

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

Merit

TOTAL **M**

Exhibition Overview/ Color Palette

Drawing Investigation/ Vector Graphic

Collage

The publicity of the exhibition of the combination of Shan shui painting and the modern style (Mountain-water-painting)

Why I choose it:

Shan shui is a Chinese traditional style that includes mountain, water and various object in a natural landscape. This exhibition is including many shan shui style works that are describing the modern civilization or being combined by the modern art style, showing the development of Shan shui painting in the modern civilization. Because only developing the old thing creatively can make it great again.

How I can do it:

What the mission that I can do for it is to design the logo, the poster, the website, the brochure... various things surrounding the exhibition by using the style combining the Shan shui style and the modern art style.

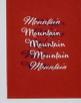


Font Concept

Font Development

Font Final

Mountain Water Mountain Water
Mountain Water Mountain Water
Mountain Water Mountain Water
Mountain Water Mountain Water



Mountain Water



Mountain Water



Logo Concept

Logo Development

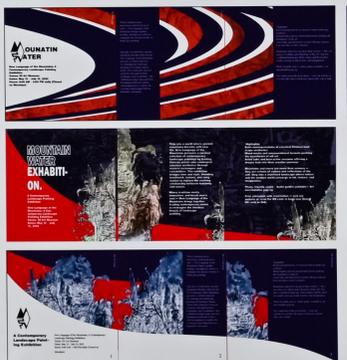
Logo Final



Brochure Concept

Brochure Development

Brochure Final



Magazine Concept

Magazine Final



Magazine Development



Poster Concept

Poster Final



Poster Development



WELLCOME!

Merit

Subject: Visual Arts – Design

Standard: 91320

Marker commentary

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

- establishing a design style early in the investigation through colour, type, and image, and advancing this style consistently
- revisiting imagery and altering or applying it in different ways; the water device, for example, is recoloured and cropped in various configurations across the brochure and poster sequences
- making links between visual elements, including forms from the logo design sequence appearing in poster concepts
- using a consistent colour palette to make relationships between works clear
- demonstrating competent understanding of magazine text layout, though without exploring multiple layout options.

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

- further exploration of typographical layouts within the double-page spread and poster design sequences
- evidence of regeneration within and/or across briefs; Excellence portfolios tend to be consistently inventive within the parameters of their proposition
- reforming earlier ideas to find new directions for exploration, such as revisiting font development or early collage ideas to aid in extending the work into unexpected avenues
- demonstrating a more consistent level of technical control at a high level; this portfolio achieves that in the logo design and brochure sequences but not consistently across all briefs.