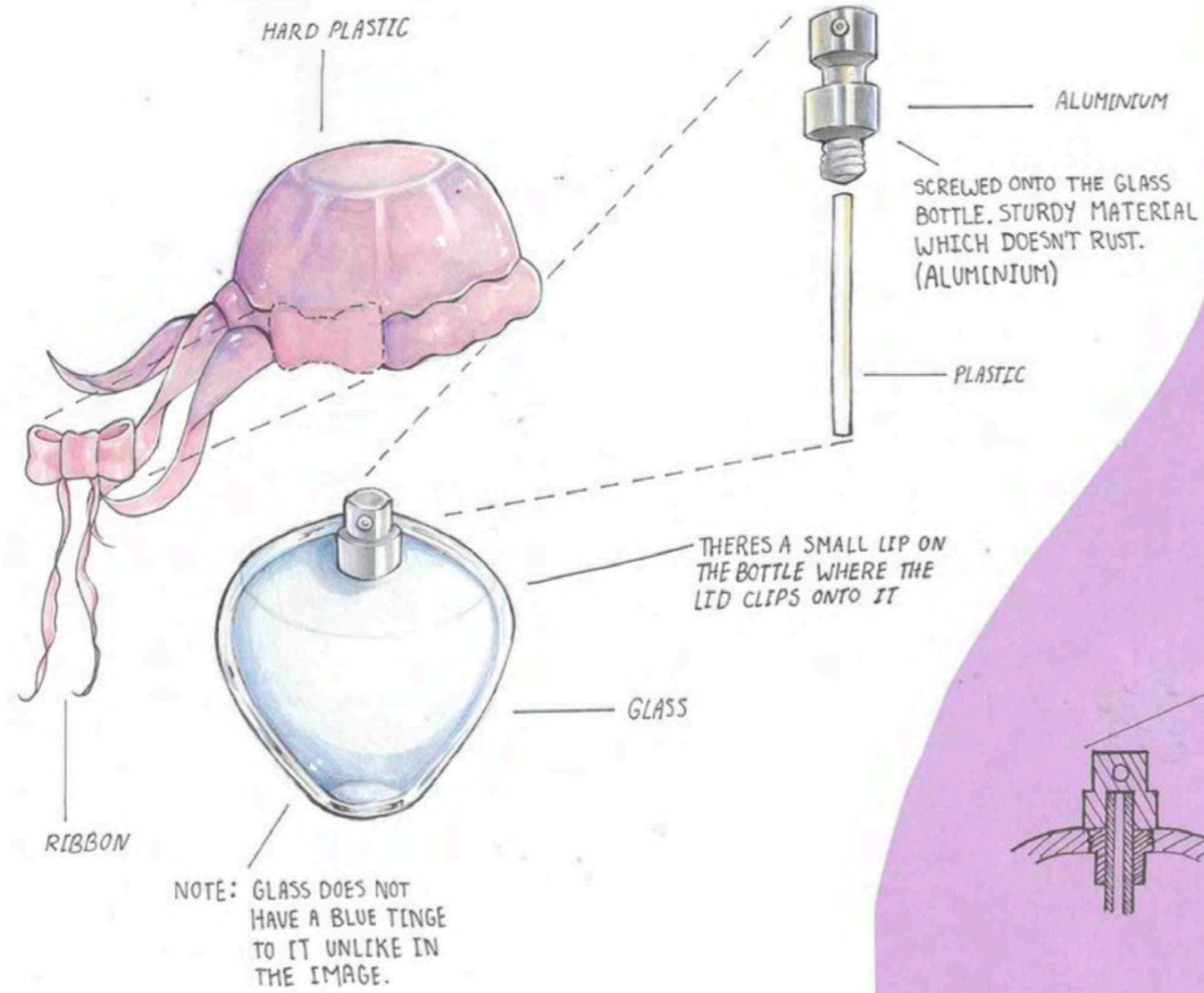
Glass is made from sand, soda ash, and limestone which is melted at a very high temperature and shaped. Glass is a clear substance that is durable and sometimes difficult to break. It is commonly used for windows, cups, bowls, jars, mirrors and other stuff. Glass easily works for versatile designs but can make the perfume bottle fragile and heavier than plastic.



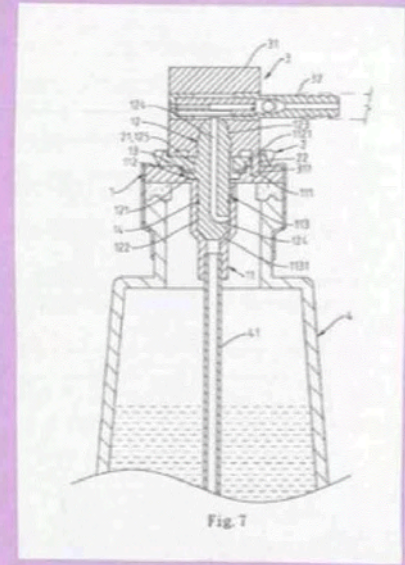
Wood is an organic material coming from the stems and roots of trees and other woody plants. Wood is used for firewood, paper, building materials, furniture, and other equipment. Wood is very eco-friendly and can provide the perfume with an organic and unique aesthetic. The cons of wood is that it can be affected by moisture and is vulnerable to fire.



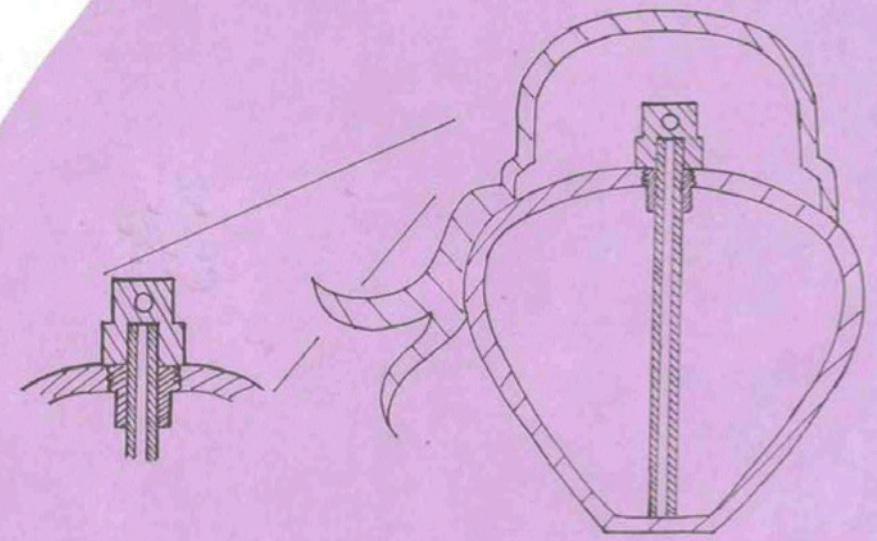
Functional Development



ALTERNATIVE FUNCTION



CROSS SECTION VIEW



Merit

Subject: Design and Visual Communication

Standard: 92002

Total score: 06

Grade score	Marker commentary
M6	<p>This submission is about designing a perfume bottle. Ideas are clearly explored using freehand sketches and the candidate has included notes that link the ideas to users and user experience.</p> <p>In developing the chosen design, this submission shows a clear visual journey, largely focused on the aesthetics of the overall design. It then communicates how a person would use the product by showing the product with a hand and being held in different ways.</p> <p>To advance to Excellence, this submission would need to consider the user more thoroughly in terms of the function of the bottle – for example, how the lid connects to the bottle and how the perfume is dispensed.</p>