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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 2 Visual Arts 2025

**91320 Produce a body of work to show understanding of art-making conventions and ideas within design**

# EXEMPLAR

**Achievement**

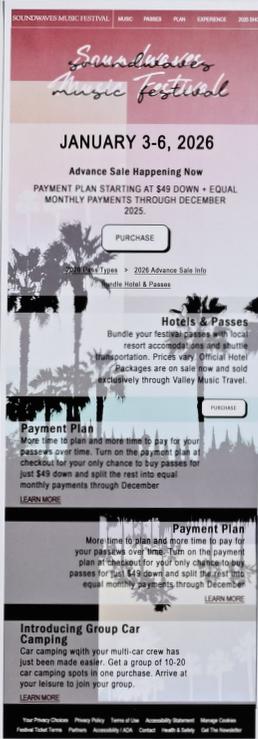
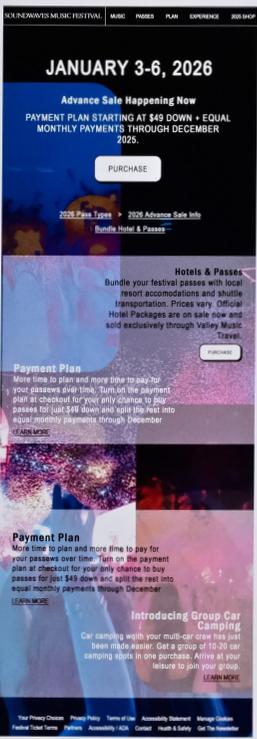
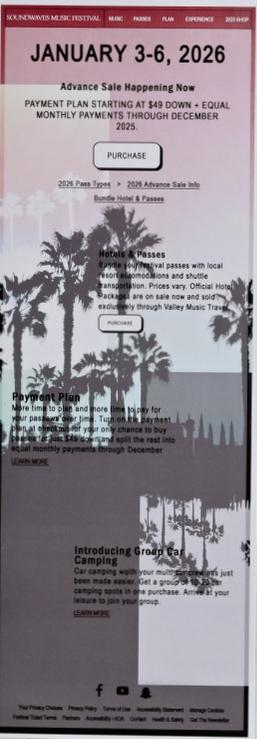
**TOTAL A**

I have been asked to develop an advertising campaign which raises awareness for the business Soundwaves. The company is focused on music festivals and will use text and graphic imagery relevant to this in its brand identity.

I have chosen this topic because I like music and I really wanted to design things with a beachy, festival vibe.

The colour scheme is based around tones represented by the beach with different shades of blues and by festivals with bright, neon colours.

Within the campaign, I will be designing:  
 Logo  
 Poster  
 Website  
 Tickets



# Achievement

**Subject:** Visual Arts – Design

**Standard:** 91320

## Marker commentary

This portfolio was verified as placed in the middle of the Achieved grade range, as it clearly fulfils the criteria by:

- presenting a clear layout that demonstrates a hierarchy of design processes supporting a systematic investigation; this is evident in the initial logo and brandmark design, and in the development of the poster on Panel 1
- maintaining a narrow colour palette and consistent use of the circle shape, which relates back to the established pictorial purpose at each phase
- employing own imagery appropriately, and in most instances adapting the imagery to suit the purpose of the design outcomes, such as through the appropriate use of images to explore and develop the poster designs, and the limited design options used for the final poster, phone app, and web page.

To be placed in the Merit grade range, the portfolio would need more evidence of:

- consolidating options for exploration in later briefs as the investigation advances within the second panel; the poster concepts in this submission tend to generate ideas rather than extend on developed design outcomes; for Merit, reforming earlier successful approaches should be evident either within briefs or across the submission; the introduction of new text and the narrow development of the merchandising image (the T-shirt) could have been further adapted within the earlier design briefs on Panel 1
- exploring body text in relation to established design practice, for example, in the ticketing design on Panel 2 — by following clear design principles
- demonstrating consistent understanding of design conventions, such as the readability of body text and appropriate placement of imagery, particularly in the final design brief dealing with the phone app and web page
- refining and developing the best options, rather than repeating a single option from concept to development to outcome.