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Level 2 Design and Visual Communication 2025

**91337 Use visual communication techniques to
generate design ideas**

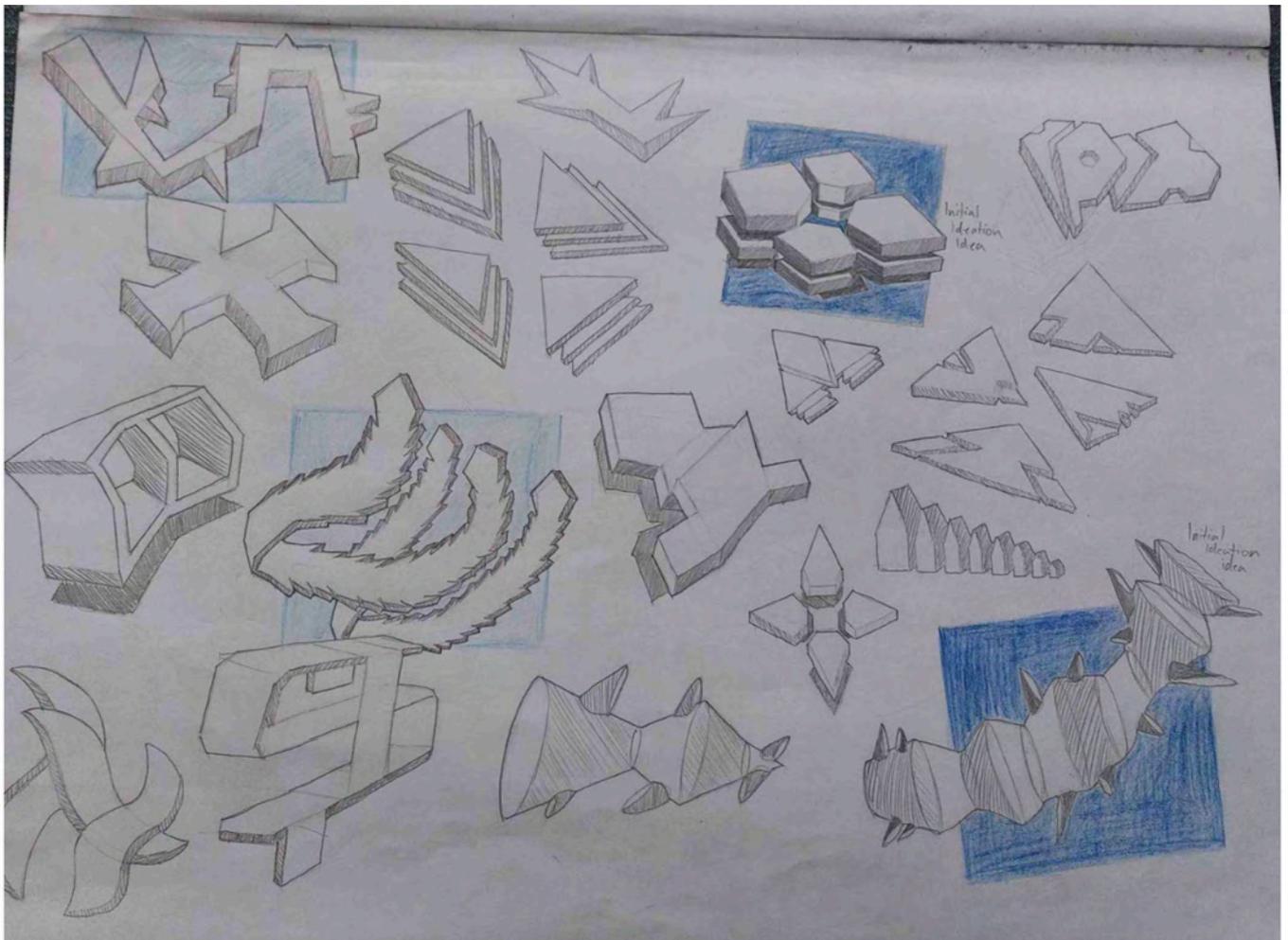
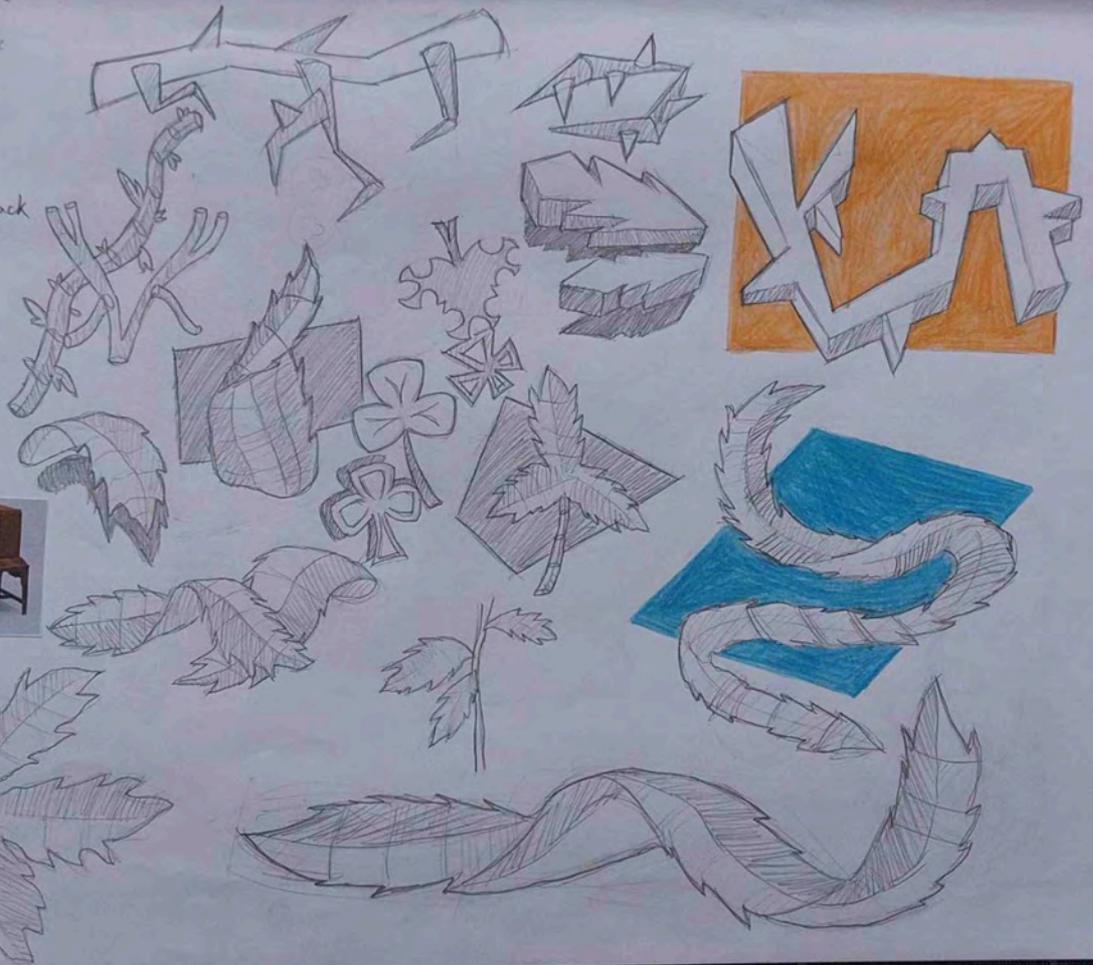
EXEMPLAR

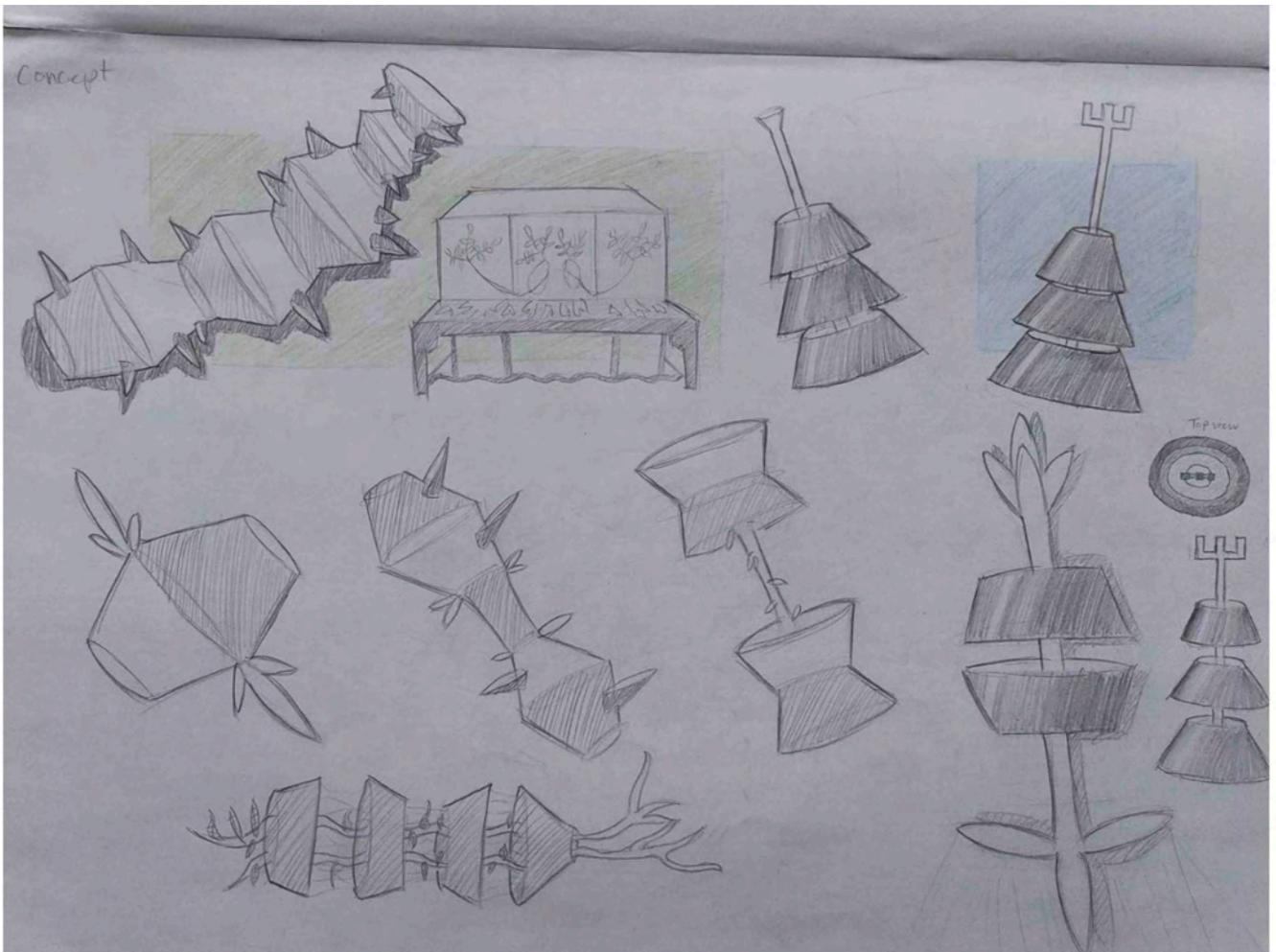
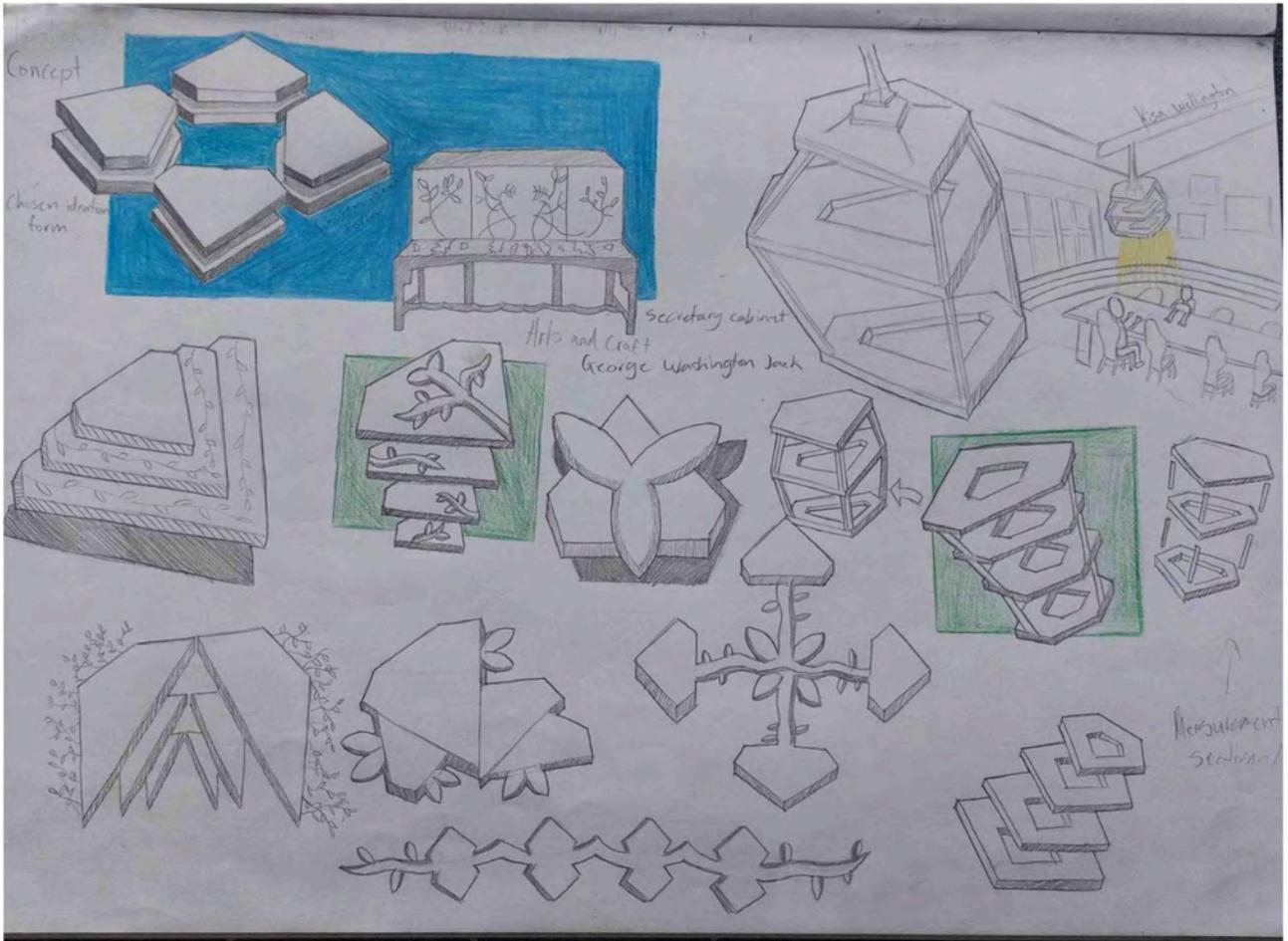
Achievement

Lines - curvy, wavy, straight
Colours - dark, glowing
Shapes - repeated, geometric

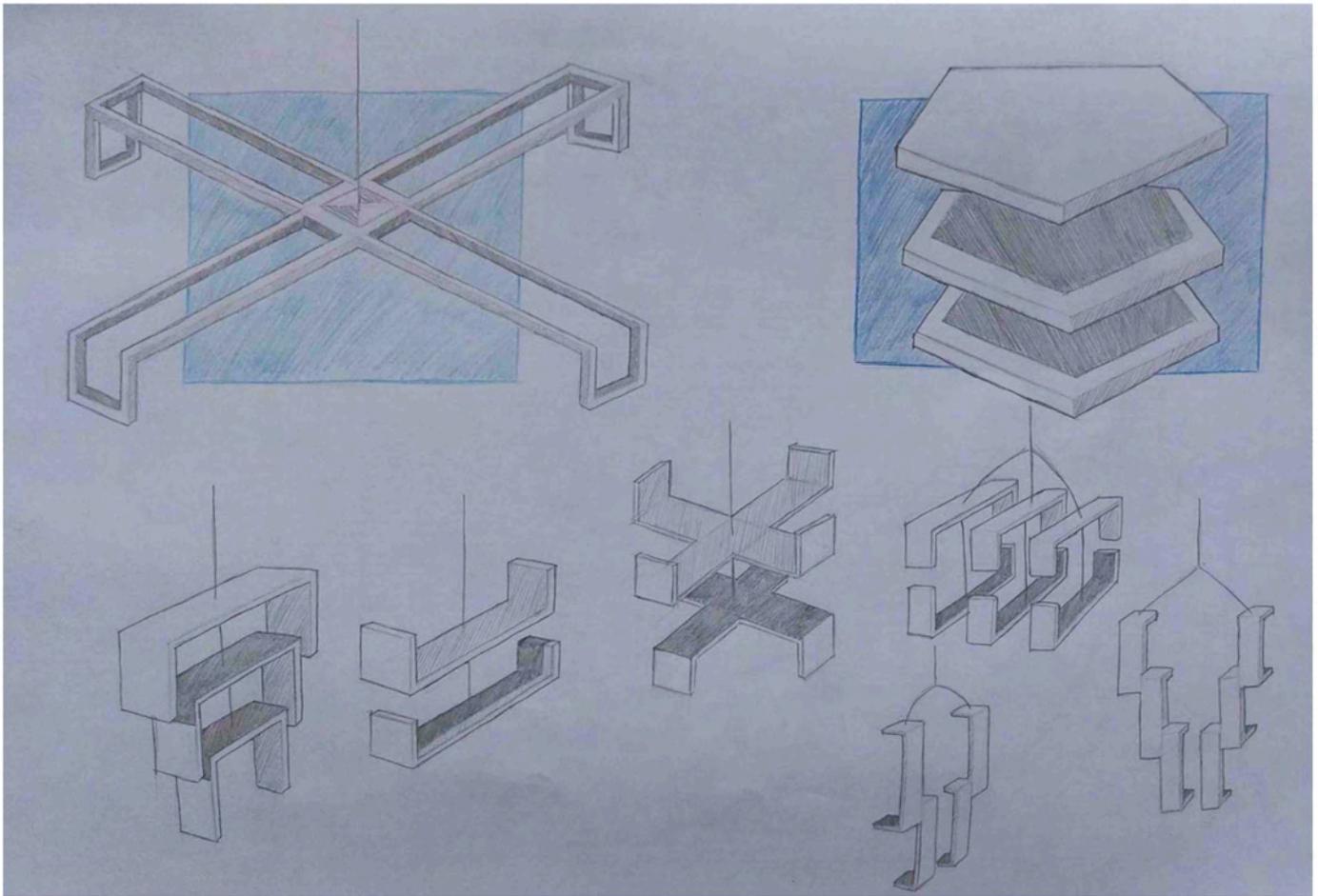
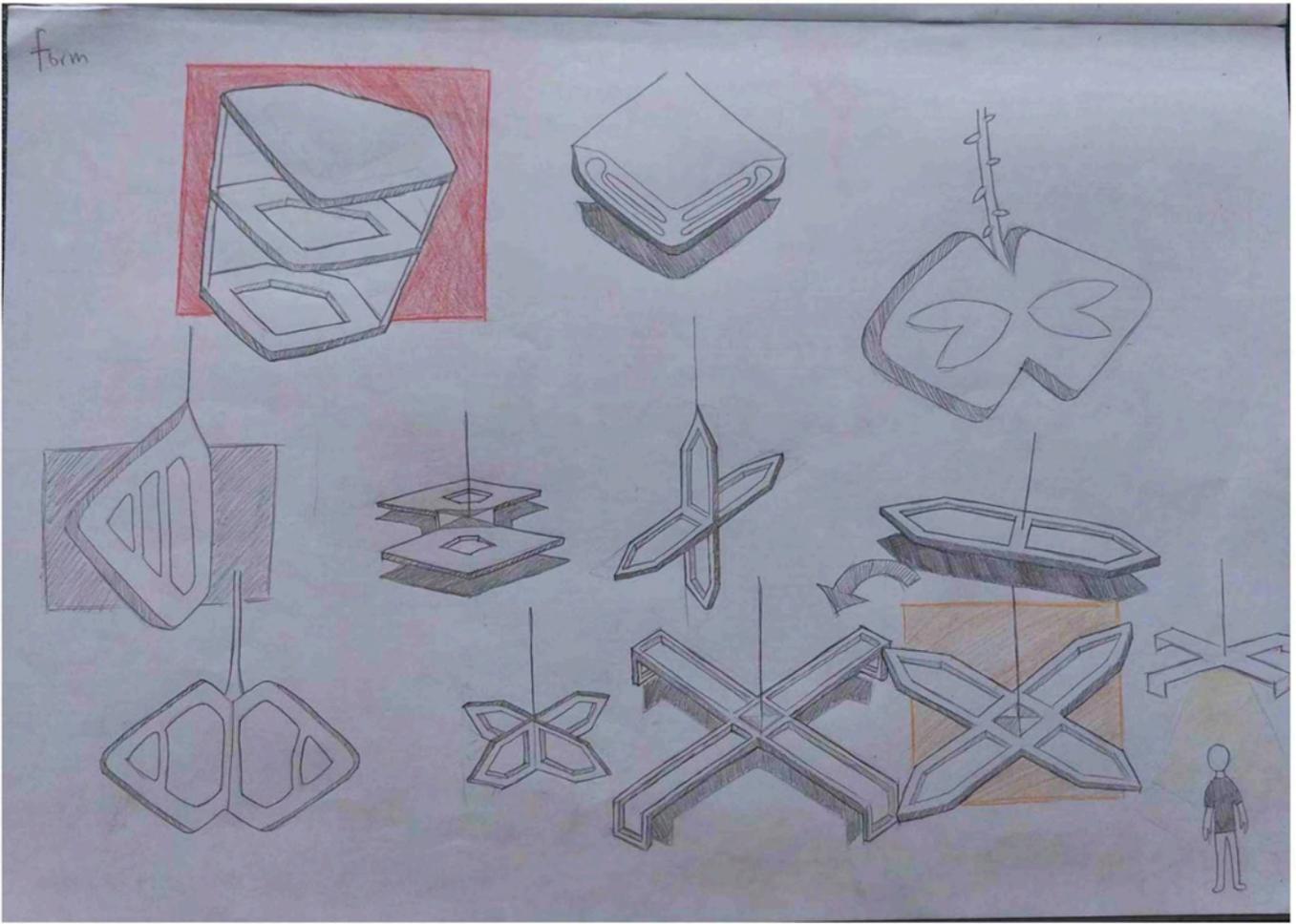
Arts and crafts

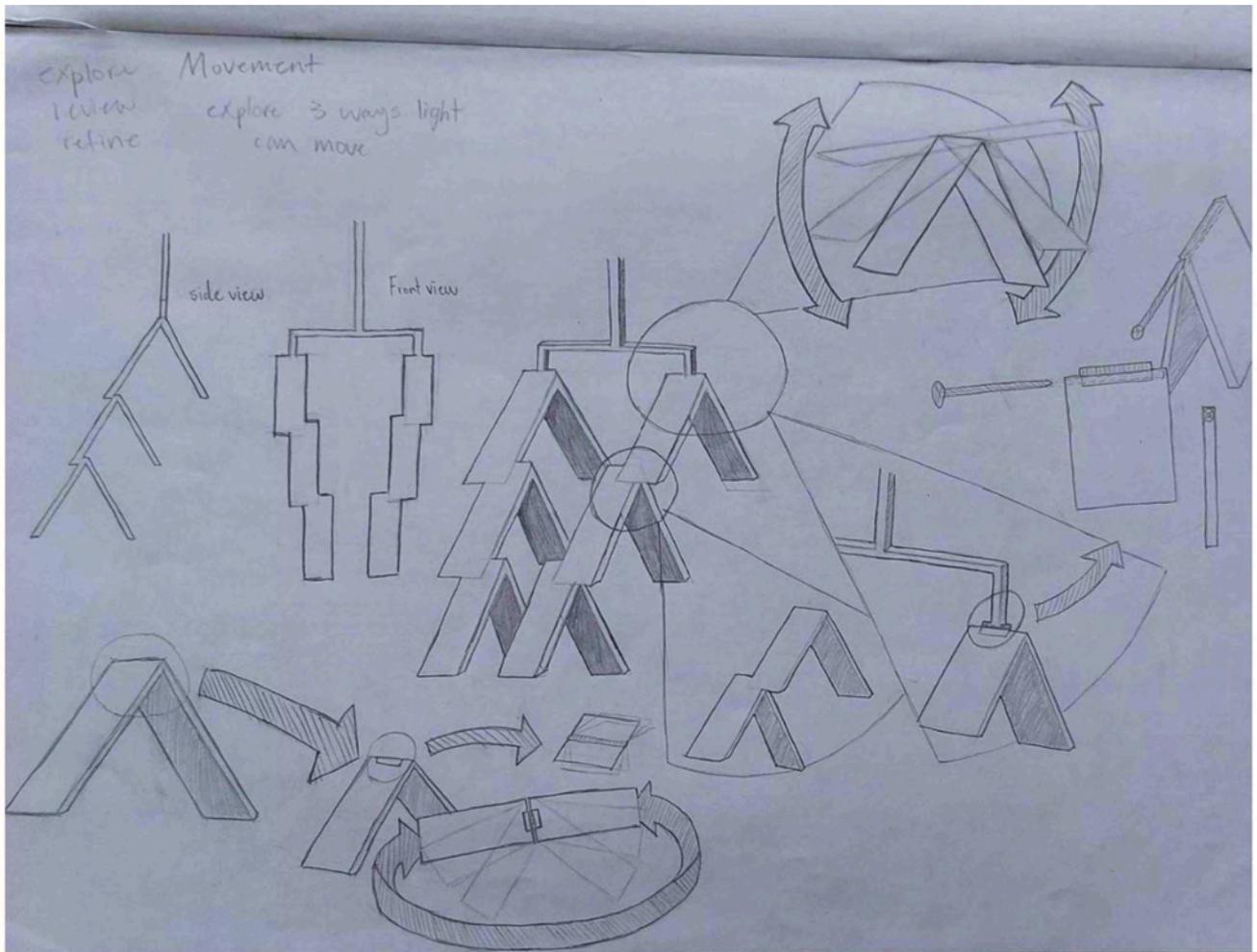
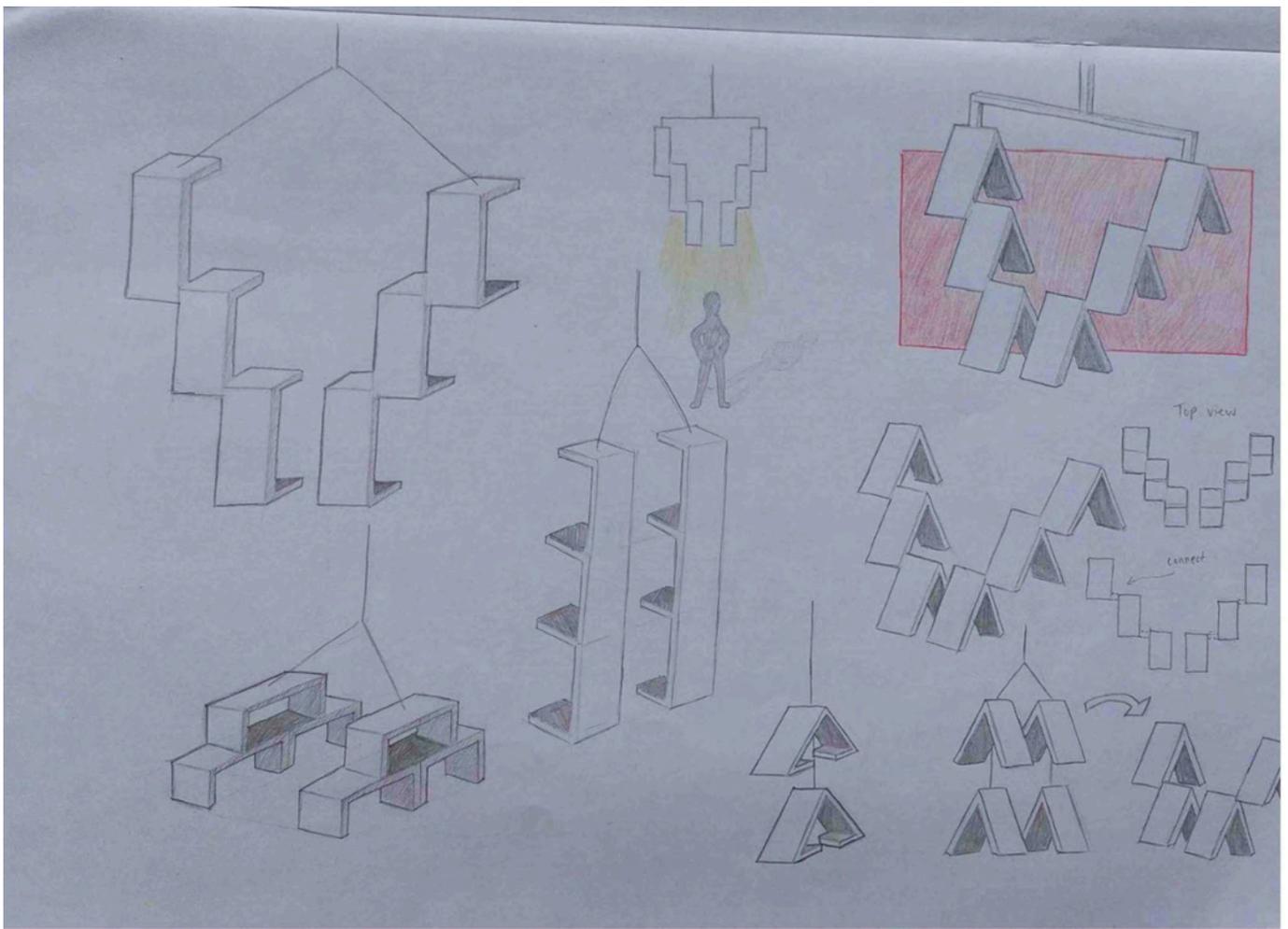
Secretary Cabinet
George Washington Jack





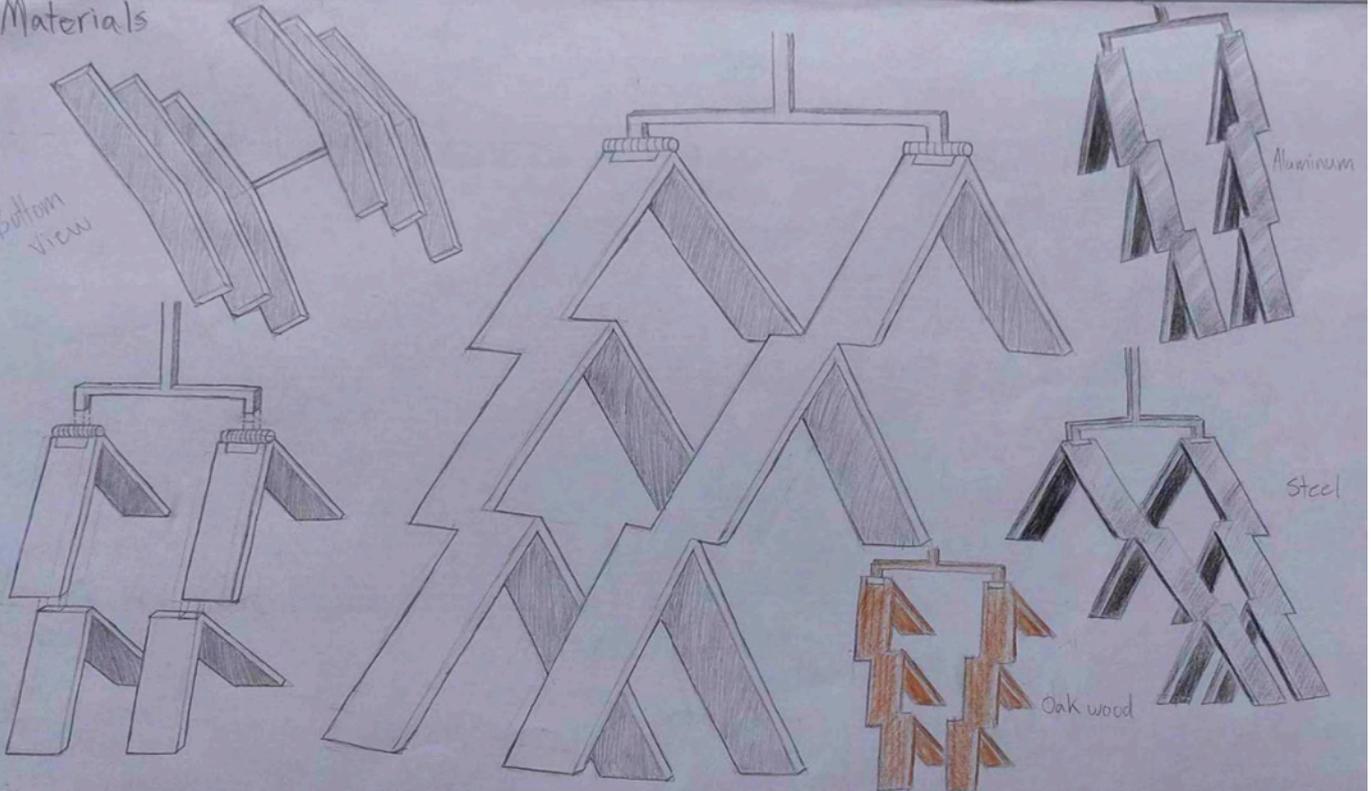
form





Materials

Bottom view



Aluminum

- Light weight
- Easy to bend
- Not that strong
- Modern look
- Rust resistance

Steel

- Heavy
- Strong and durable
- Can rust
- Hard to bend or cut
- Heavier look
- Recyclable

Oak wood

- Warm and natural look
- Lightweight
- Easy to cut, shape or carve
- Max block light
- could grow mild

Construction

Lighting

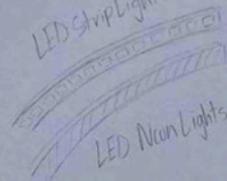
Light Bulb

LED

LED strip

LED strip lights

LED Neon Lights



Glass Box

Peel-off stick tape

Glass screws

bottom view

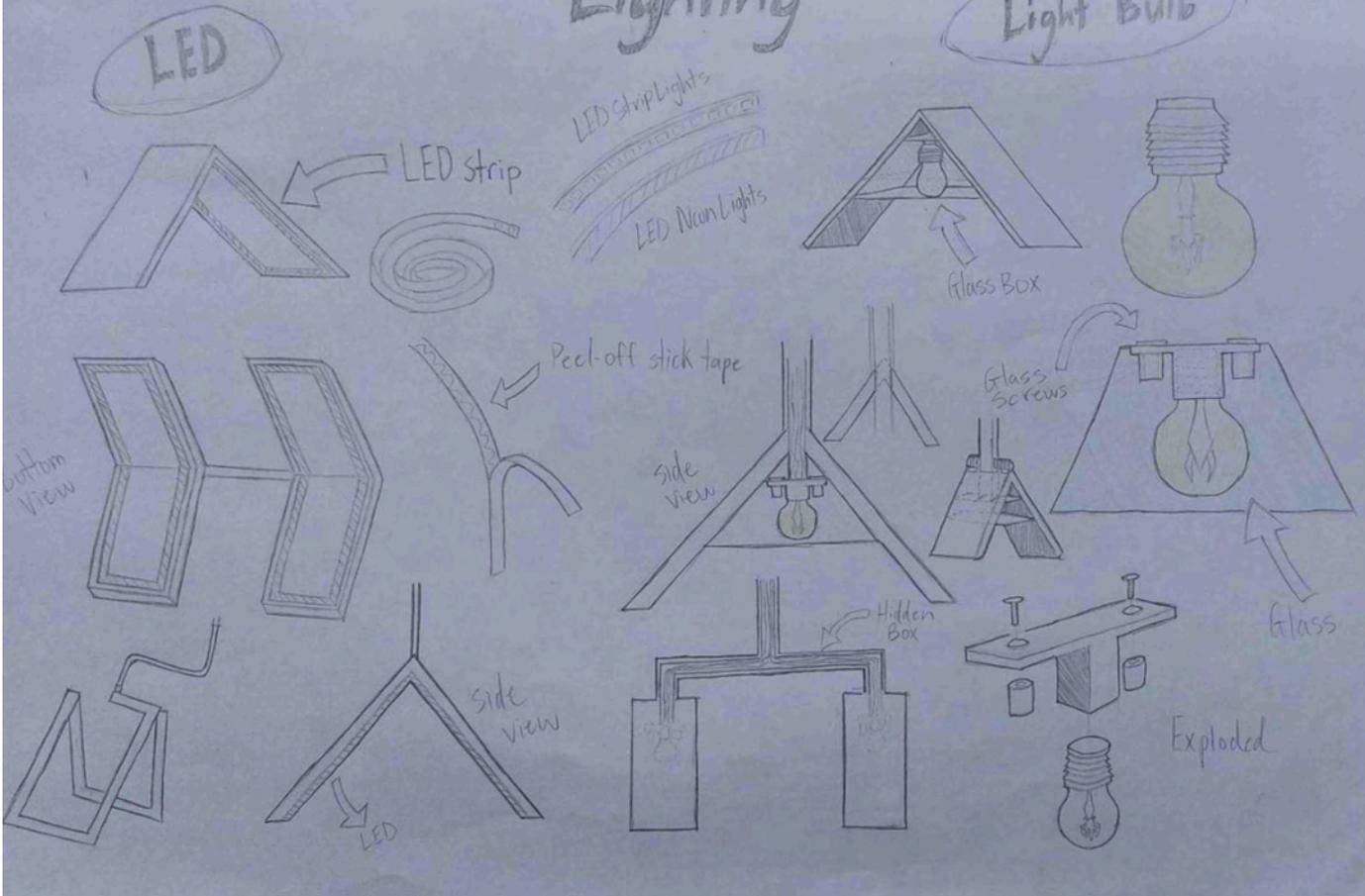
side view

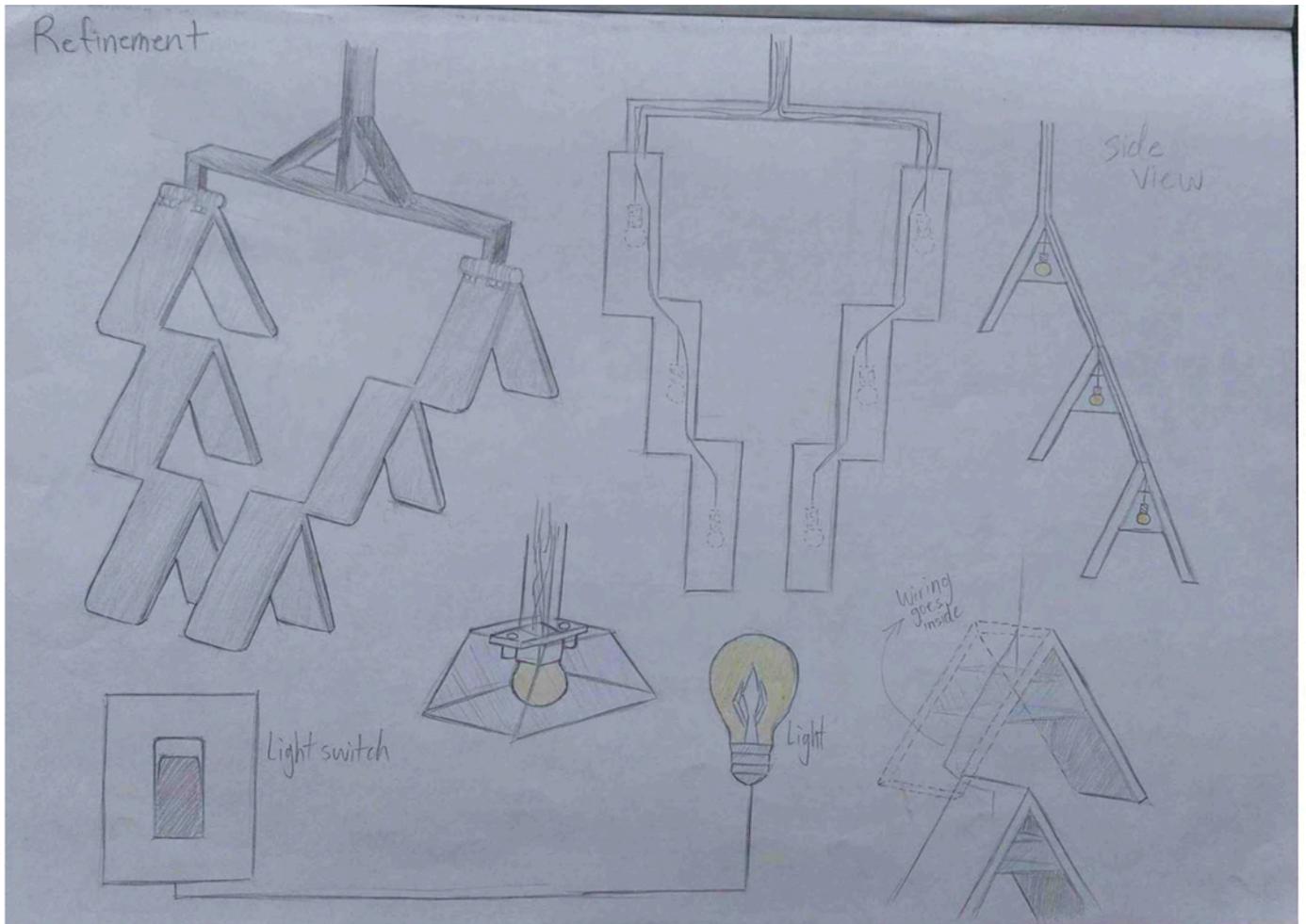
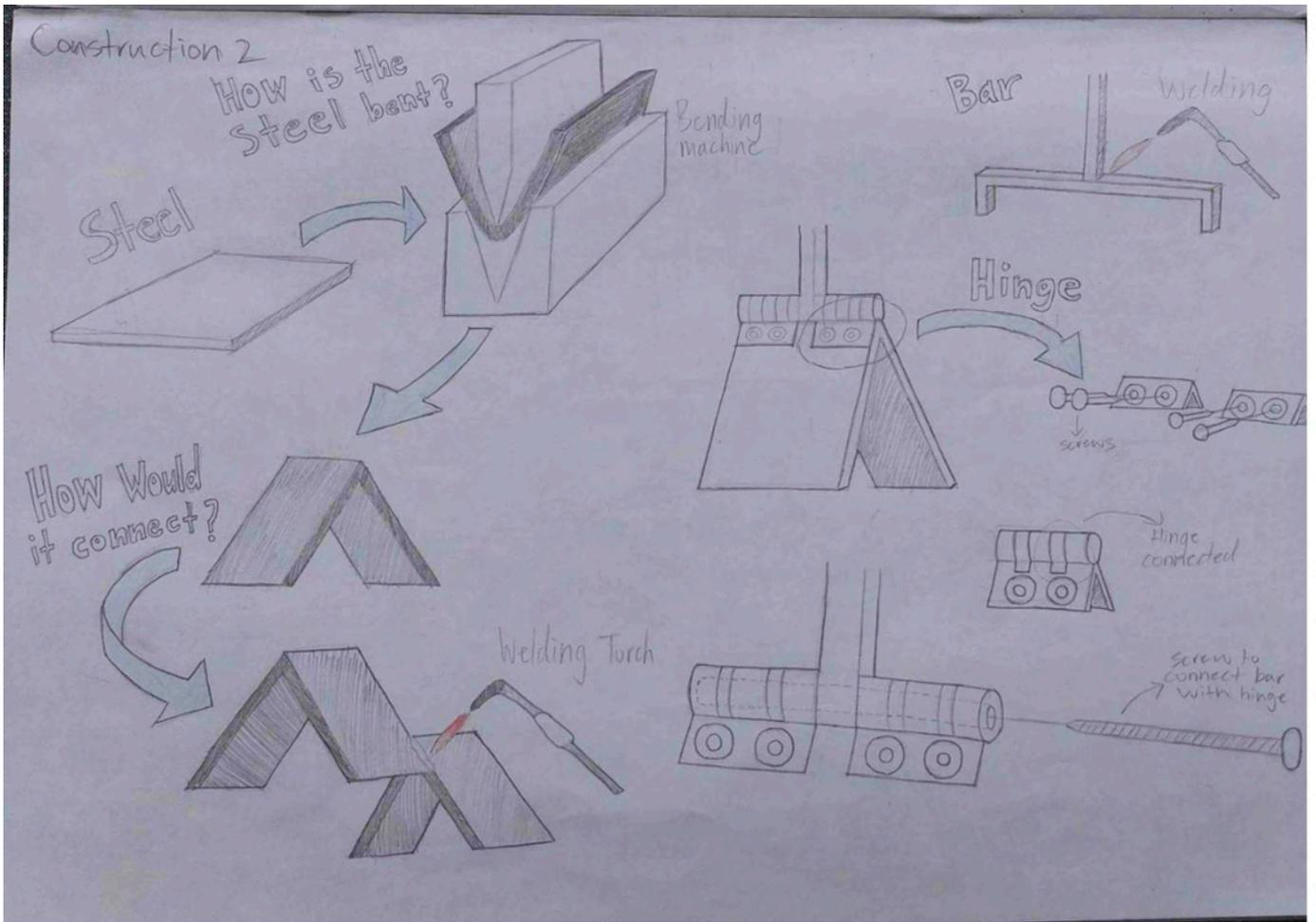
side view

Hidden Box

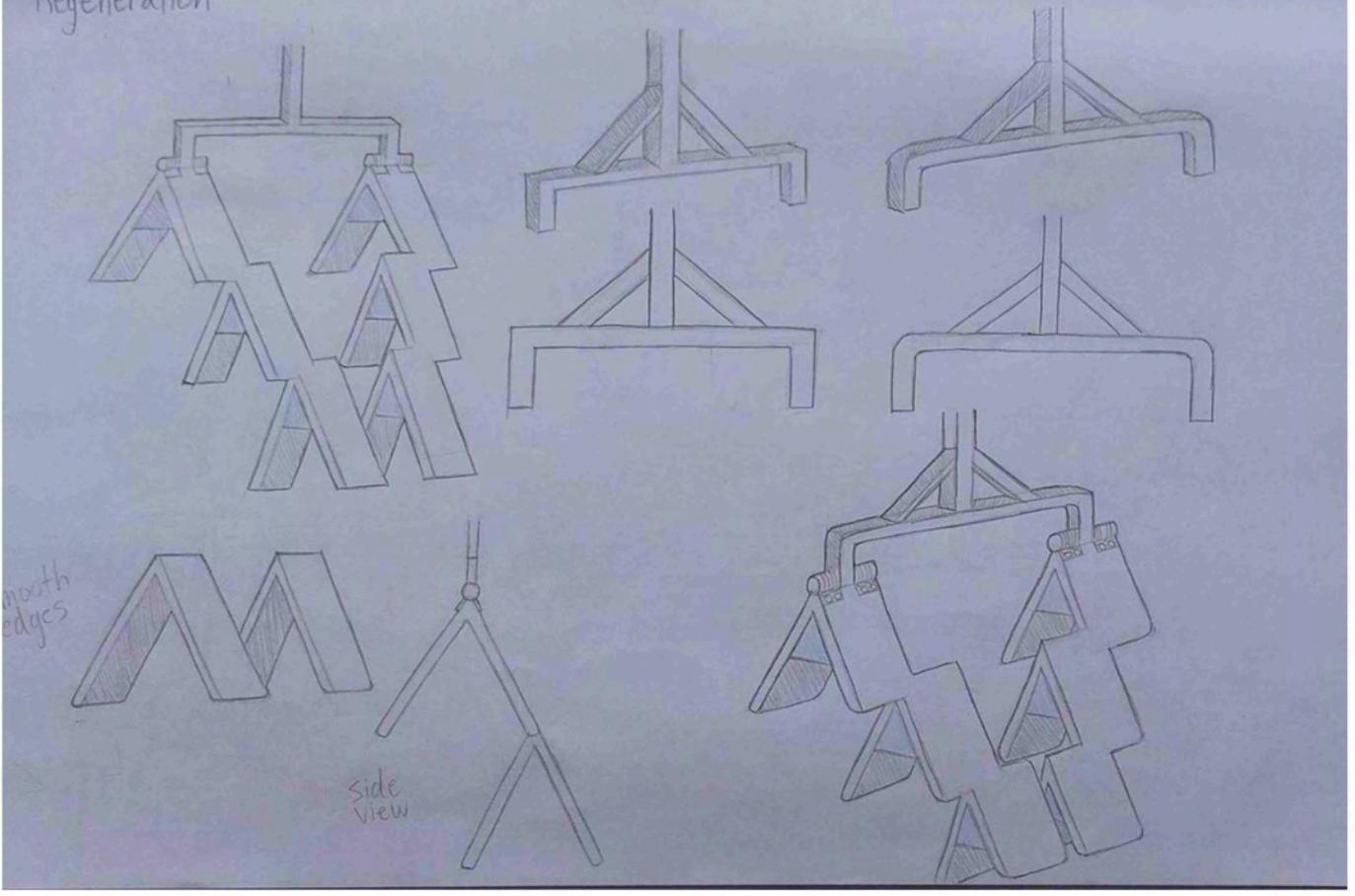
Glass

Exploded

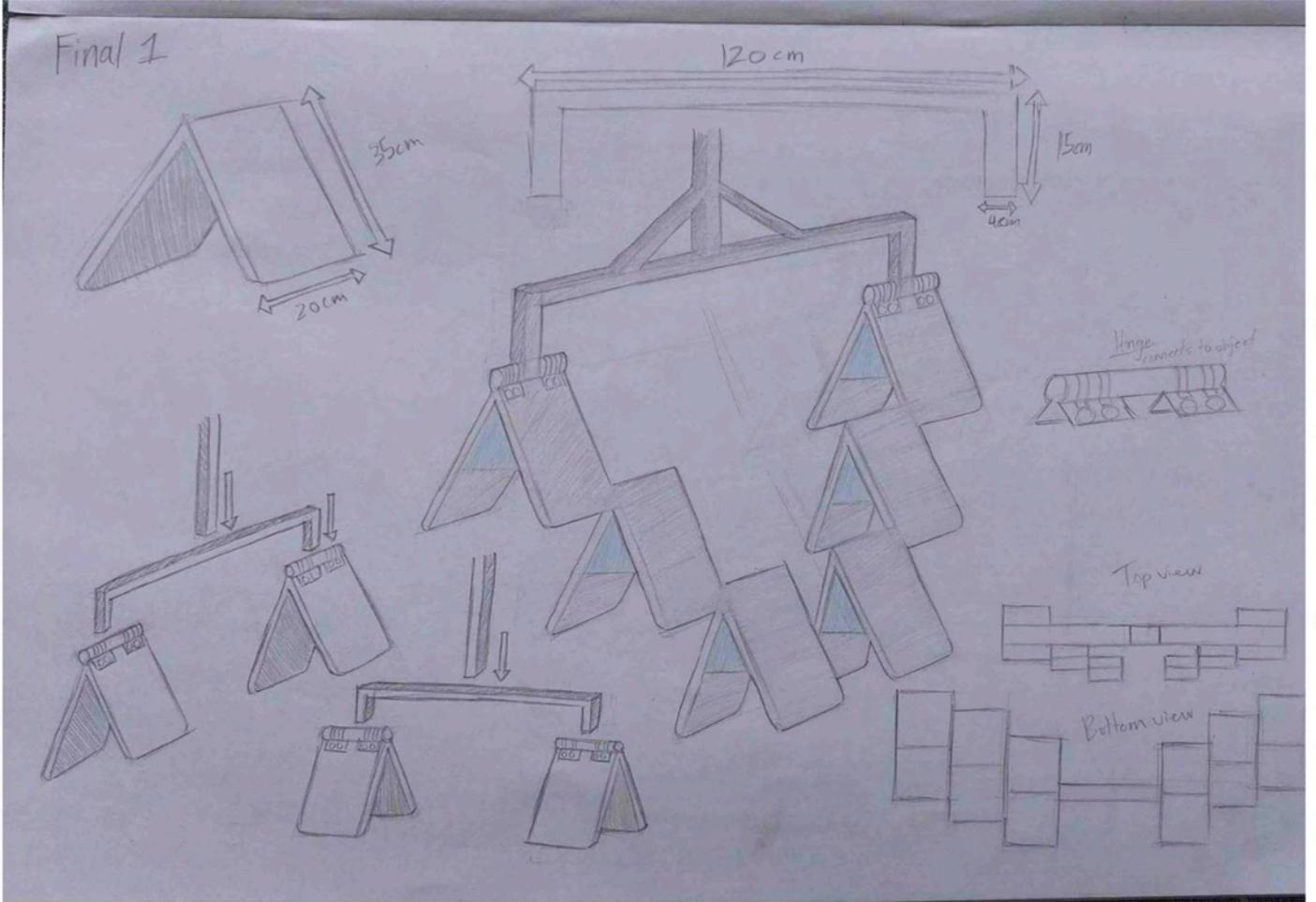




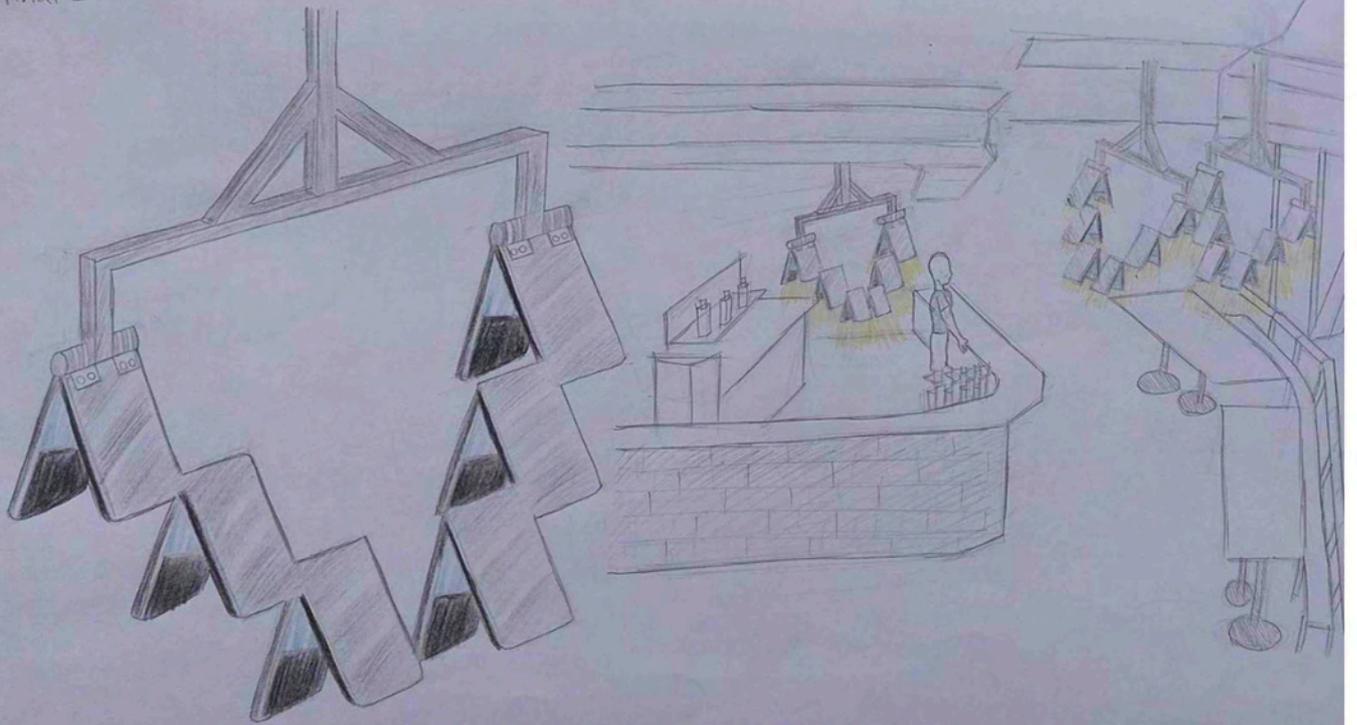
Regeneration



Final 1



Final 2



PART A Te Whakahua

Concept design



Arts and Craft Design



Design is very basic, includes a simple gradient background. Model stands out from the background. Need to fill up gaps around the poster.



The poster has a gradient background from darker green to light green which helps set the mood for arts and craft theme. The light is somewhat visible as the grey colour stands out from the green background.



Model that was made off sketchup, included all added details on the light, such as the bar or hinges. Having this model would allow me to add it to posters which helps make the poster more professional.

This poster is inspired by the concept design, but with improvements to it, by adding leaves and vines around the poster, which represents the arts and craft movement.

The poster uses an arts and crafts style font and includes my sketchup design model



Poster is not finished yet, could potentially add people to show the product in real life scale or add pictures of the 3D model that I'm currently constructing around the sketchup model to show how it looks on computer and in person. In conclusion the final poster should have stuff that would fill up the missing spots which would make the poster more appealing and interesting.

Changed up the poster by adding improvements such as lighting, colour changes and more detail.

The lighting under the design is visible, which allows people to see where the light source comes from.

I changed up the simple green to white gradient background since it was too basic and it didn't match the arts and crafts vibe. Also changing the title colour from white to a dark yellow colour helped make the text stand out more.



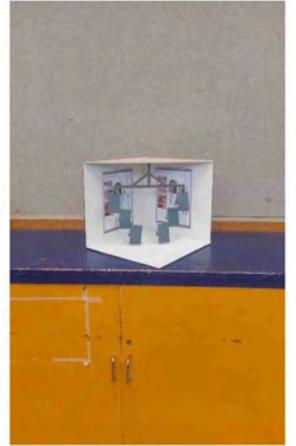
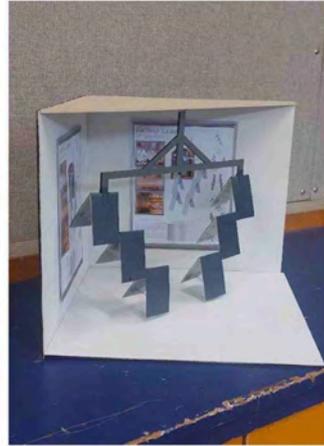
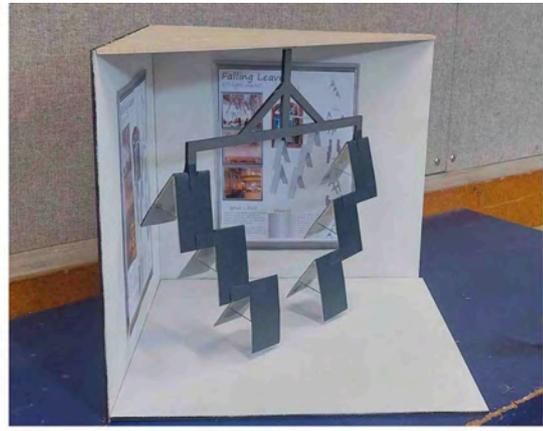
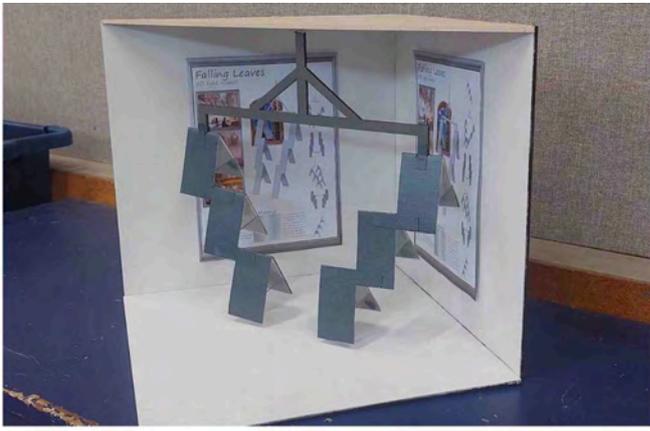
Changed up to poster by adding a window behind it to make it actually look like a light. Changed the vines into one with less leaves around it which makes the text more visible. Added a in-use image of the light inside a room with a person next to it, as this shows roughly how large the light is and how it looks like when being used.



After receiving some feedback, I decided to get rid of the leaves as it made the poster look too crowded, with the new changes, this made the information look much clearer and cleaner.



Ended up changing everything as I got some feedback, and I decided it was best to switch everything up. With the new poster I included far more angles of the light, this would allow people to see the functions more clearly, while including less texts and adding more in use images including the real location and having the lights in the images as well.



Achievement

Subject: Design and Visual Communication

Standard: 91337

Total score: 03

Marker commentary

Aesthetic Qualities: The work begins by exploring shapes, forms, and patterns influenced by external sources like the Arts and Crafts movement and the George Washington desk. The candidate explores abstract, geometric, and spiky shapes in 2D and 3D forms, which relates to aesthetic qualities like shape (2D) and form (3D). The later pages show these forms manipulated into a lighting fixture.

Functional Qualities: The candidate explores functional aspects relevant to a light fitting, such as materials (comparing aluminium, steel, and oak wood, noting properties like weight and durability). Construction details are considered, including how steel might be bent or welded, and how different components (like hinges) would connect. The submission also looks at lighting components (LED strips, neon lights, light bulbs) and their placement, as well as the movement of the light fixture. Dimensions (e.g. 55cm, 120cm) are added to the final design, which is a key functional quality.

The initial ideas show many variations of shapes and forms. Although several distinct shapes are presented, the subsequent exploration appears to mostly manipulate and stack simple geometric forms (like the A-frame/triangle shape).

The progression shows a clear movement from simple form exploration to incorporating functional and aesthetic qualities into a single design idea.