

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 2 Visual Arts 2025

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

EXEMPLAR

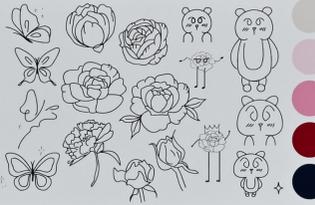
Excellence

TOTAL E

BRIEF

I am designing for a family based business named Lumi who is a sophisticated yet welcoming family bakery and tea house located in Botany Town Centre, Auckland, dedicated to celebrating Chinese culture by introducing traditional pastries to a New Zealand audience. The brand's core purpose is to embrace cultural craftsmanship and raise awareness of environmental waste through fully decomposable and reusable packaging. They are looking for a design aesthetic that must be creative and delicate, utilizing a soft, light colour palette to appeal to our primary targets of children, young adults, and families—audiences who love trying new foods and appreciate aesthetics. The comprehensive project encompasses the logo, packaging, menu, posters, and app all working together to create an inviting experience that fosters cultural diversity and tells the story of traditional artistry.

ICONS



MOODBOARD



PACKAGING



LOGOS



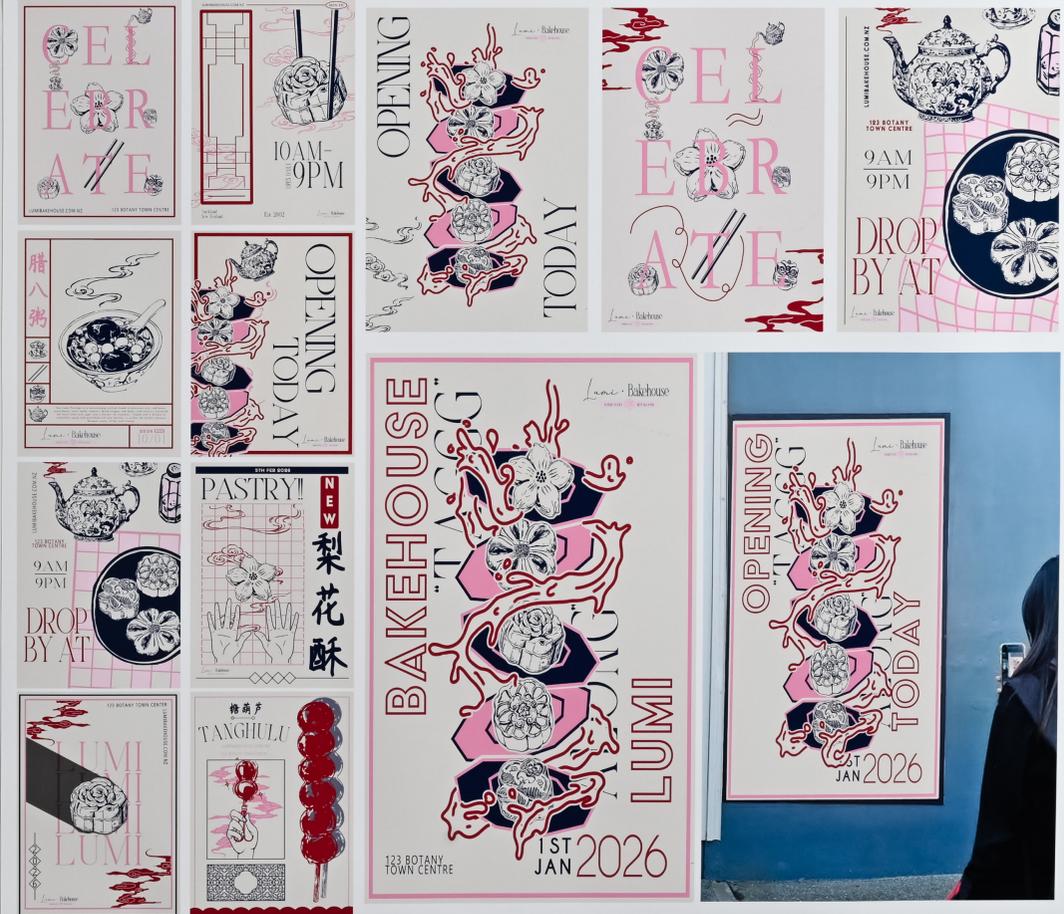
MENU



APP + ICON + INTERFACE



POSTER CONCEPTS



Excellence

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

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

- handling technical processes with consistent facility across each design process and outcome
- establishing a thoughtful proposition within the brief, initially identifying a target market and authentic context that enables the development of a meaningful design style and the identification of highly appropriate design outcomes to work towards: menu sandwich board, food delivery app, takeaway packaging, and marketing posters
- developing own design assets that allow the advancement of individual ideas; and replenishing illustrative and design assets throughout the investigation to support reflection and regeneration
- revisiting and reforming motifs (such as the ribbon device) established in the menu brief in subsequent works — for example, the app design background — and further developing these forms through the following briefs, expanding upon them in each subsequent outcome (such as the linework in the final packaging artwork, and the water and smoke motif in the poster brief)
- exploring typography extensively, with evidence of reflection on earlier sequences and the initial brief at each phase; chosen typefaces are appropriate to the intent and context of each design outcome.