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New Zealand Qualifications Authority

Level 2 Design and Visual Communication 2025

91337 Use visual communication techniques to generate design ideas

EXEMPLAR

Merit

BRIEF

For this project, I am designing a cafe. The cafe will be inspired by the Brutalist architecture era which I have chosen, and it is situated in Musick Point, Auckland, New Zealand.

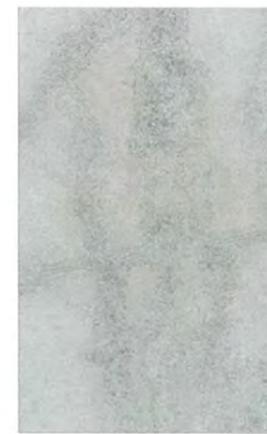
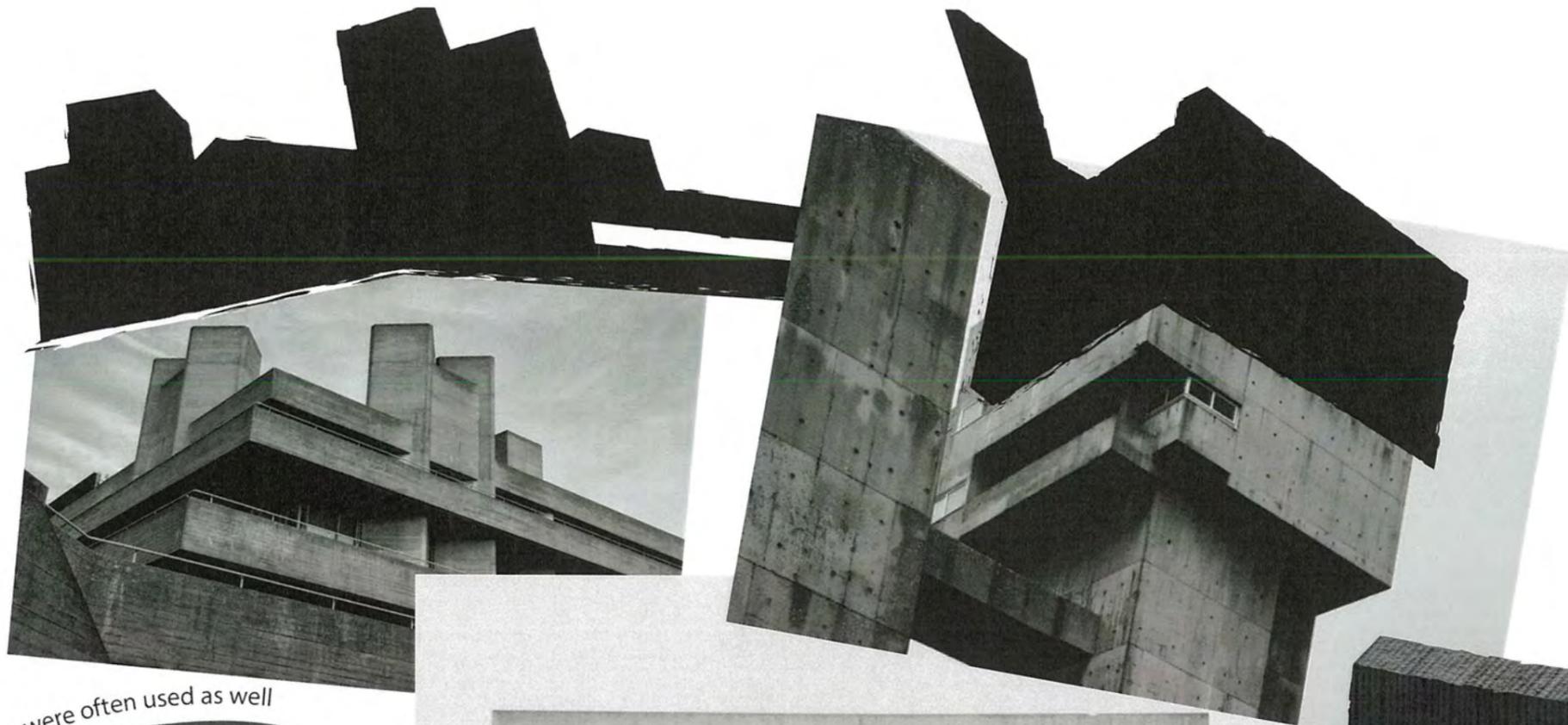
Design Considerations

- The cafe will be positioned in relation to the ocean, sun, and the wind.
- The cafe meets the needs of the customers since it has an elevator centered in the middle of the cafe with spiral stairs wrapped around it. Giving it more convenience for the customers and anyone else who has disabilities. The toilets are constructed downstairs in the corner next to the counter/reception area. The dining spaces would be around the whole cafe and upstairs, having each dining area having a window to see nature.
- The planning of the interior spaces is a long dining table/bar facing the window with a view of nature. Four barista high-top tables on the terrace. It relates to customers since it allows them to enjoy a variety of dining options.

Design Specifications For Cafe

- This cafe employs Brutalist themes like concrete flooring, walls, and tables. Along with some wooden dining tables and chairs.
- The cafe is suitably placed and oriented to show the environmental conditions of its location (sun, wind, ocean, trees, and the overall nature)
- The cafe has a flexible and comfortable interior layout for staff and diners. It provides space for the users to walk around and be seated comfortably.
- The scale and proportions of the spaces should create a sense of solidity and permanence, reflecting the Brutalist design principles.

With having these design specifications, the Brutalist-inspired cafe at Musick Point, Auckland, New Zealand, will create a unique and compelling experience for both staff members and customers, while also reflecting the architectural character of its coastal setting.



Calacatta marble



Spotted concrete

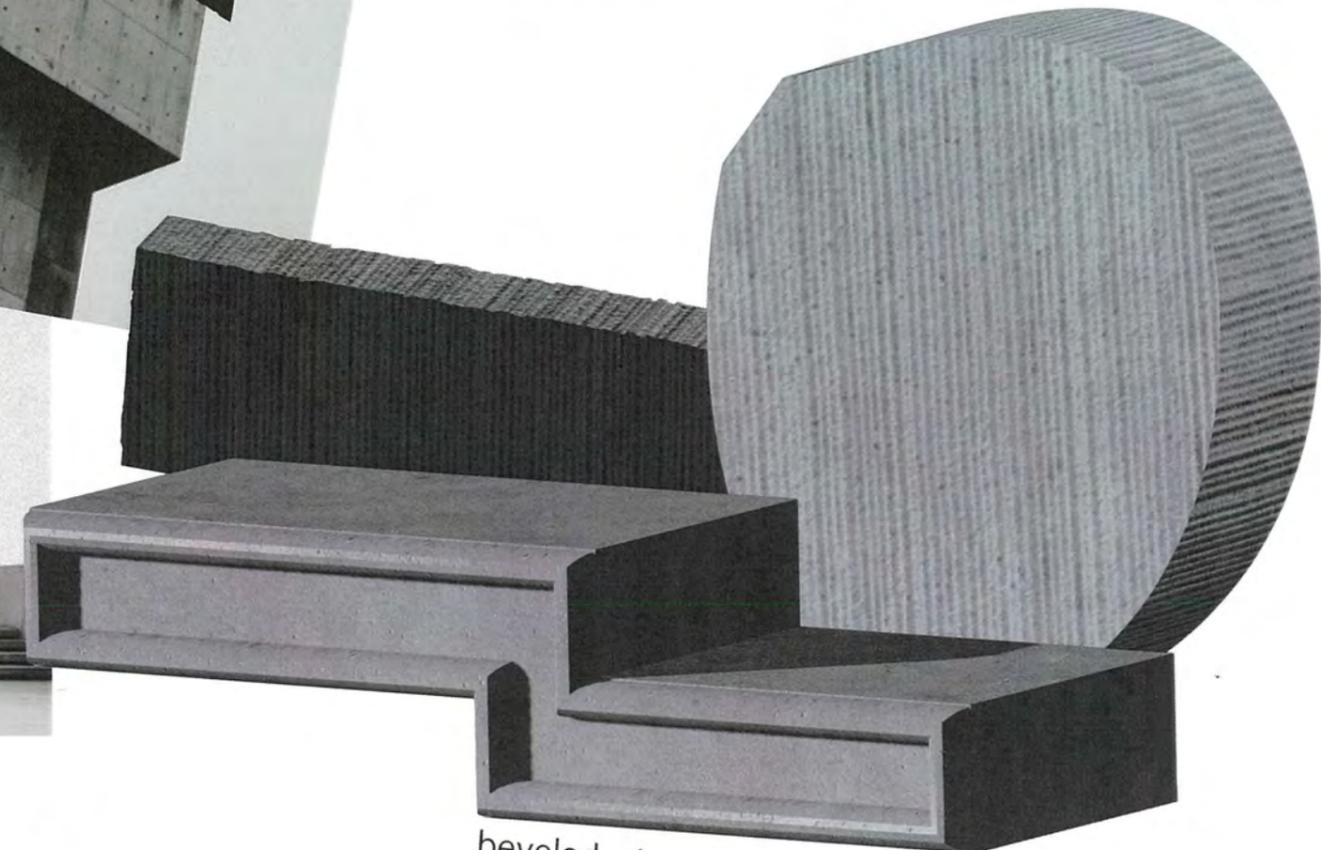


Carved concrete

circular forms were often used as well



empty spaces



beveled window edges

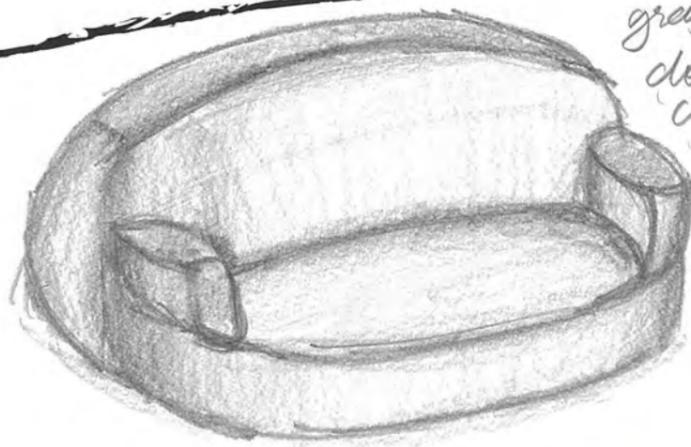
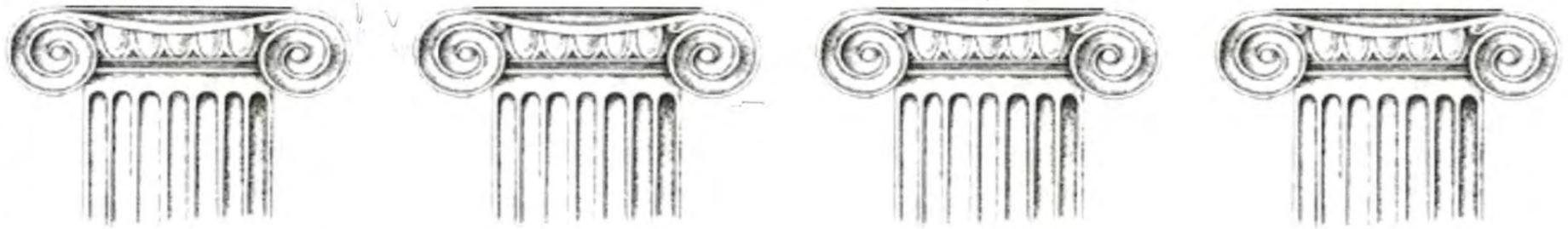
large boxy forms



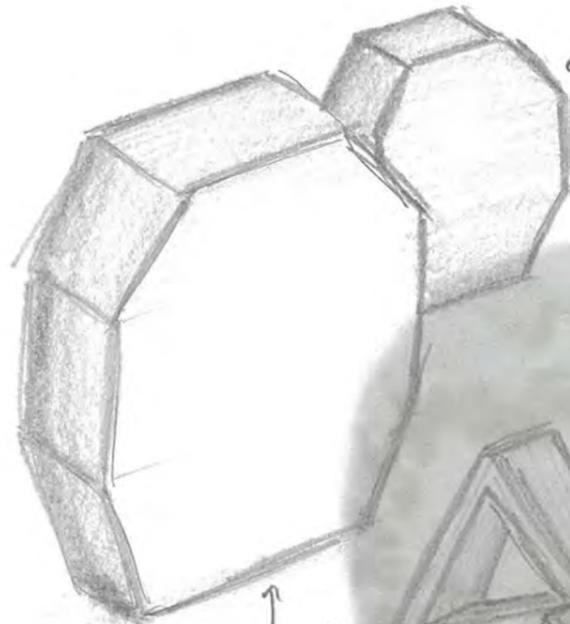
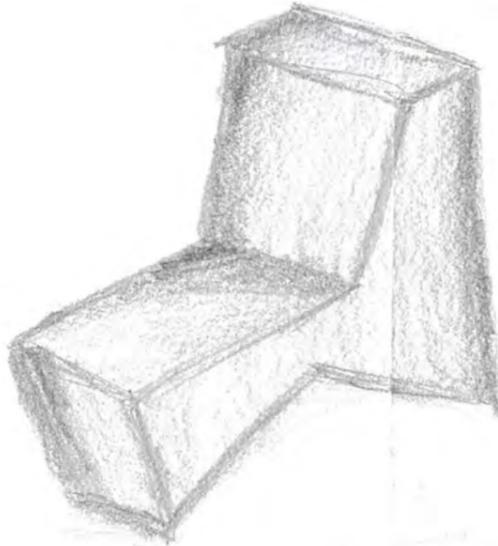
sharp, square edges



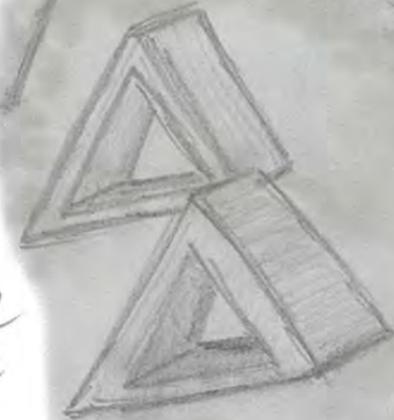
Stoic



gray cloud couch



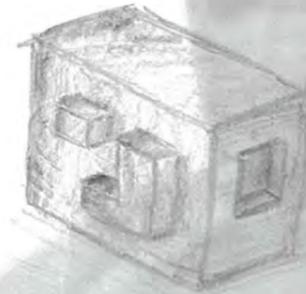
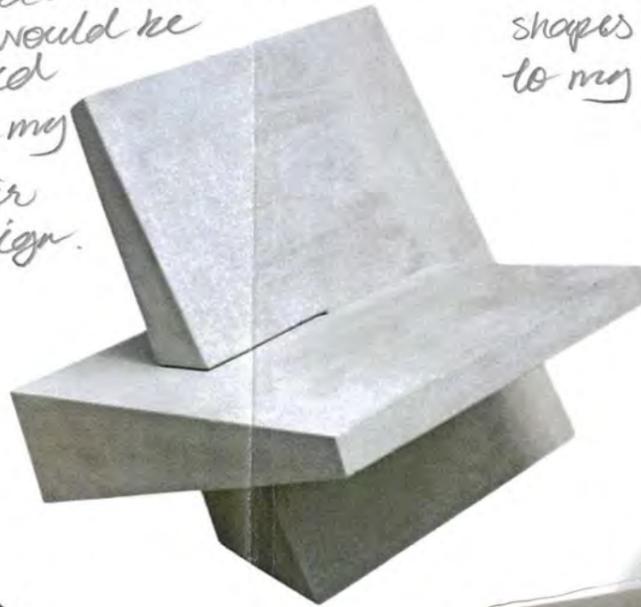
more hexy shapes to go and match with my era.



a lot of those shapes are related to my design era



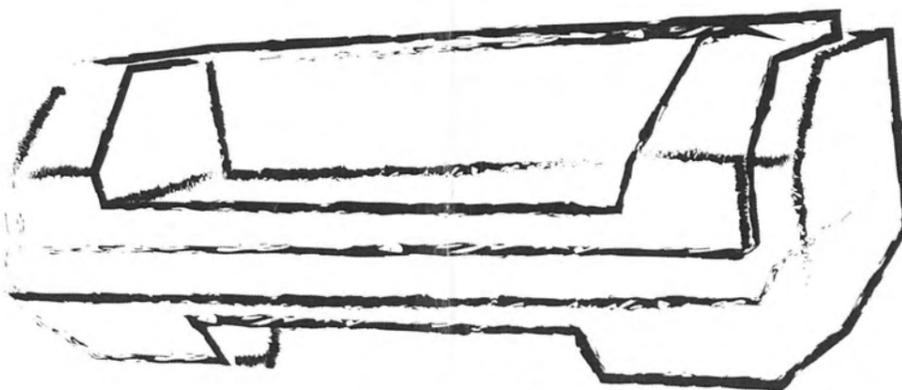
a lot of concrete would be used for my chair design.



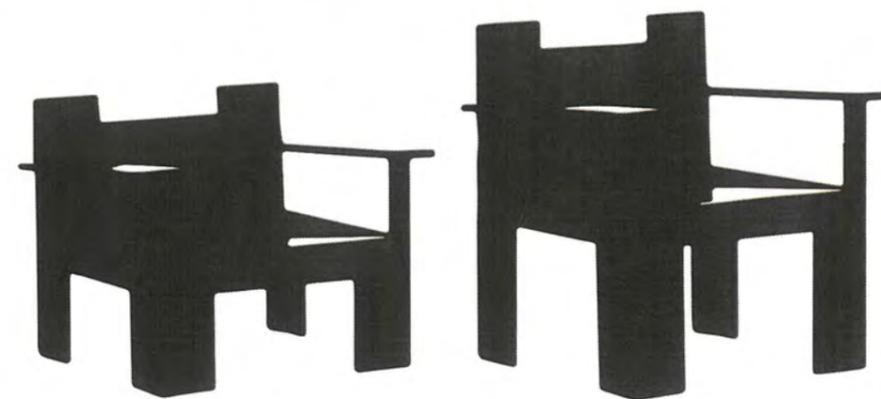
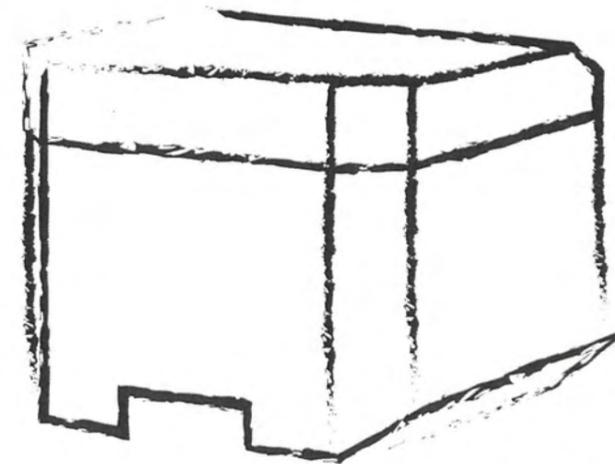
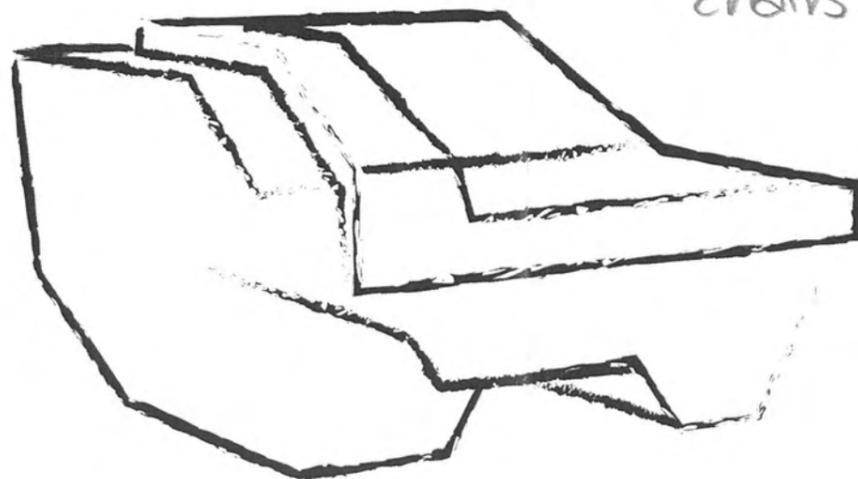
an ancient Greek philosophy that teaches self-control and resilience as a means to achieve tranquility and virtue

STOIC

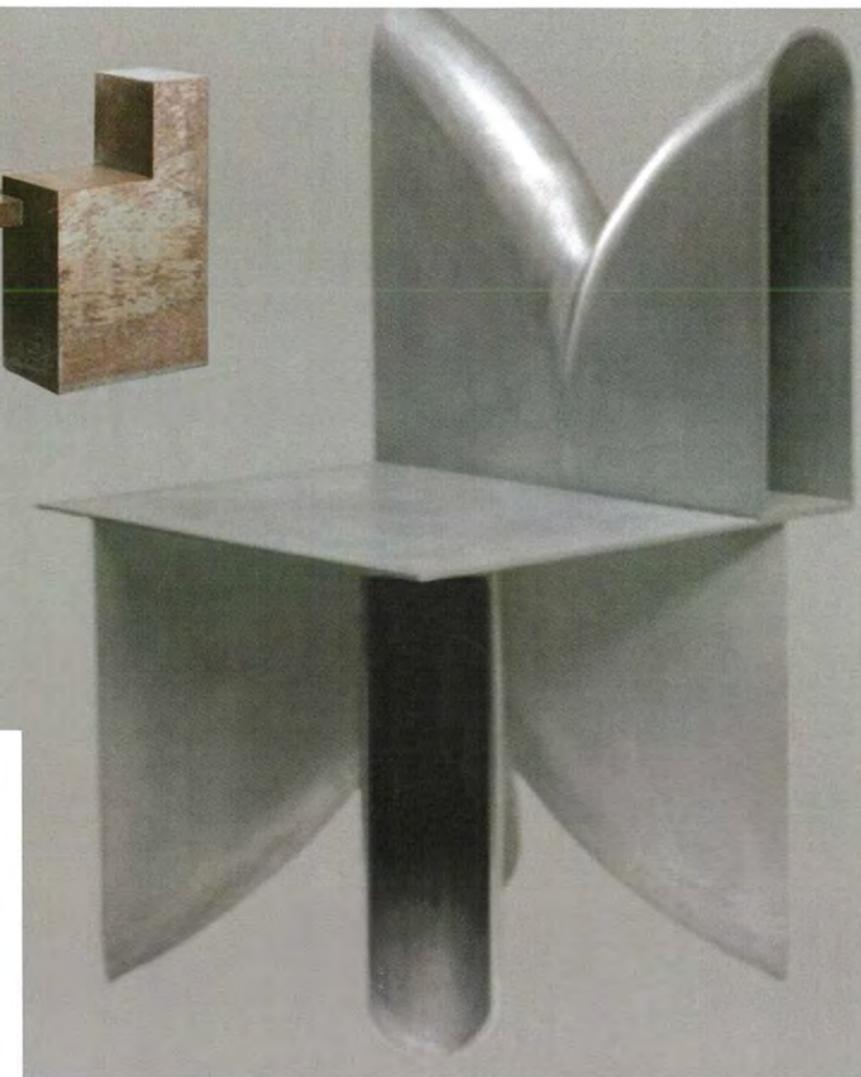
a person who can endure pain or hardship
without showing their feelings or complaining



strong concrete
chairs.



minimal
concrete chair

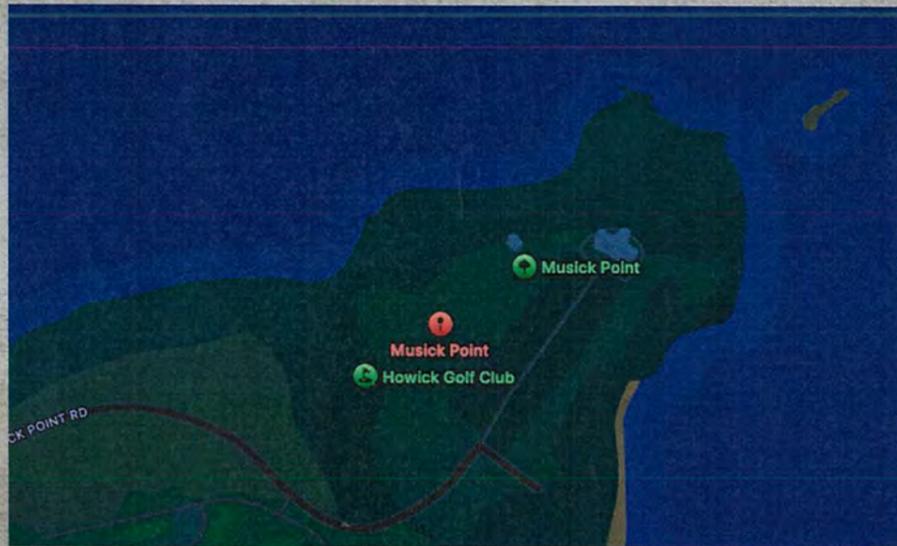


SITE RESEARCH

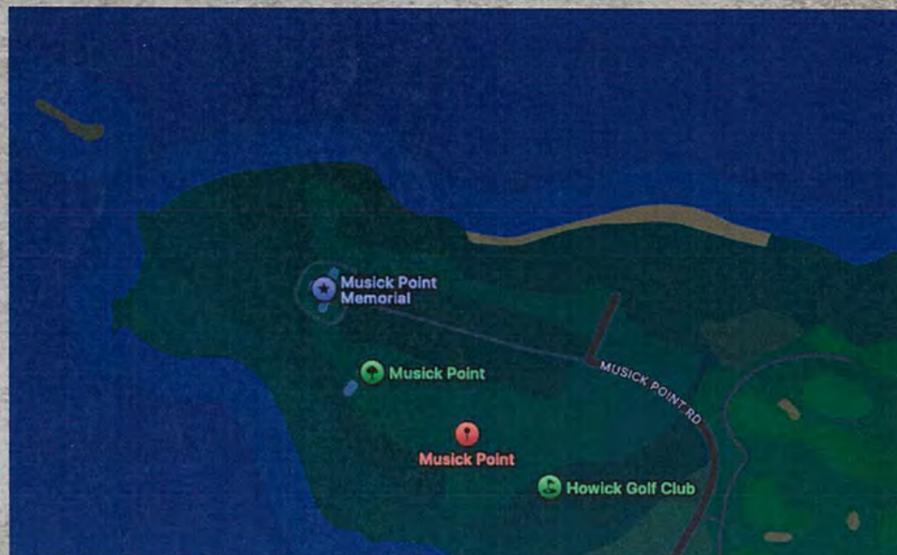
Location: Musick Point



Views of Musick Point



Views of Musick Point from above



NEAREST FACILITIES: Musick Point Memorial

Demographics

Population: 800
 Age Groups: Children, Families, Fisherman, Golfers
 School Zone: Bucklands Beach Primary, Macleans College



Sun coming from the NE side of Musick Point

WIND: the wind is blowing in a NE direction

CONSTRAINTS: trees being in the way, which might cause the open view of the ocean

RAIN: cloudy

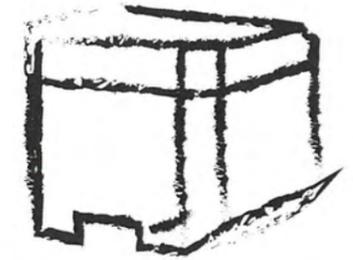
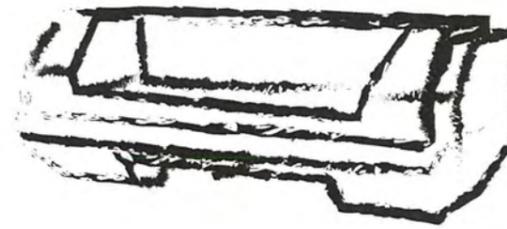
TREES: a lot of trees surrounding the campus, which provides some privacy



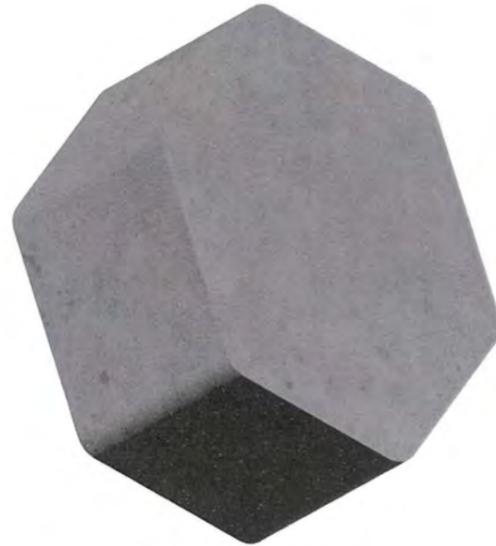
Views customers would most likely be seeing when visiting the restaurant/cafe. Customers of the cafe can go relax with a cup of coffee while enjoying the view of Musick Point, after their game of golf. I think that Musick Point is a great place for people to communicate with each other whilst spending time with family and friends. I really love this location of a cafe, and I believe that this place will be one of the best locations to have a cafe.



brutalist furniture



blocky style brutalist chairs

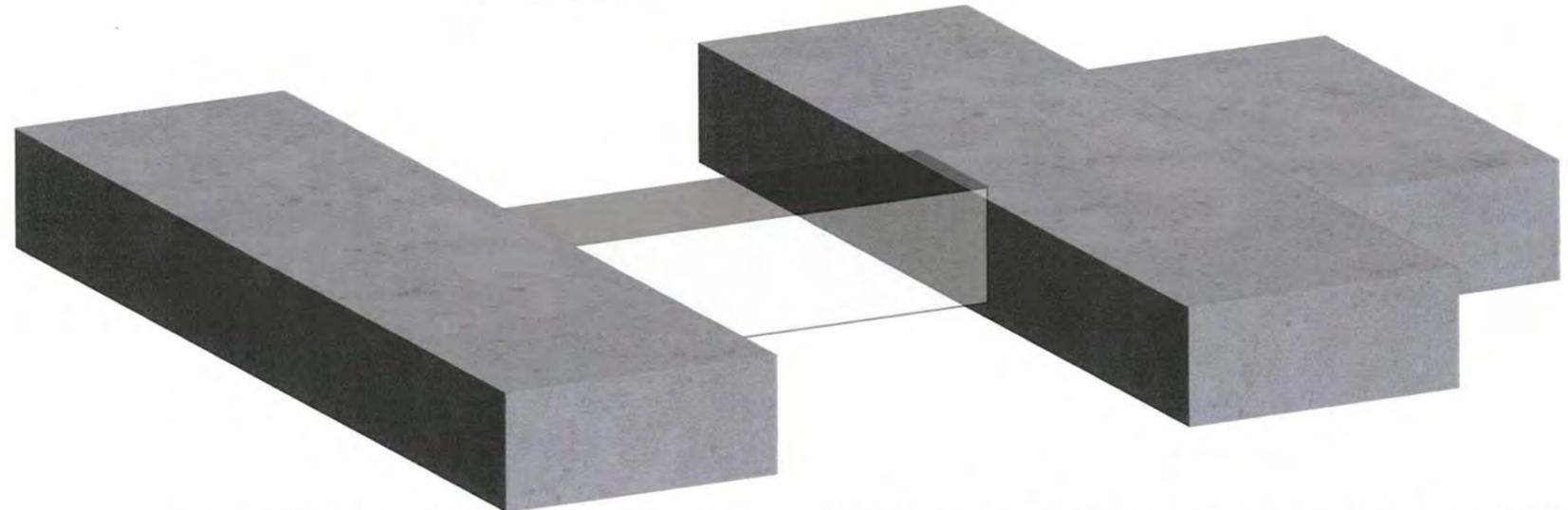


often has twisted structures

often has geometric shapes in brutalism



a mix of brown, black and concrete together



general idea of a brutalist house, with a glass hallway between the two wings of the house

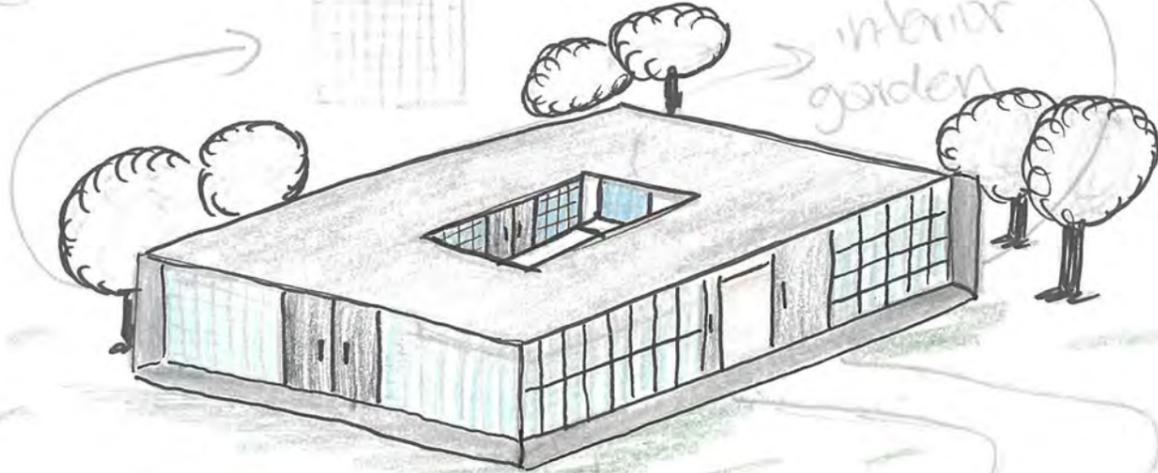
INITIAL IDEAS 1

smooth as silk concrete

①

glass-block windows

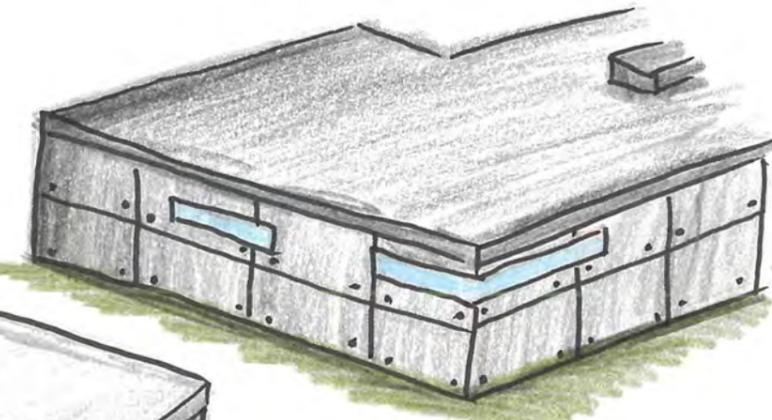
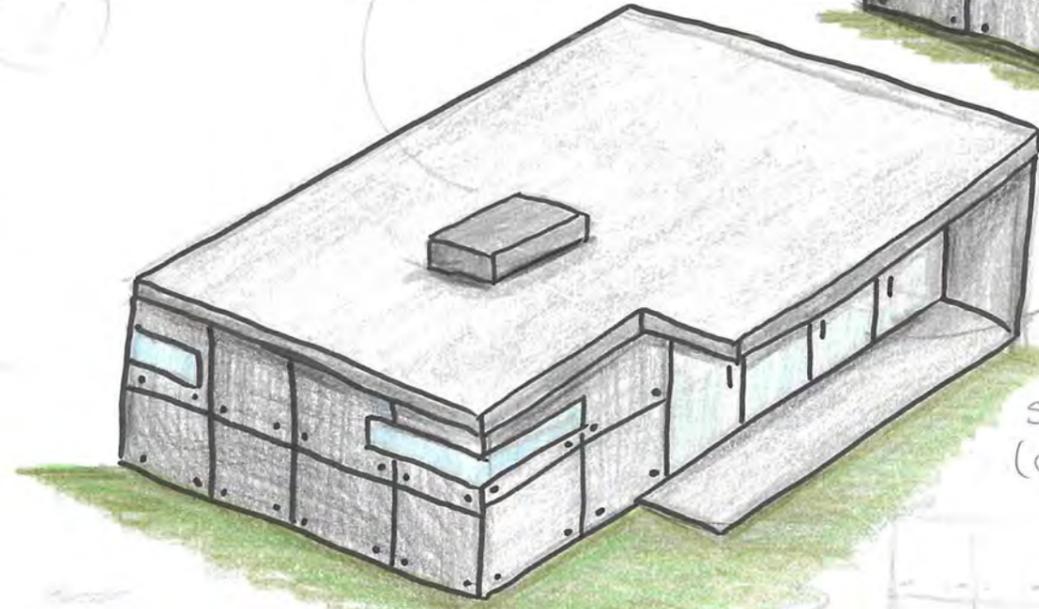
interior garden



location: forest

②

ventilation



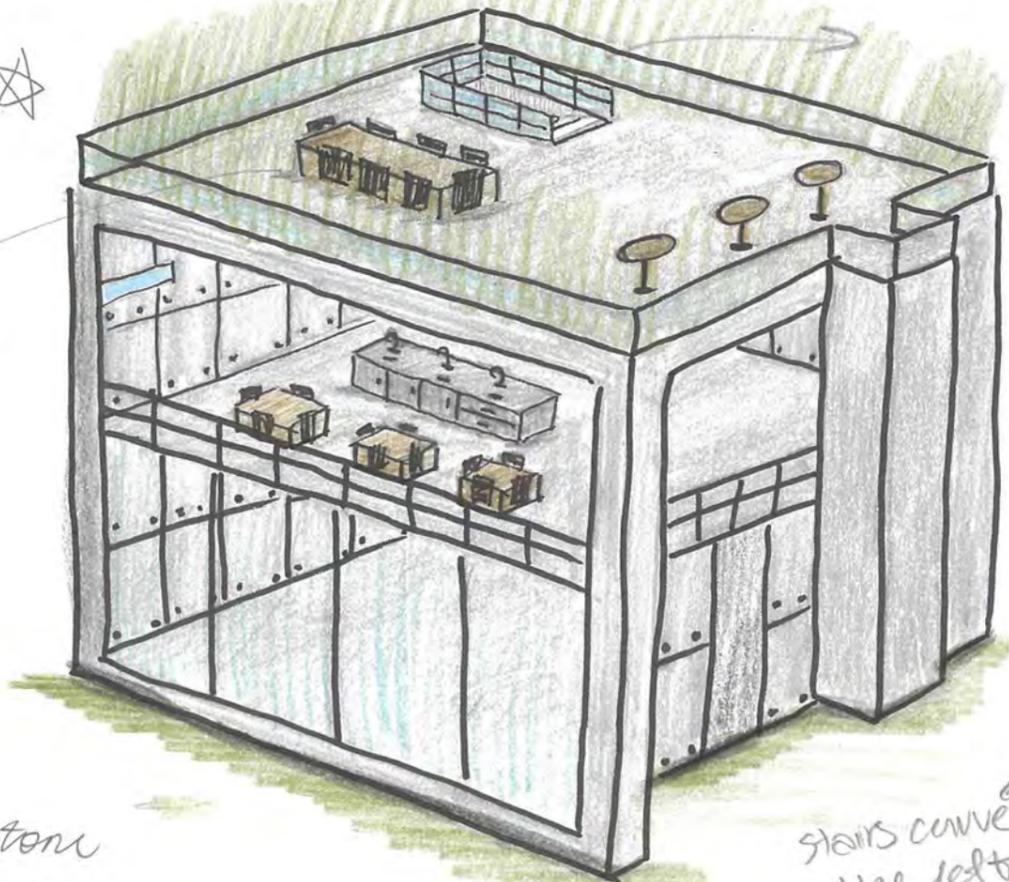
awning windows / glass sliding doors

smooth-as-silk concrete (often used by Tadao Ando's architecture)

location: times

③

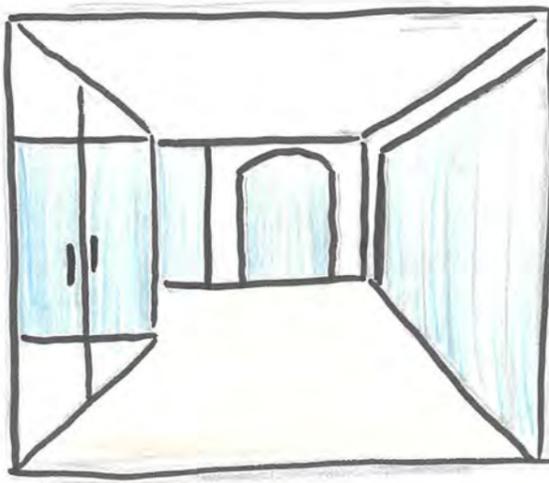
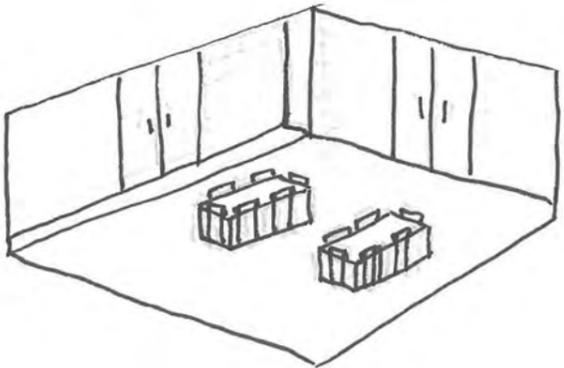
Japanese mafia gang meetup



stairs for customers to get upstairs to dine



smooth-as-silk concrete again



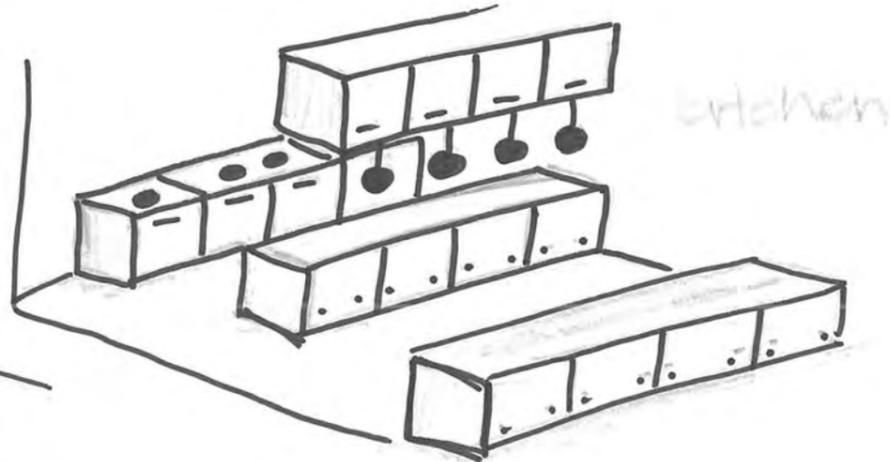
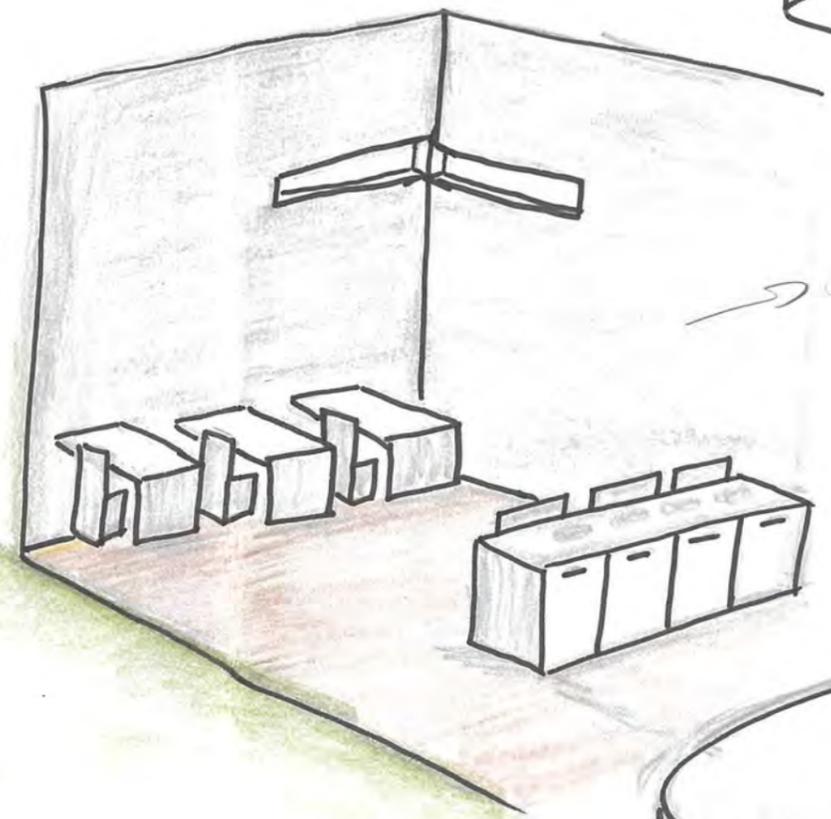
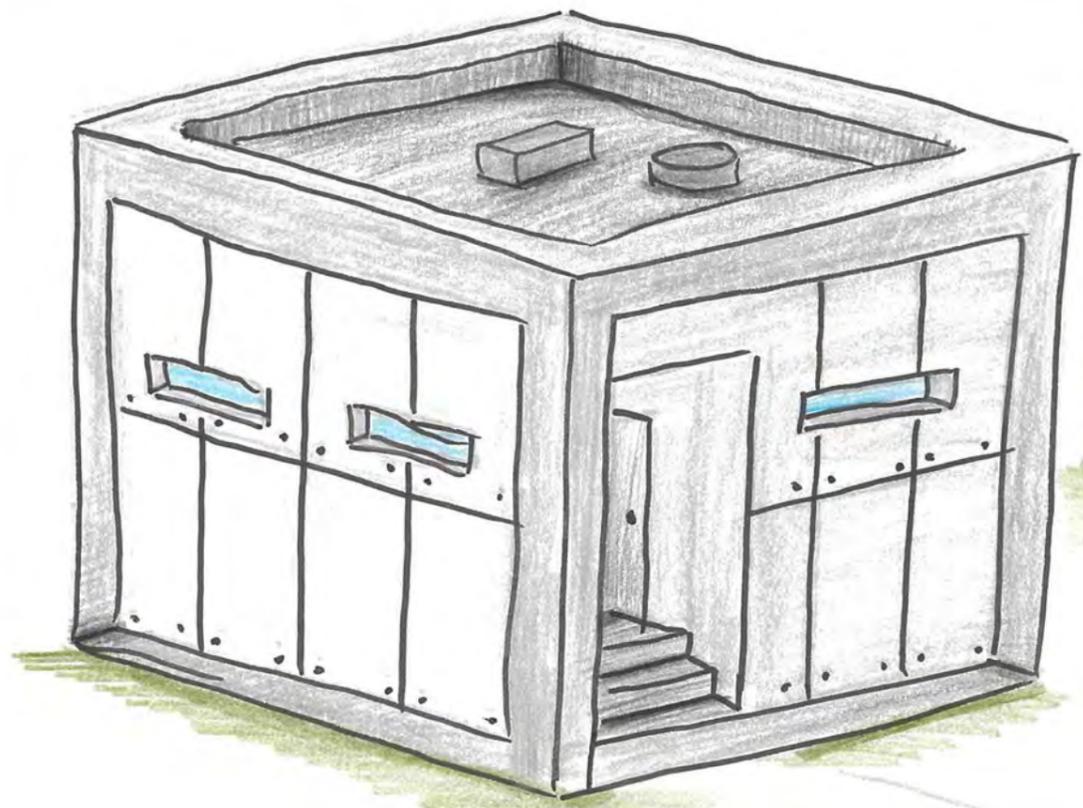
daystone flooring

stairs curve to the left for customers to dine upstairs



INITIAL IDEAS 2

4



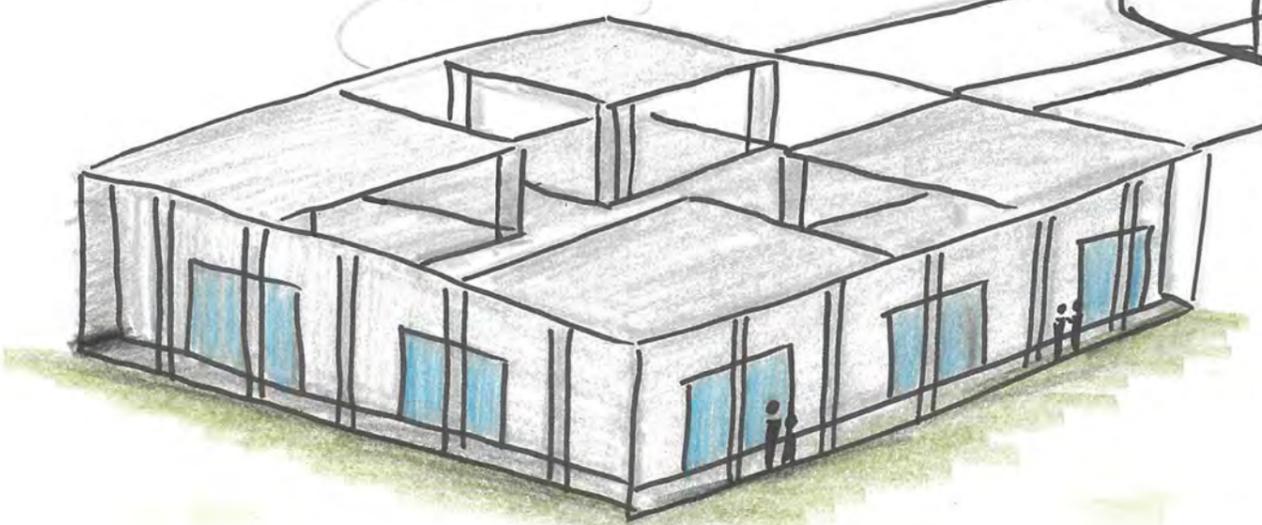
DINING AREA

KITCHEN

kitchen

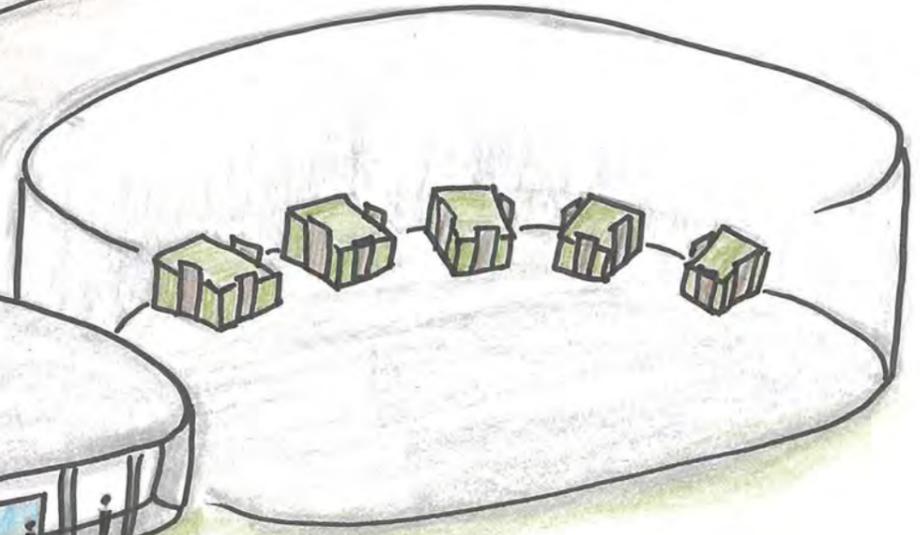
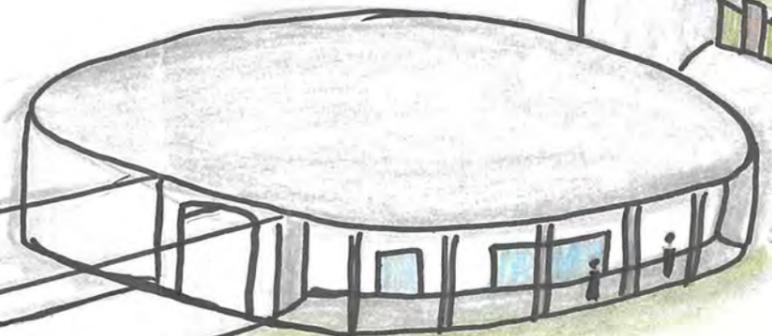
5 ☆

SEGREGATED DINING AREAS



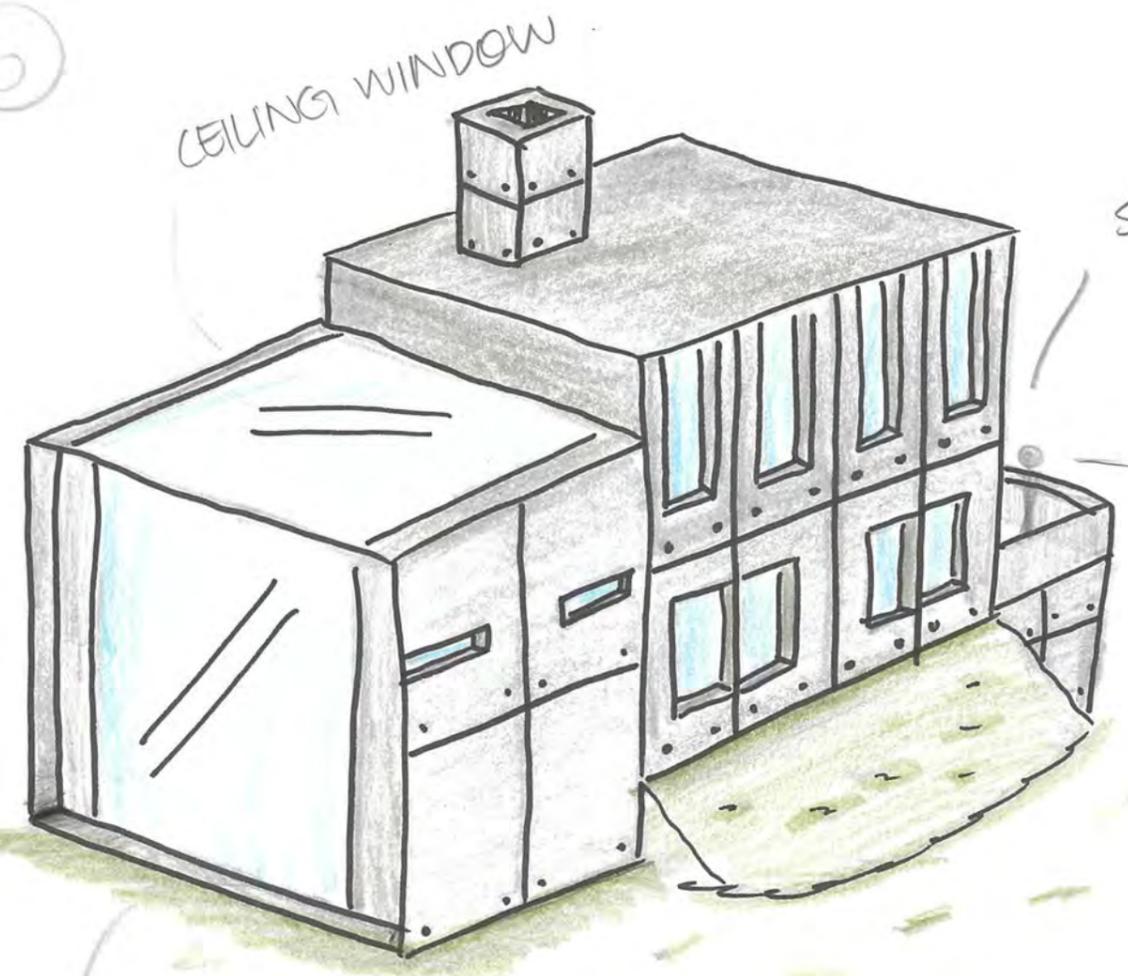
GLASS HALLWAY LEADING TO WEST-WING

INTERIOR OF WEST-WING



INITIAL IDEAS 3

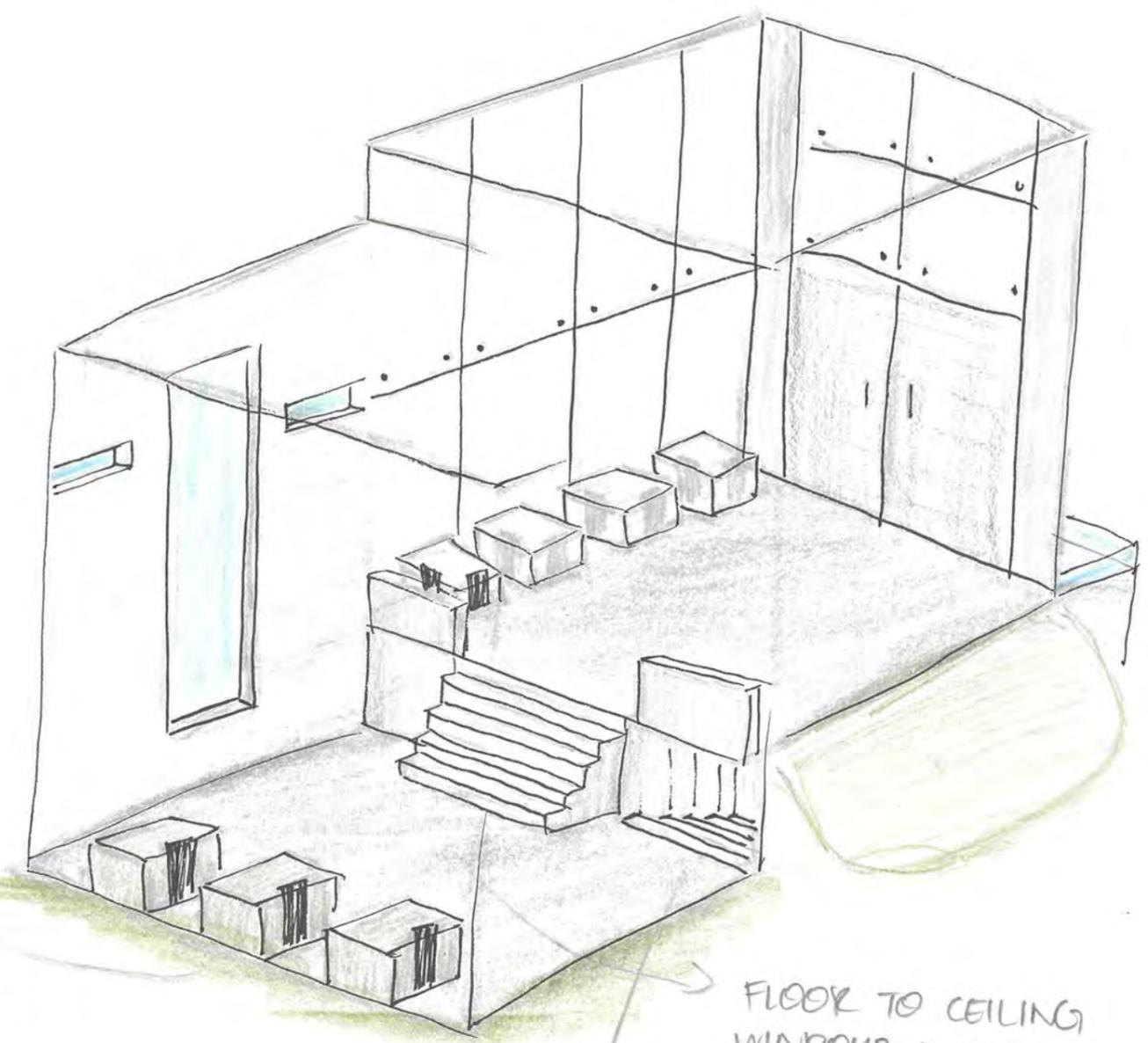
6



SMOOTH AS SILK CONCRETE

PROPORTION

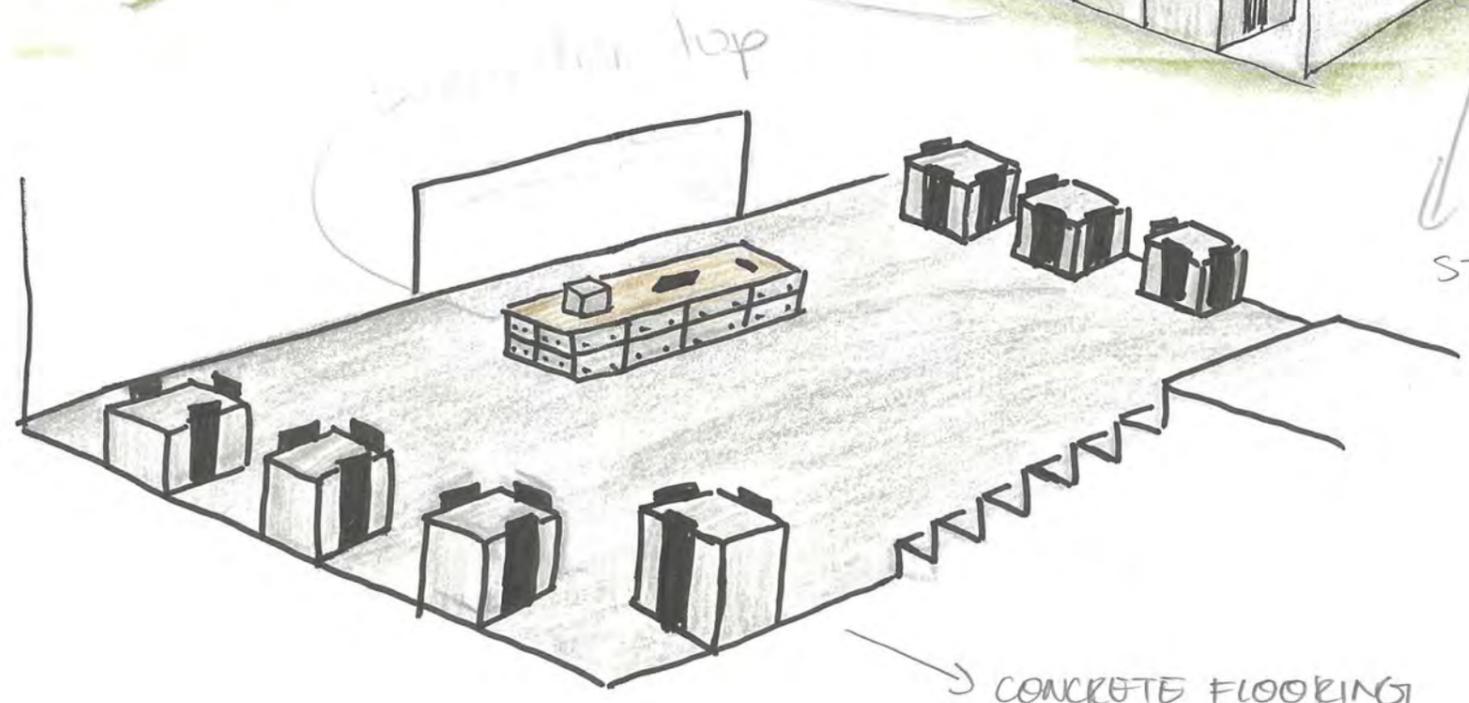
CUSTOMERS CAN ENJOY SEA VIEWS



FLOOR TO CEILING WINDOWS

FLOOR TO CEILING WINDOWS WOULD BE PLACED HERE

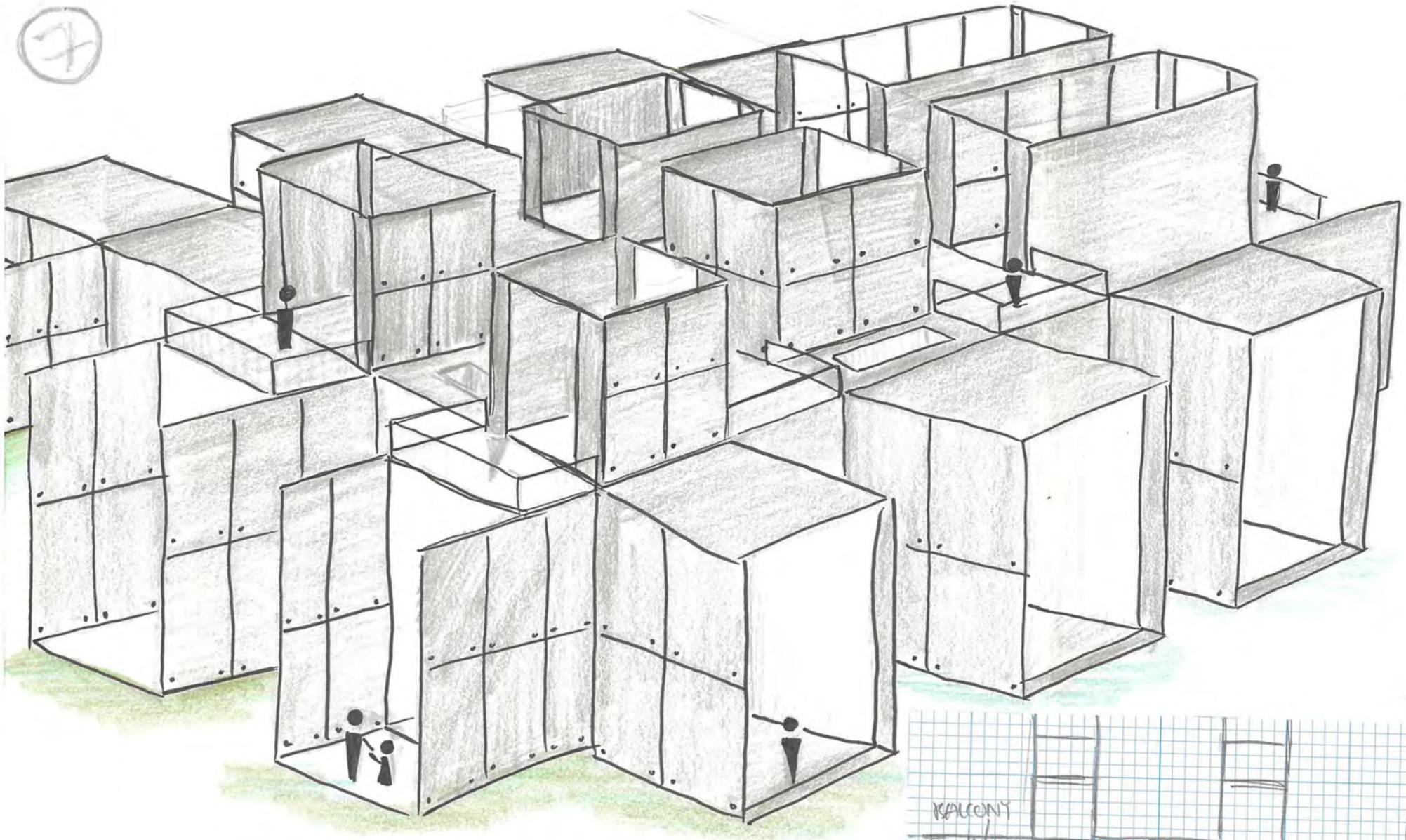
STAIRS LEADING DOWN TO THE KITCHEN



CONCRETE FLOORING

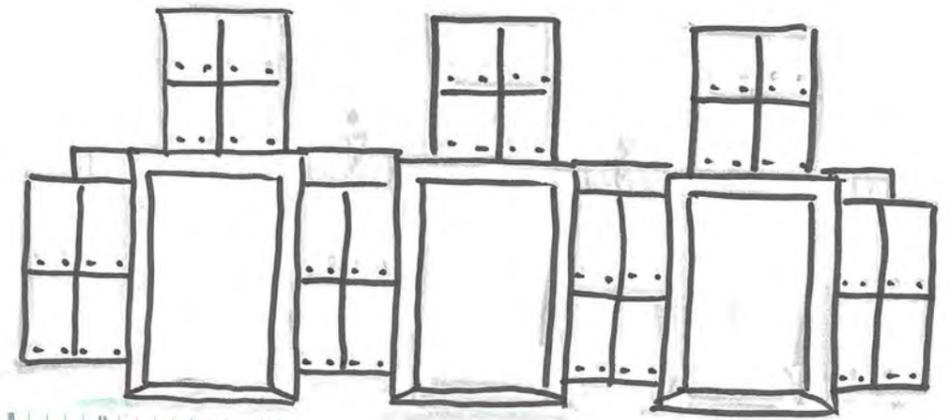
INITIAL IDEAS 4

7

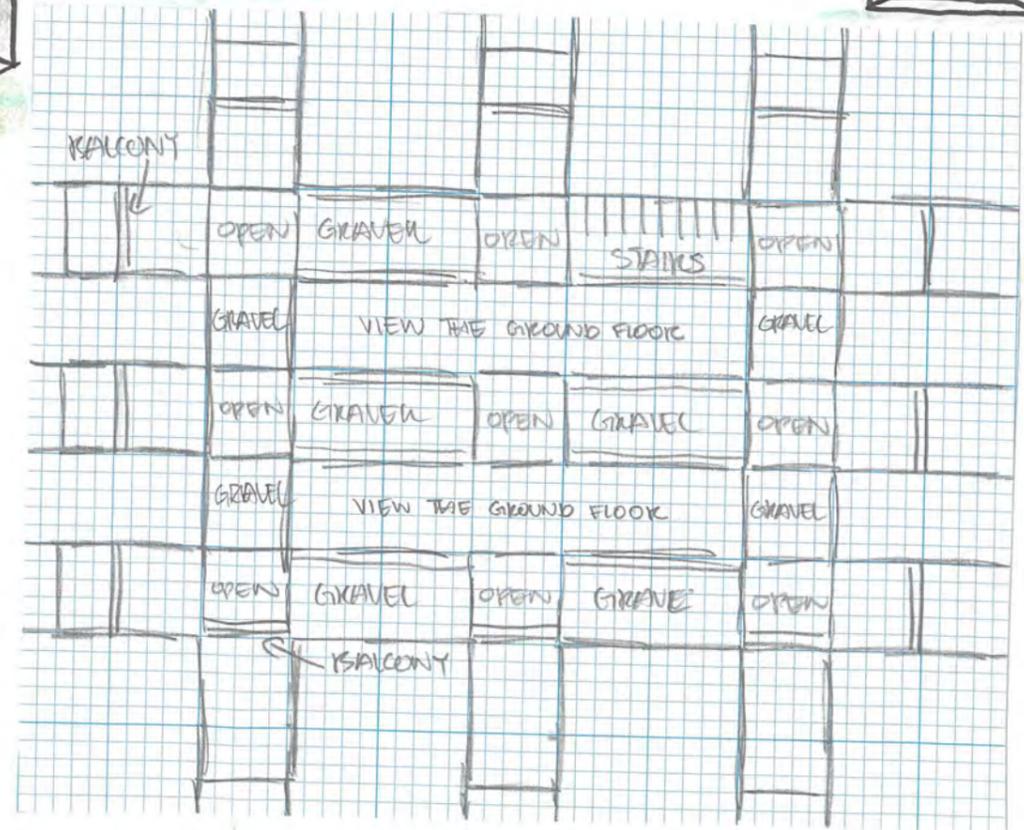


- BALCONIES FOR CUSTOMERS TO ENJOY FRESH AIR UPSTAIRS.

• side view of the cafe.



• THIS CAFE WAS INSPIRED BY THE KENGO KUKA STARBUCKS CAFE IN TAIWAN.



DEVELOPMENT

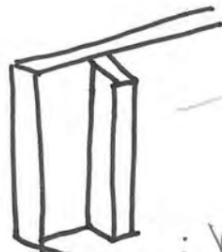
smooth as silk concrete will be used a lot for the structures

i have used black pen to highlight specific features of each café

structure:



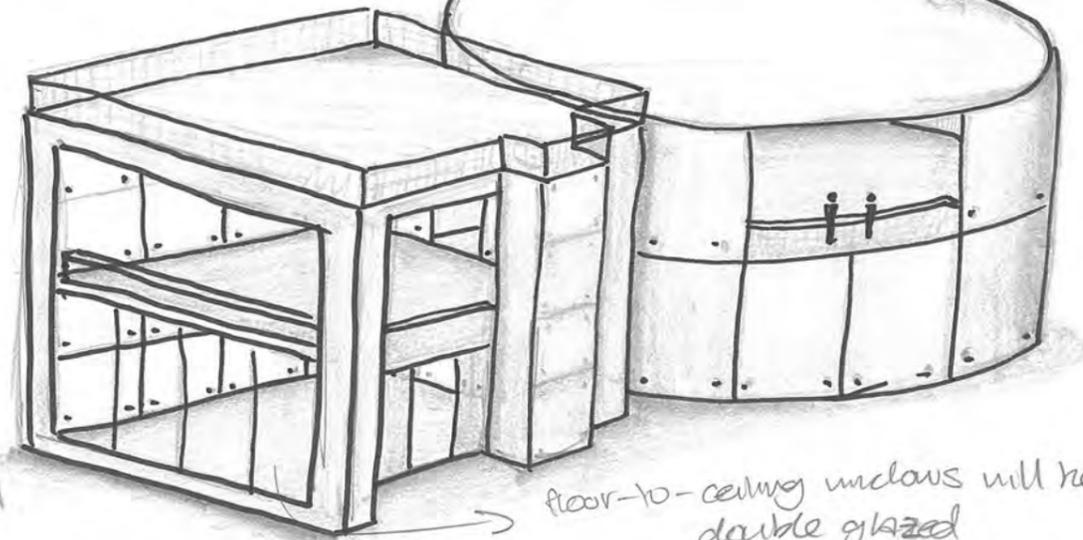
wooden planks that uses to support the concrete from sliding on each other.



sliding wood



→ helix in plaster flooring

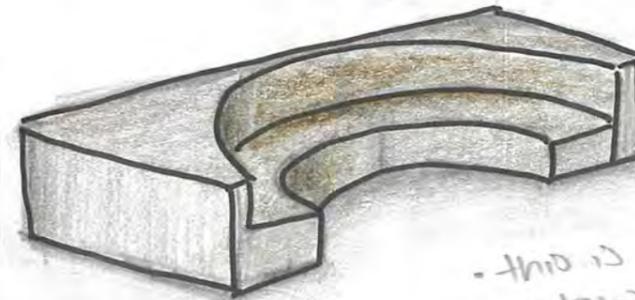


floor-to-ceiling windows will be double glazed

smooth-as-silk concrete for ex-interior walls.

i have chosen the elevator since it's more convenient for customers, whether they're normal or disabled

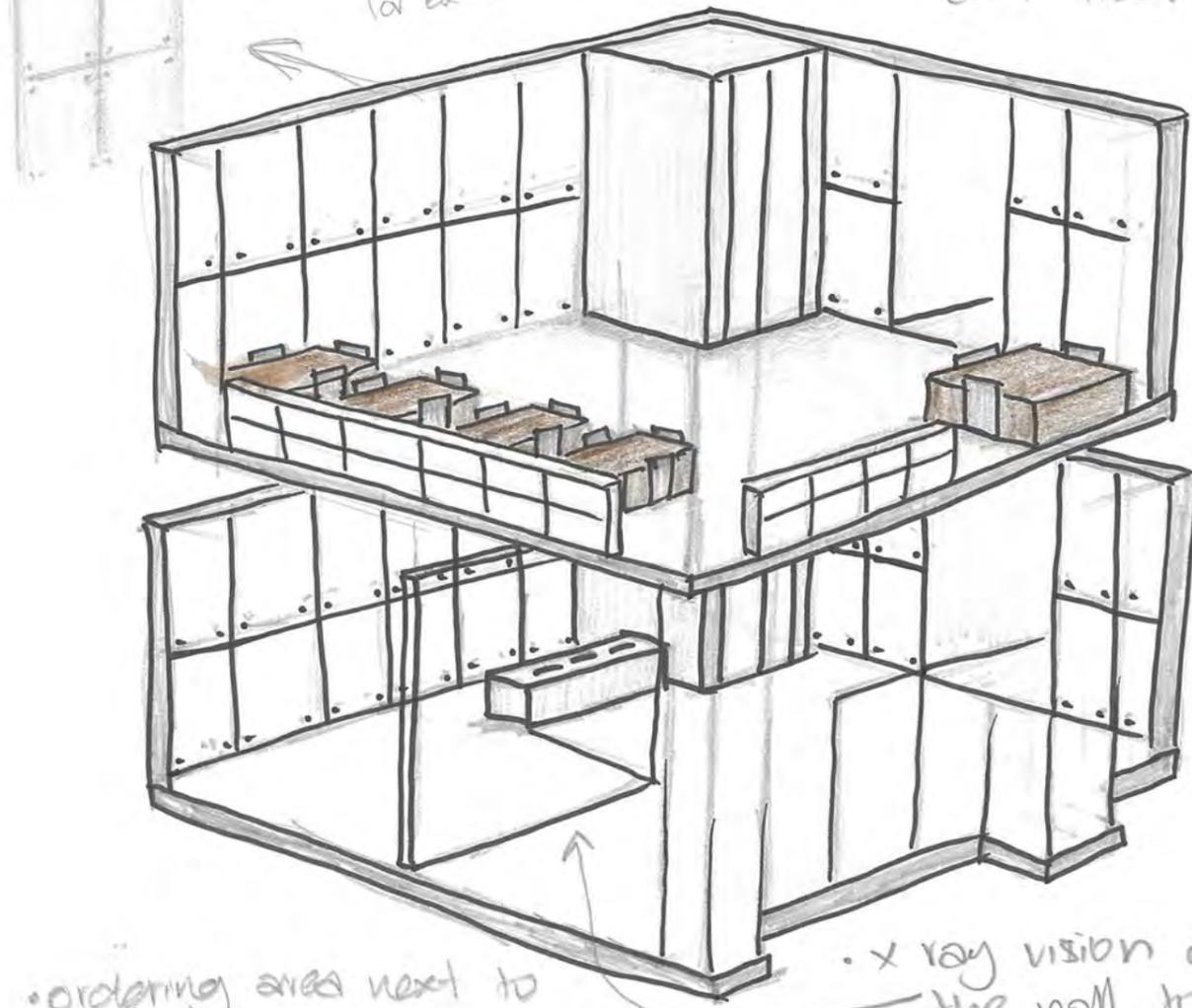
2nd floor



this is the curb used for the 2nd floor.



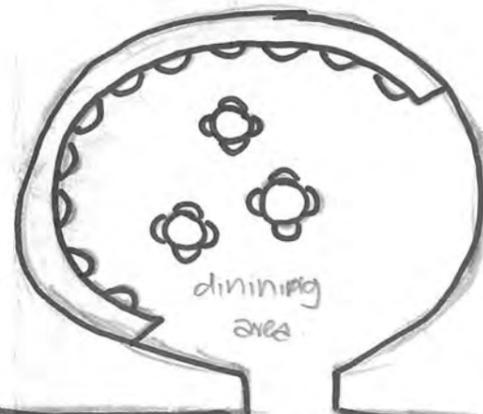
- this is what the dumbwaiter would look like in a circular dining set.



ordering area next to the elevator

x ray vision of the wall to view the kitchen

1st floor



dining area

1st floor

2nd floor



← balcony



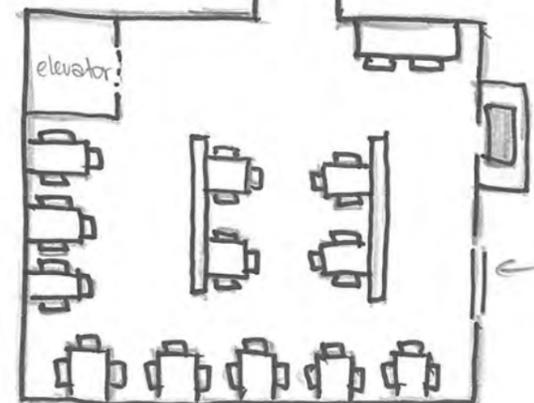
elevator

ordering area

kitchen

dumbwaiter

← entry



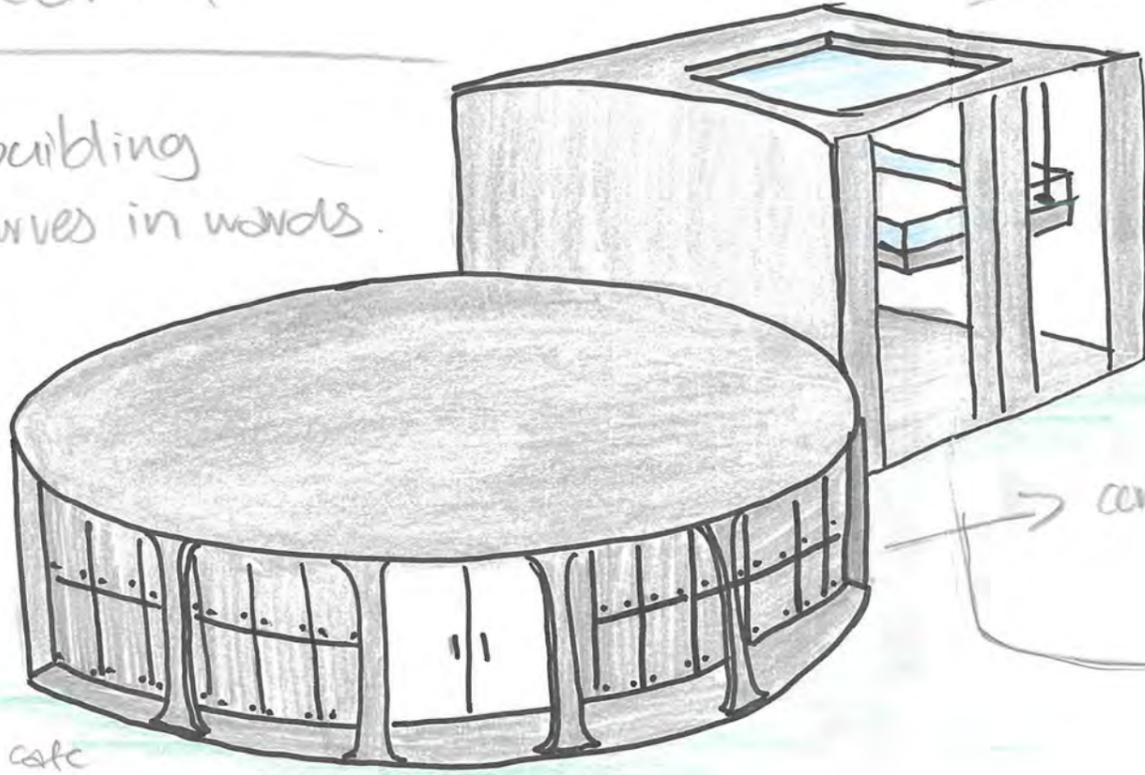
elevator

← balcony

DEVELOPMENT

2

building curves inwards.



ceiling windows.
 concrete pillars to support the terrace area
 floor to ceiling windows that reaches from the first floor to second floor

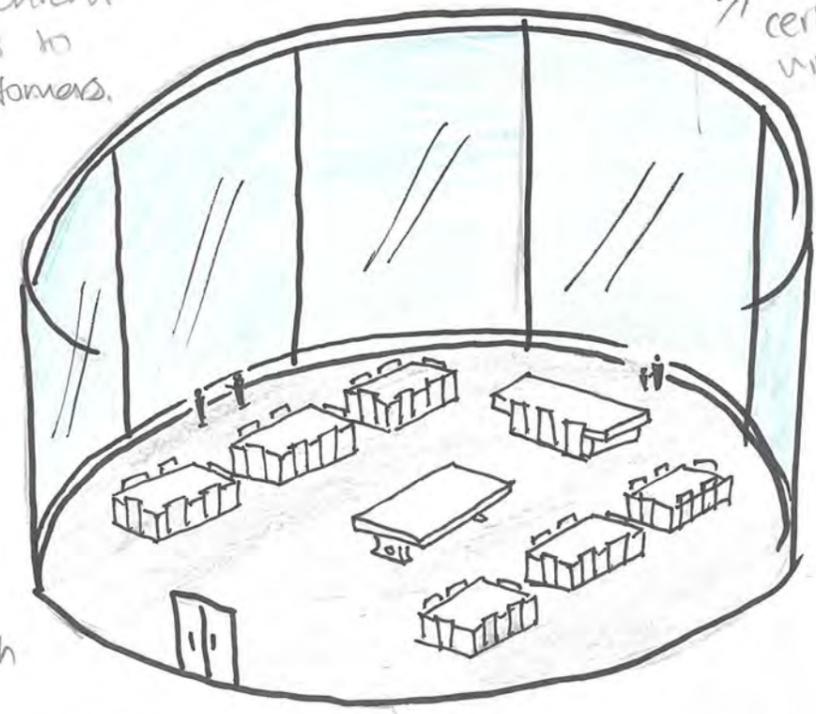


concrete cladding (exterior window)

i feel like that this cafe is a little bit too big. it's kind of a bit inconvenient for the waiters/waitress to deliver the food for customers.

concrete pillars.

open balcony to show the spacious area of the cafe.



floor to ceiling windows

concrete plated floor

brutalist stone stairs



pillars constructed with strong concrete



stone-slab tables from the 18th century

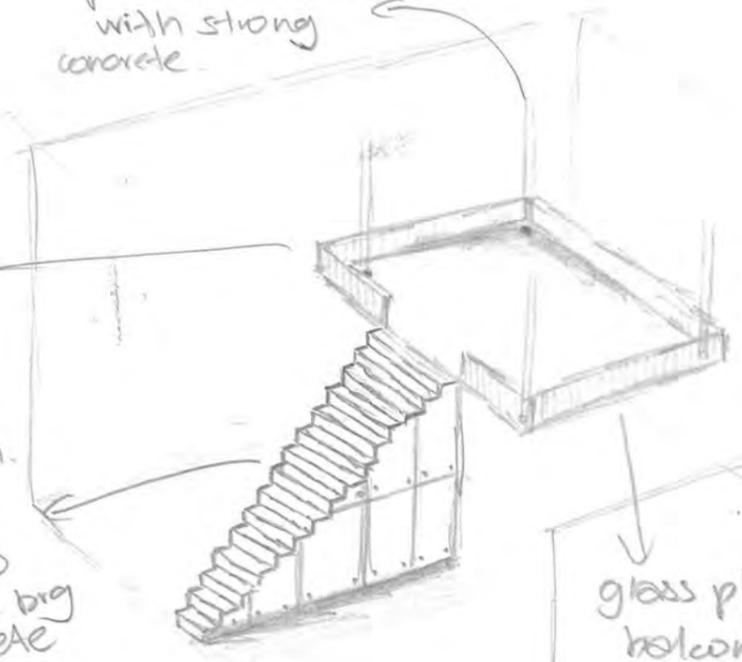
stone-slab table from the 16th century



laminated glass 38mm (1.5in) thick which shows the sea view from above to below.

'hanging' balcony from the ceiling to provide a sense of minimalism.

no railing bc it needs to show the big black concrete stairs



glass plated balcony

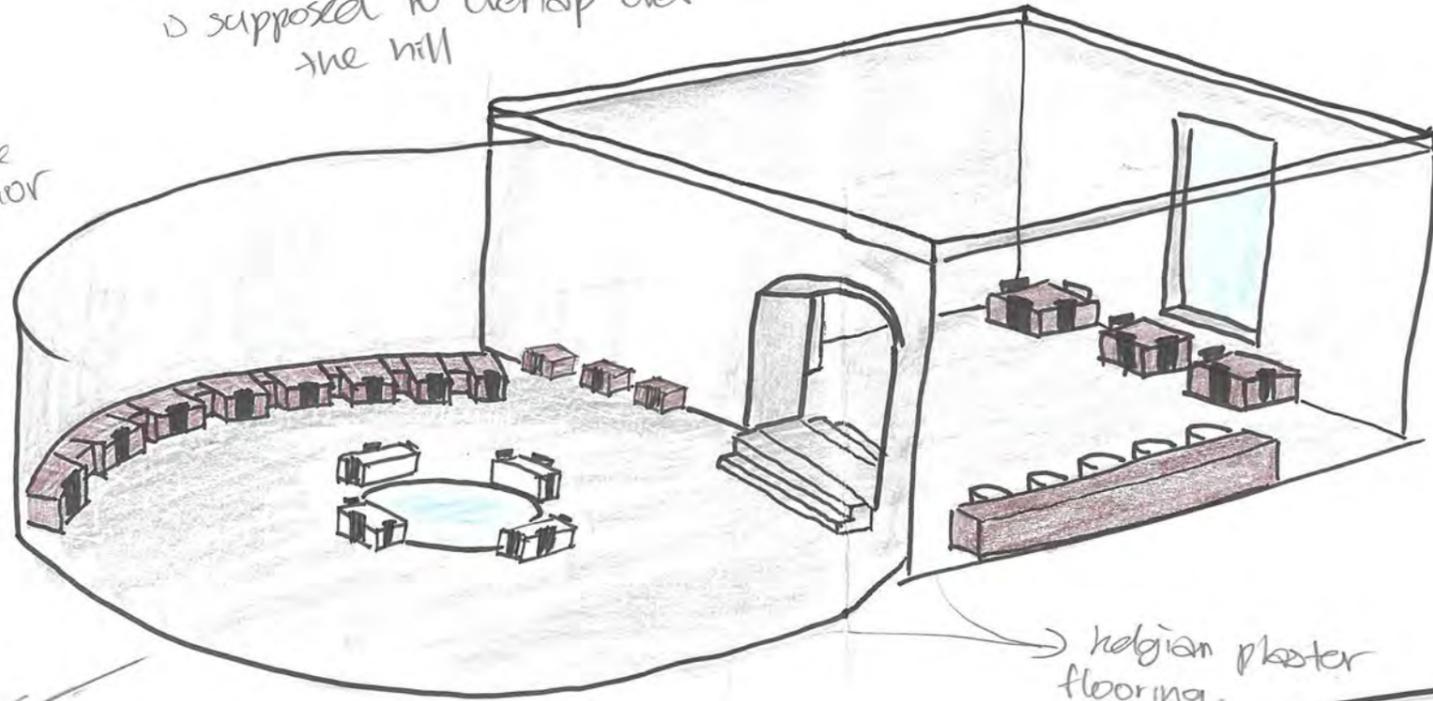
DEVELOPMENT

3



→ claysone for interior walls to make it more minimalist

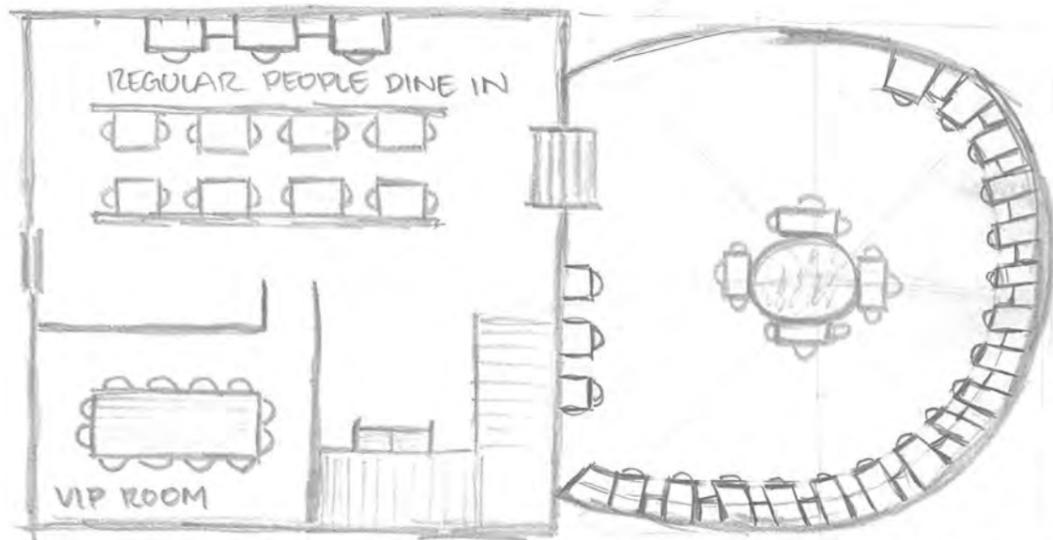
the circular structure is supposed to overlap over the hill



pool seating for each customer

- pond
- customers can sit around it.

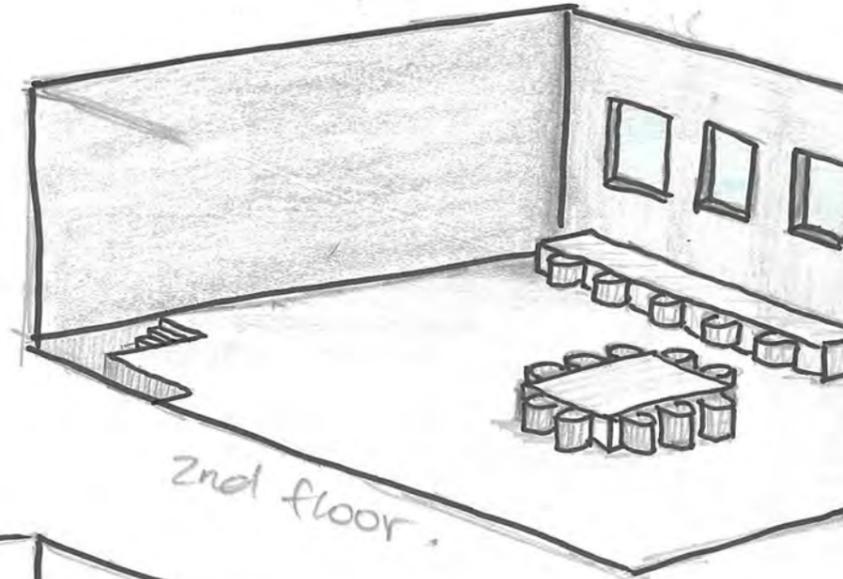
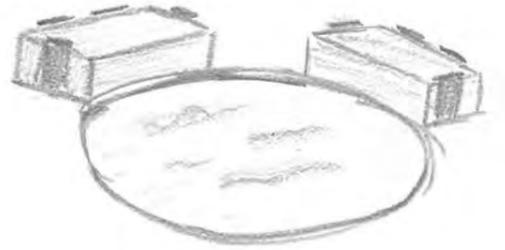
1st floor



• the pool seating wasn't really a good idea for the dining i have to say. since it's a bit too packed and ugly design.

soil added into the ground surrounding the pond.

customers can sit around the pond

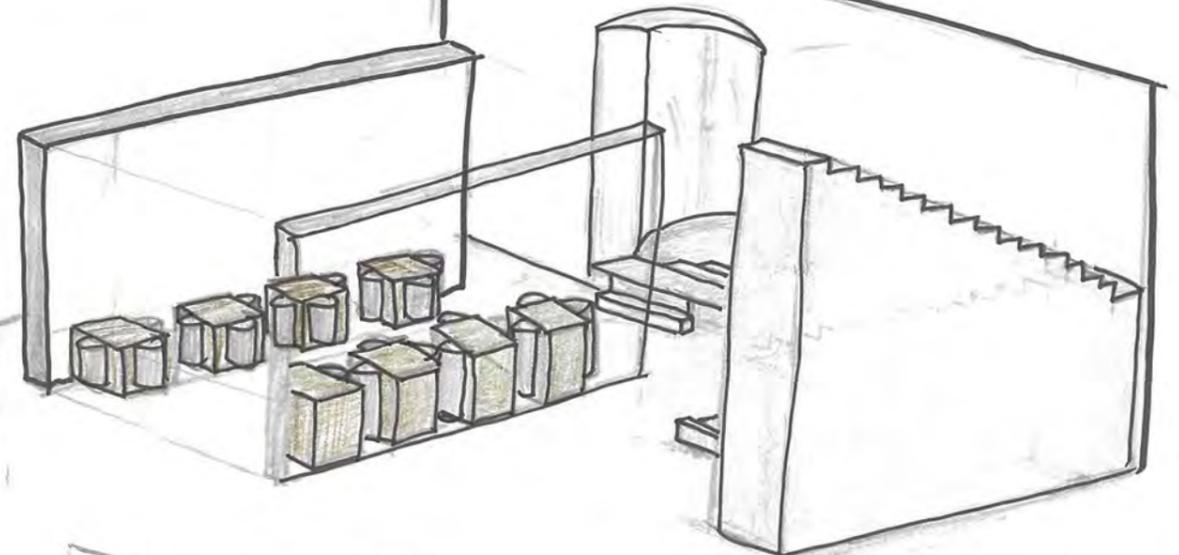
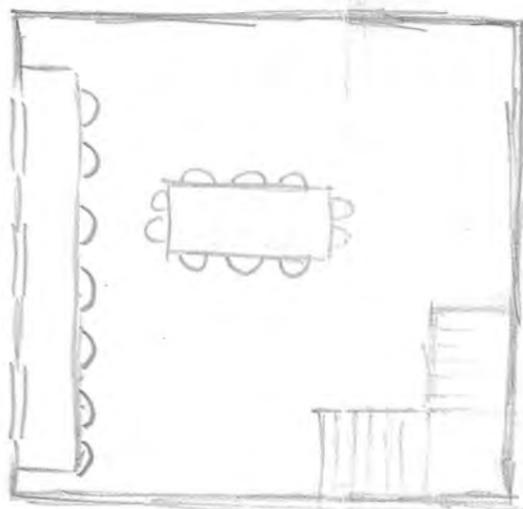


2nd floor.

→ belgian plaster flooring.

floor-to-ceiling windows that surrounds half of the café

2nd floor



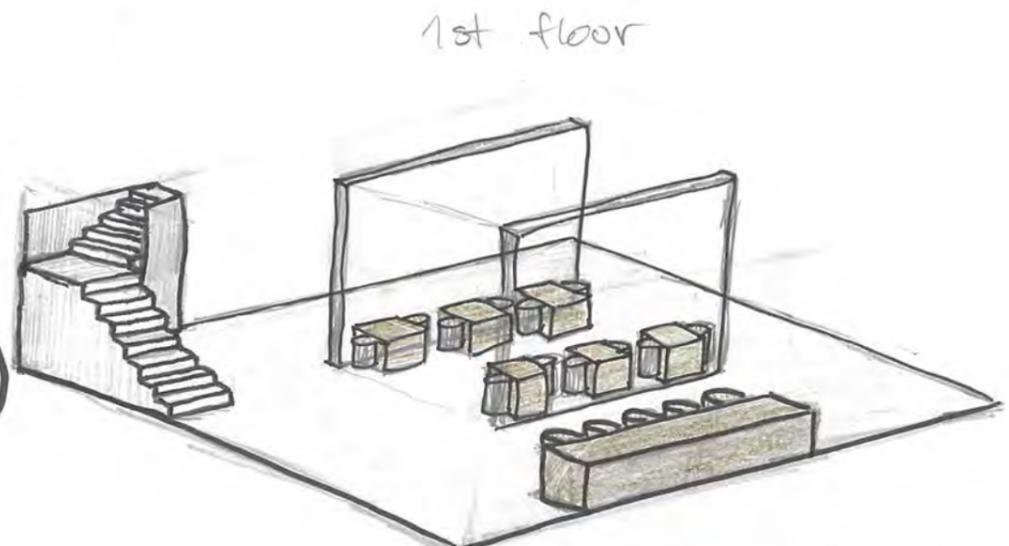
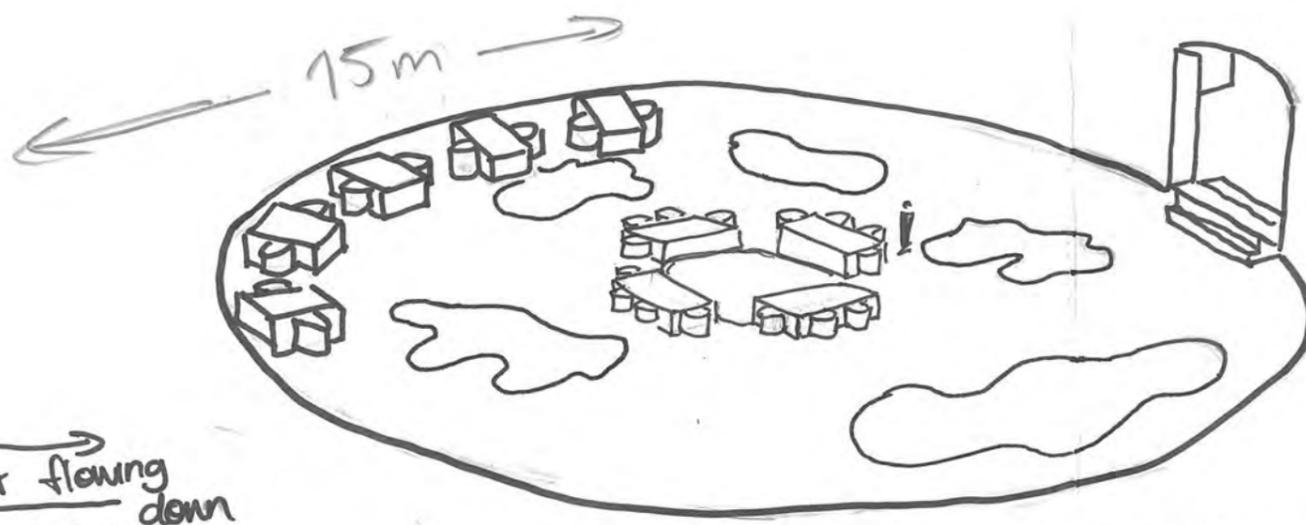
- stone staircase.
- i have made the wall see through to show the other side of the dining area.



view from 1st perspective.

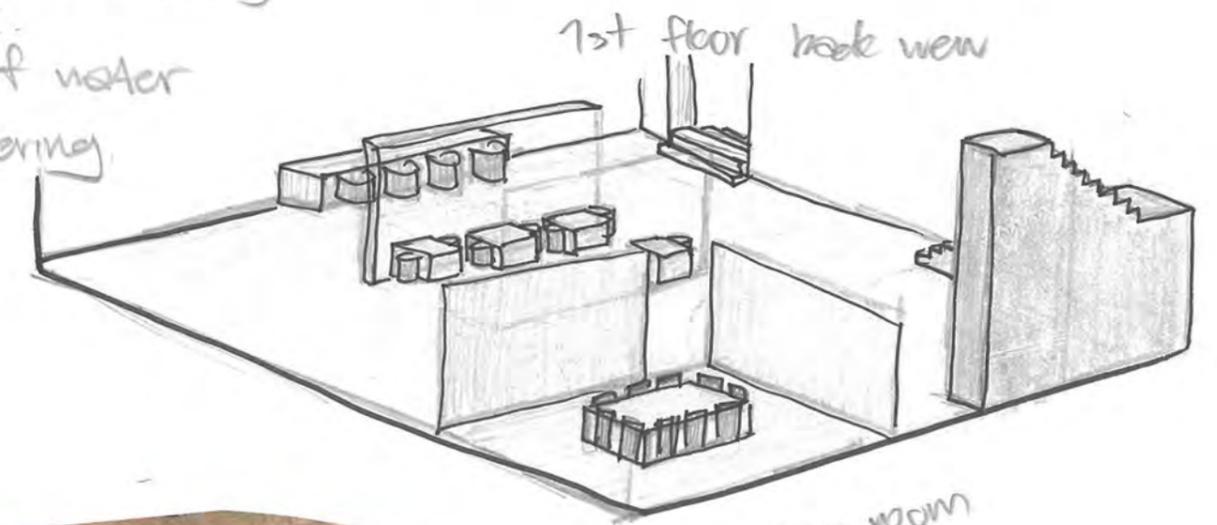
DEVELOPMENT

(4) (3)



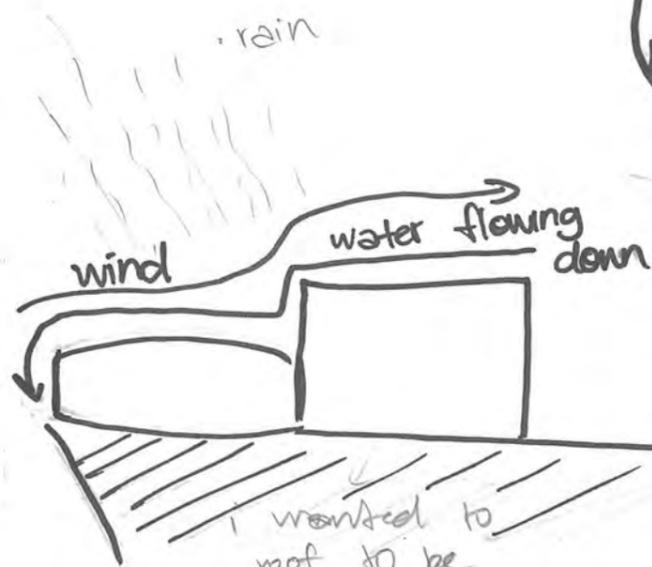
1st floor

• x-ray view of the tables



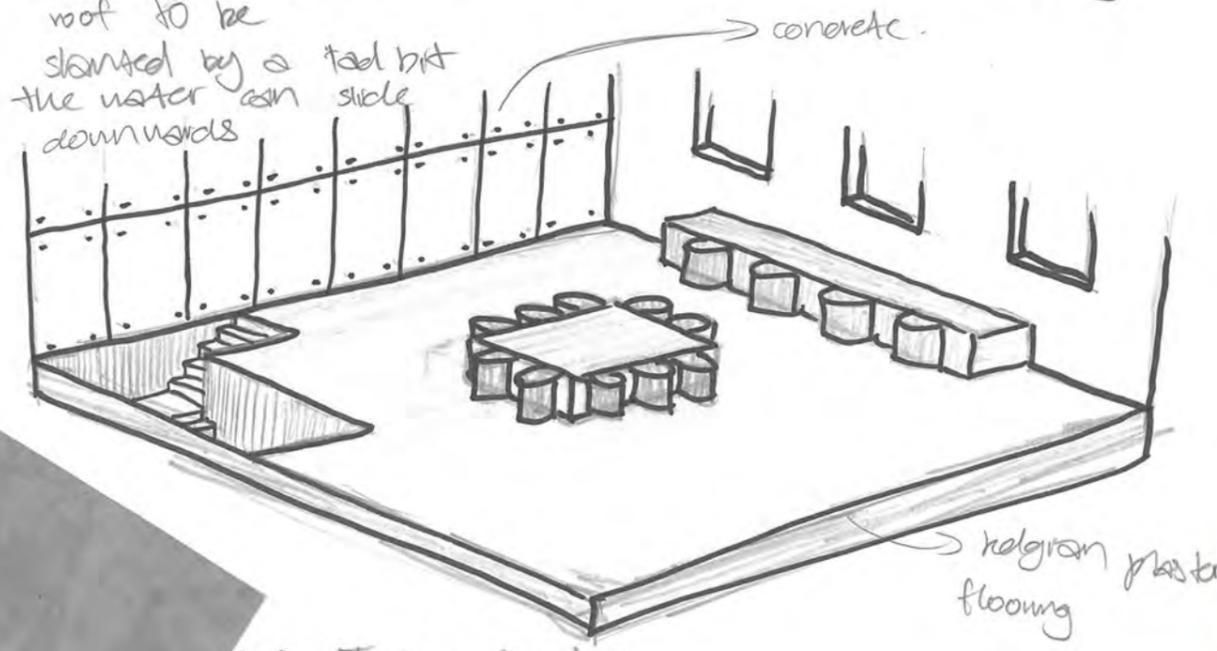
1st floor back view

- vip room



i wanted to roof to be slanted by a tad bit so the water can slide downwards

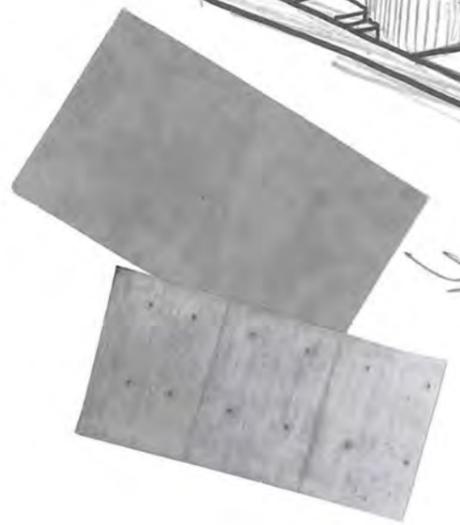
2nd floor



helgran plaster flooring

concrete

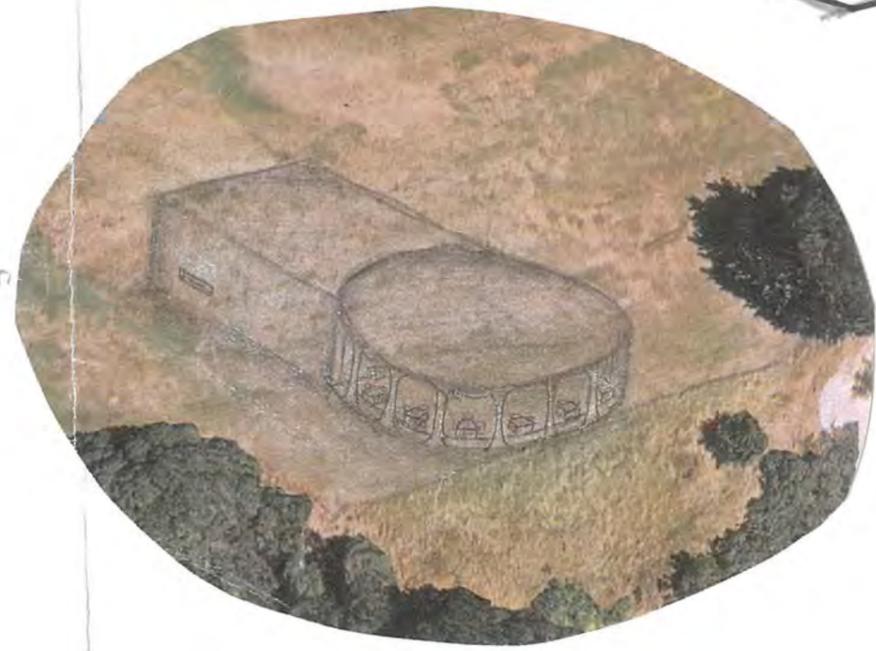
helgran plaster flooring



Talao Andos "smooth-as-silk concrete"
pros: strong and durable

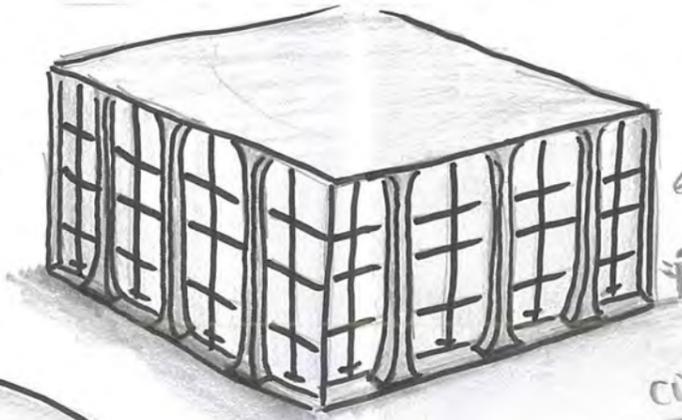
cons: would be too heavy to construct due to the weights

- mini ponds surrounding the cafe
- ripples of water
- glass covering



DEVELOPMENT

5



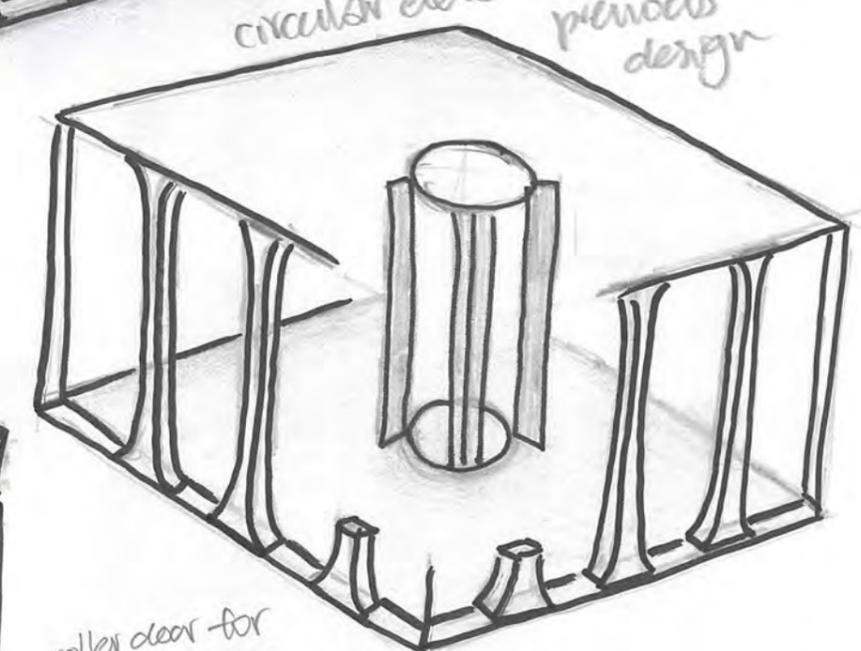
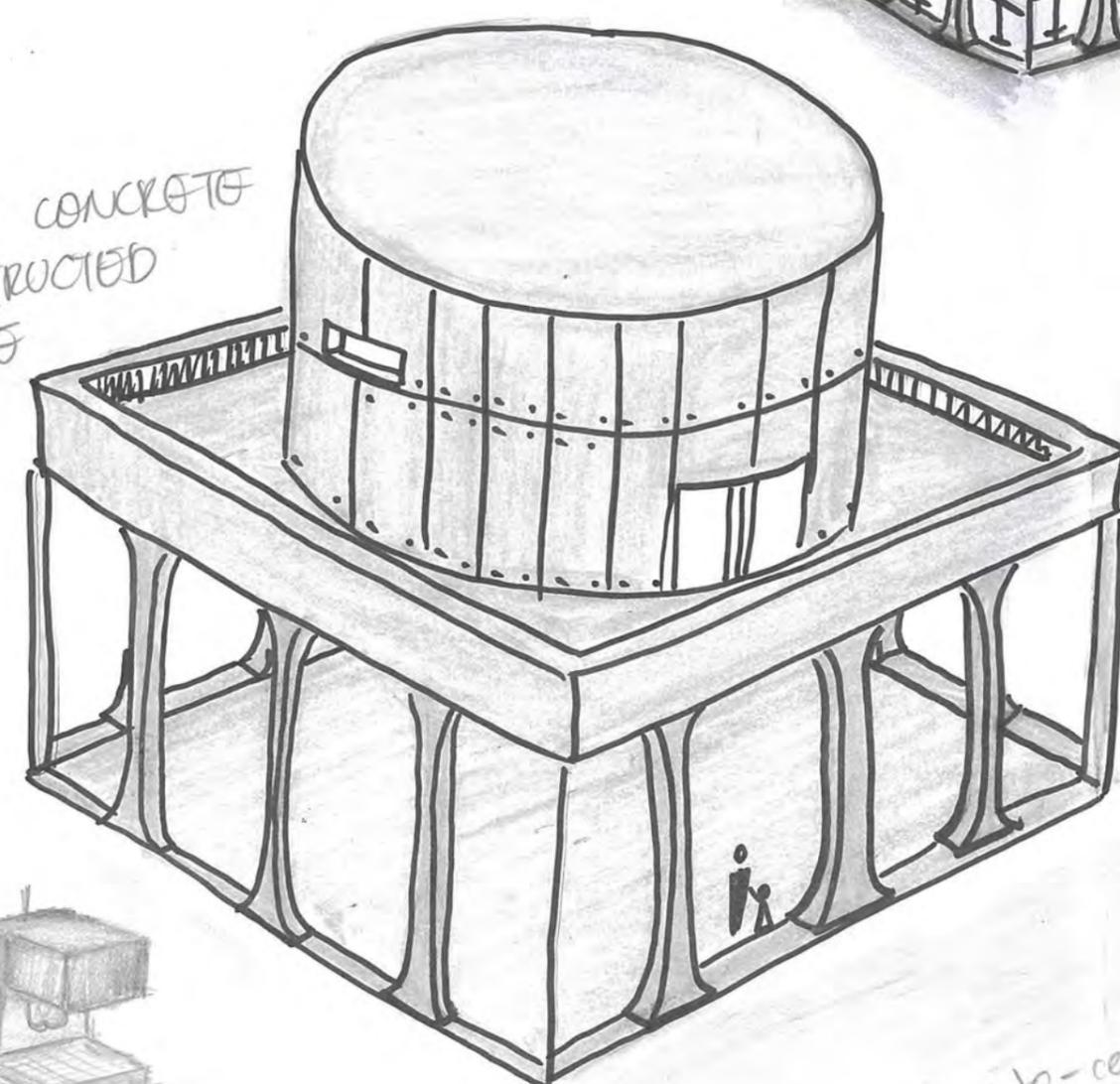
(roller door)
steel sliding door
closes from above on all sides of
the case until opening hrs.

brought back the
circular elevator from the
previous
design



interior
view of
door.

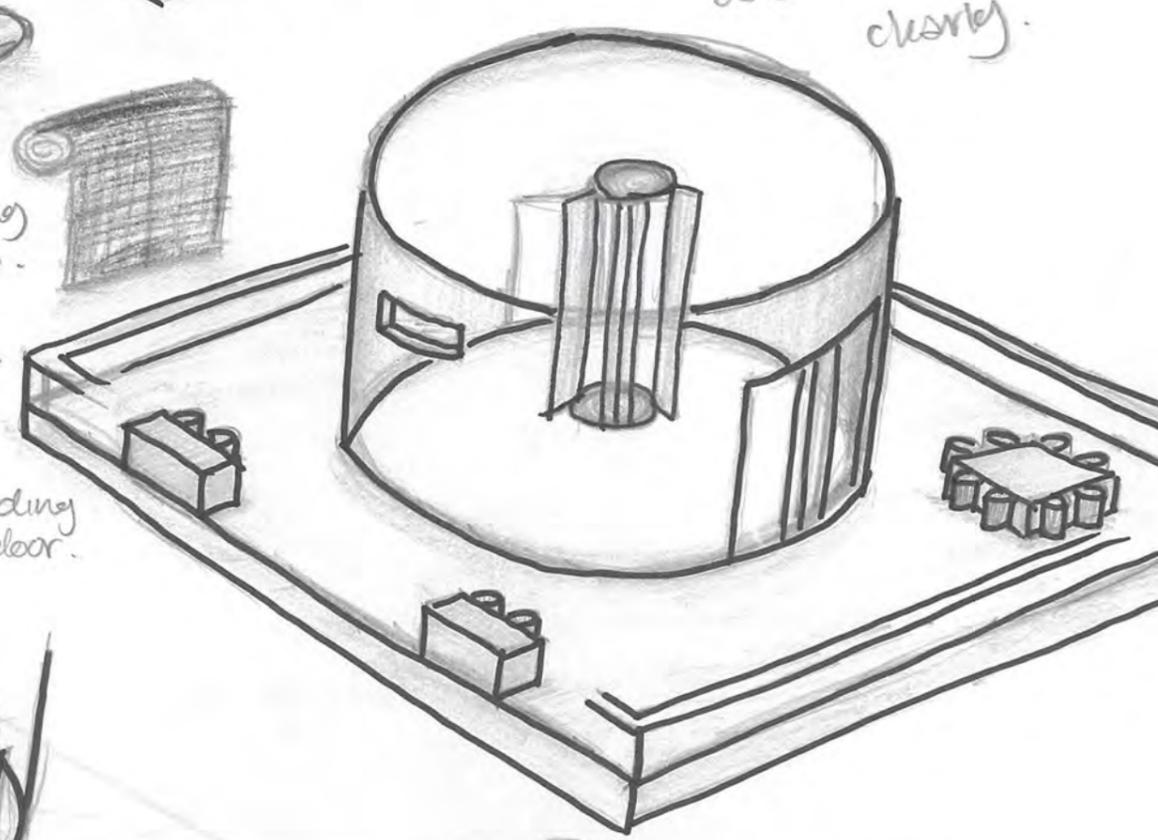
FULLY CONCRETE
CONSTRUCTED
CAFE



roller door for
case

i have shown the
elevator more
clearly.

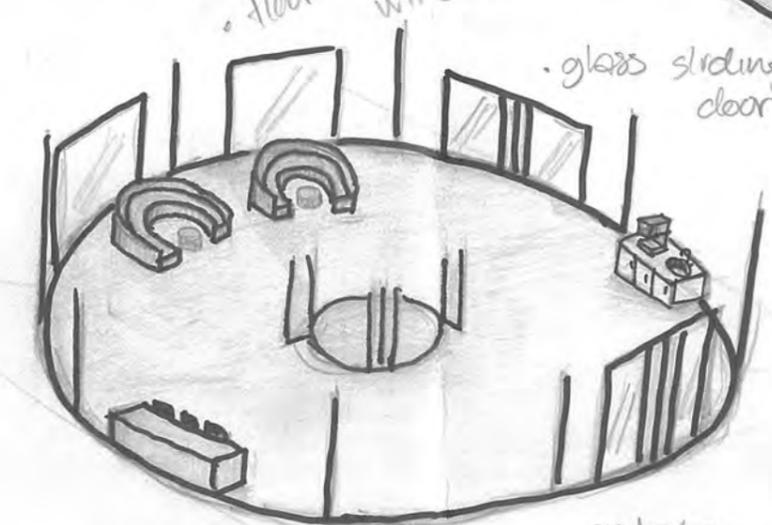
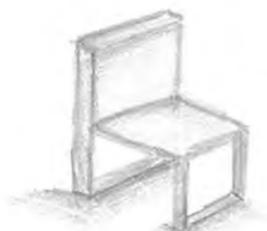
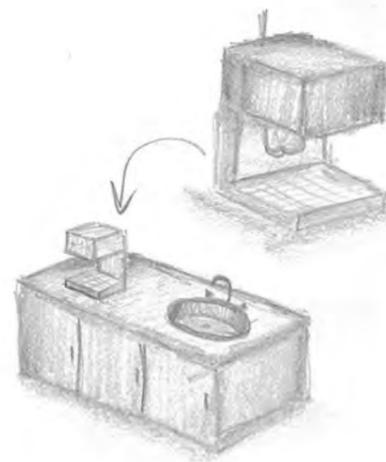
functioning
system.



floor-to-ceiling
windows.

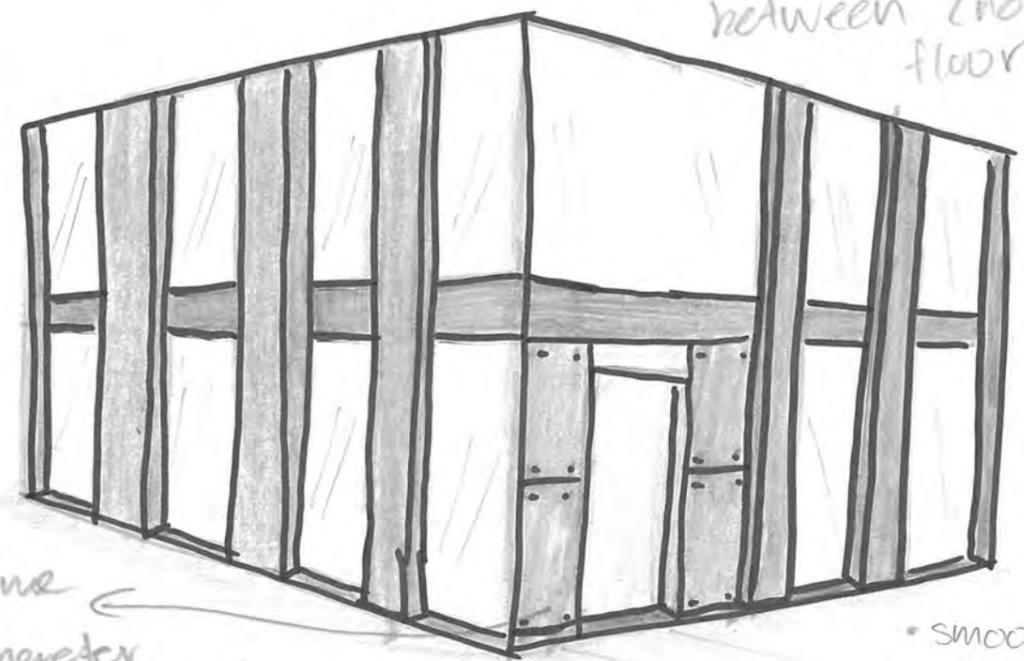
glass sliding
door.

interior seating



DEVELOPMENT / FINAL ☆

⑥ (Boston City Hall inspired)

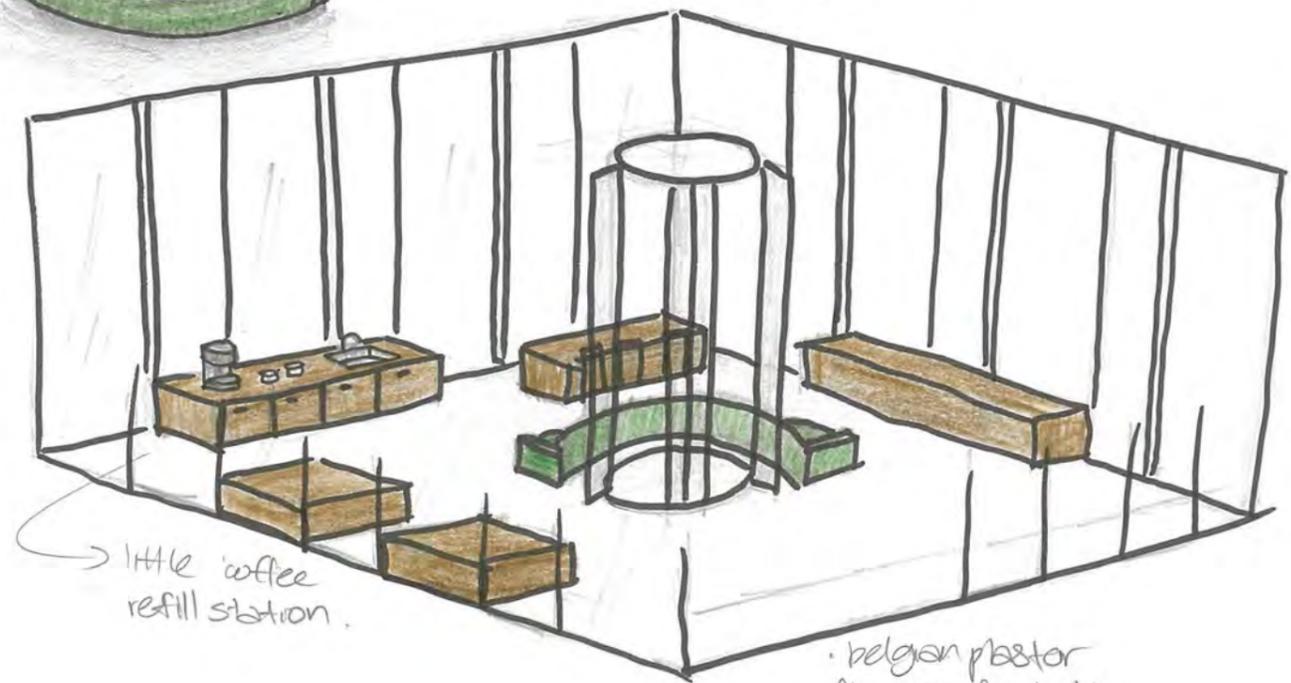


• concrete pillars between 2nd & 1st floor

i will be using the same
Tadpo Ando concrete for the building/material



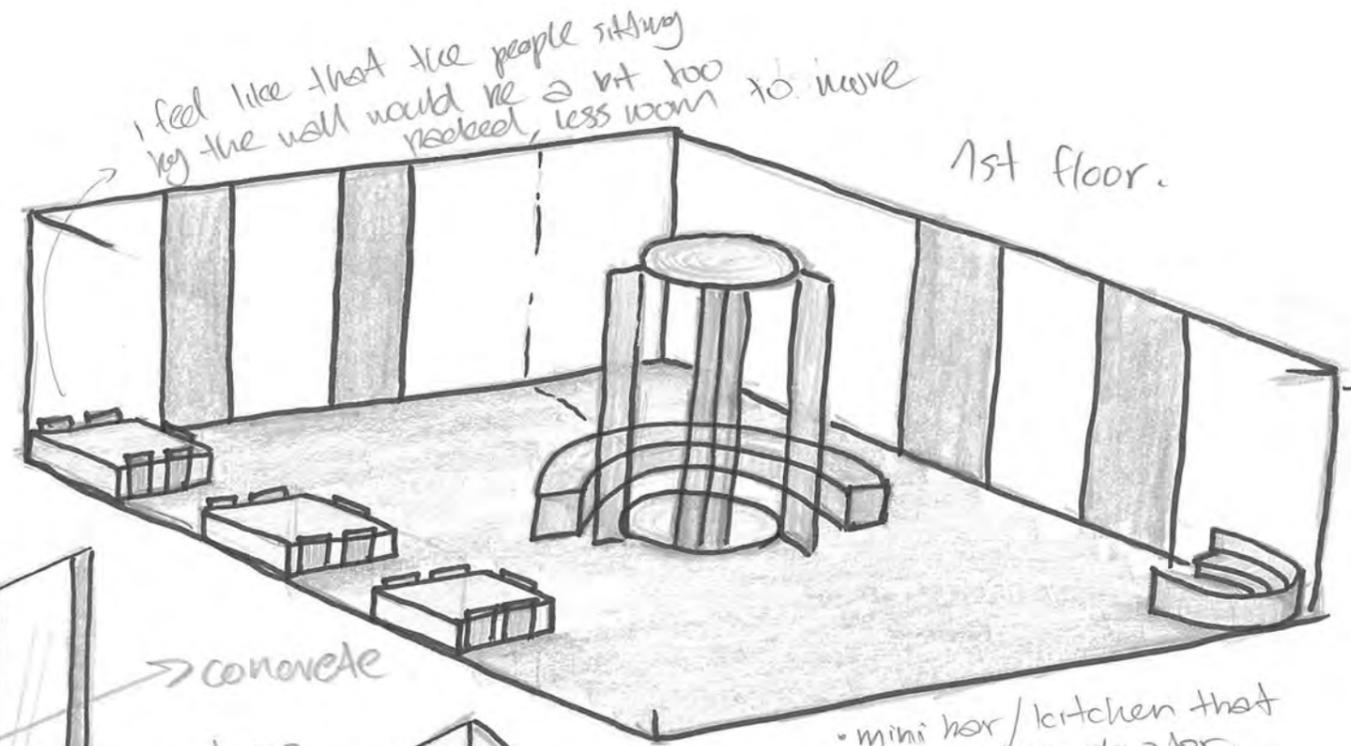
• circular couch that surrounds the elevator.



2nd floor

→ little coffee refill station.

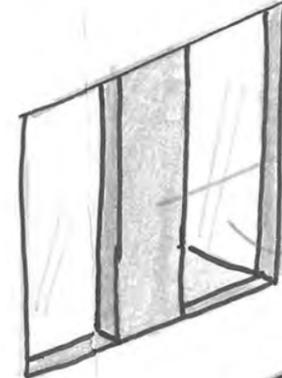
• belgian plaster flooring for both floor 1 and 2



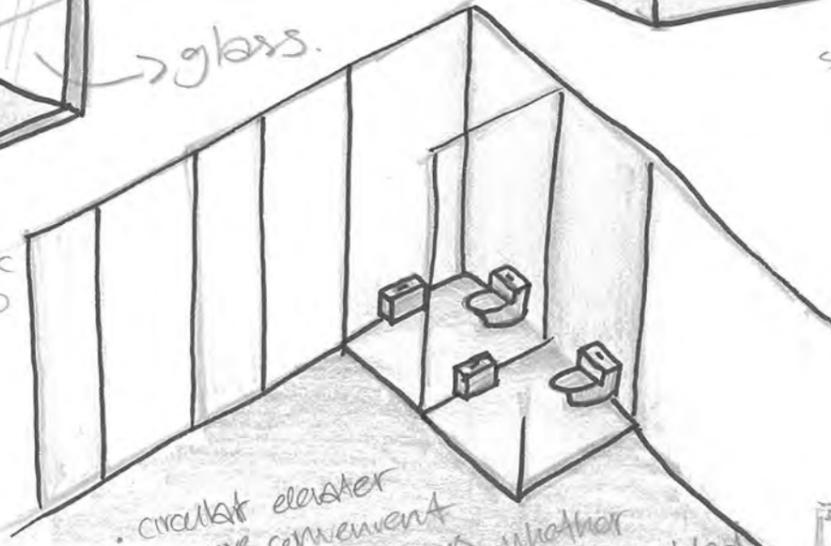
1st floor.

i feel like that the people sitting by the wall would be a bit too packed, less room to move

• mini bar/kitchen that surrounds the elevator.
• interior wall

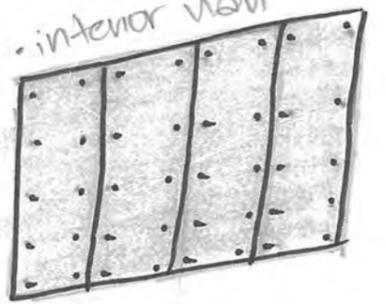


→ concrete
→ glass.



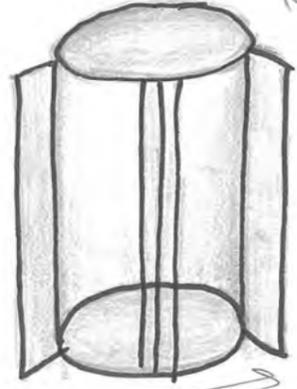
• circular elevator is more convenient for customers whether they're disabled

• circular elevator (glass)

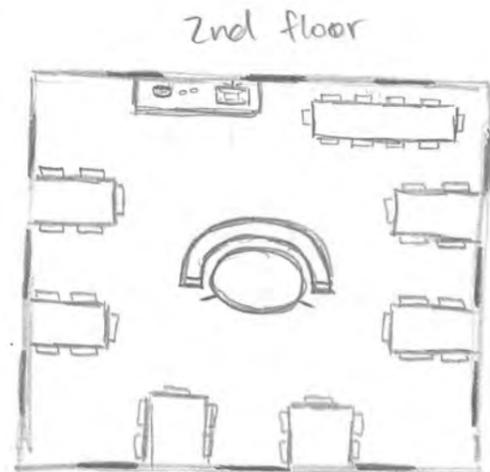


1st floor

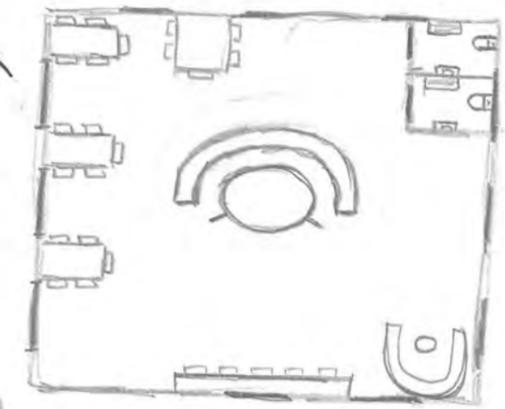
• unisex toilet x2



← 1.50m x 1.50m



2nd floor



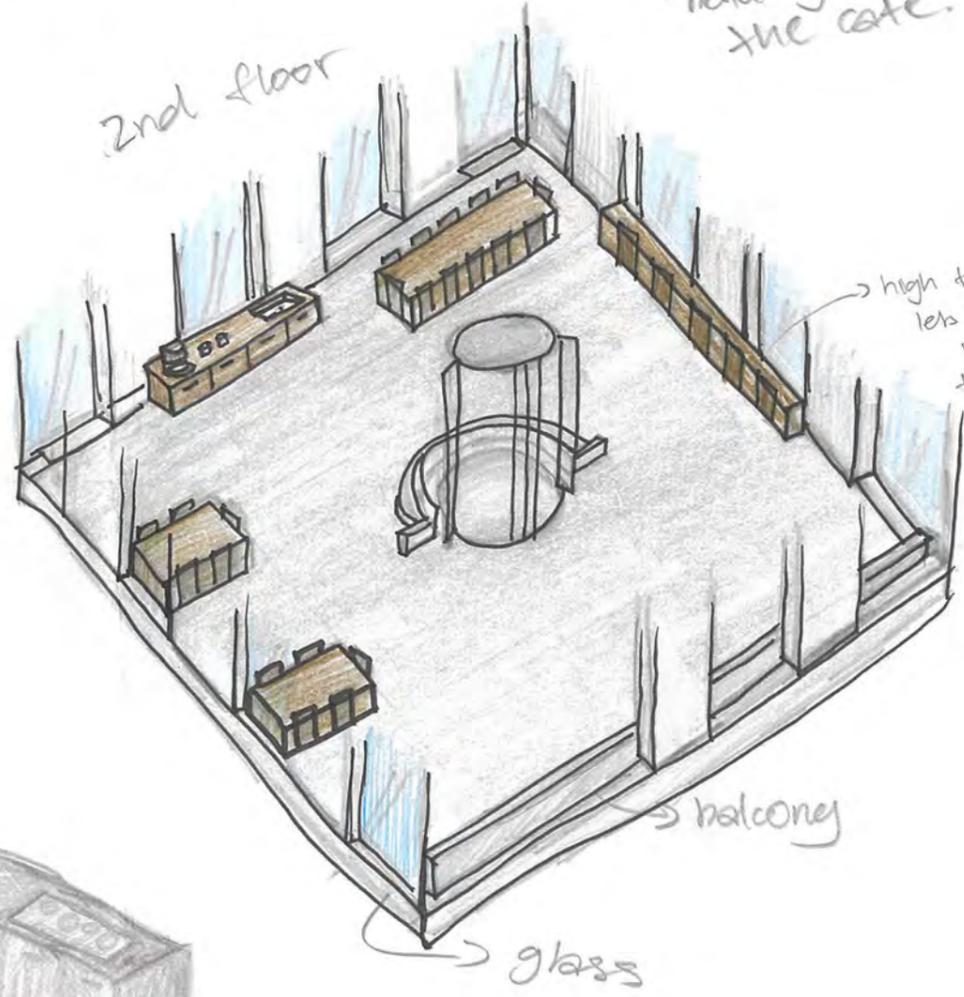
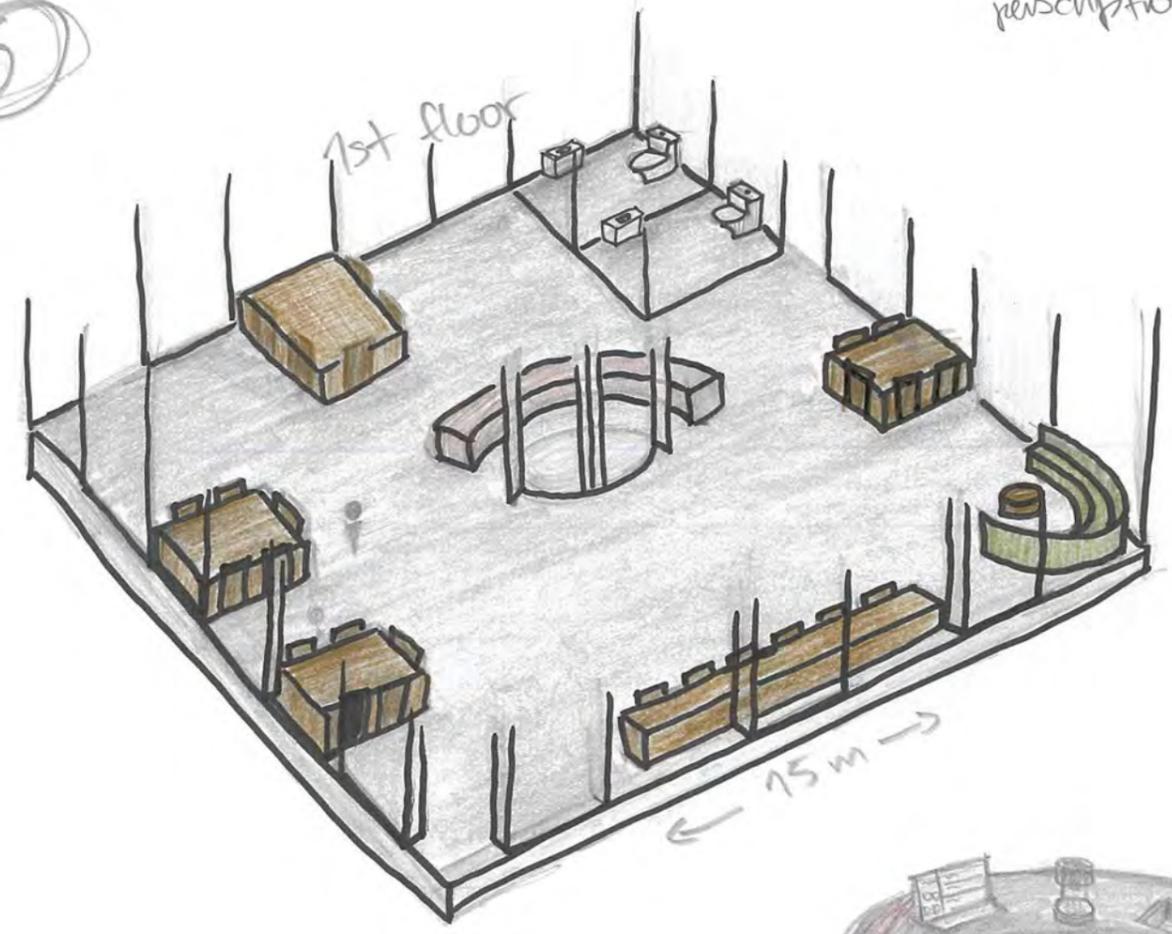
← concrete pillars surrounding the core

DEVELOPMENT

6

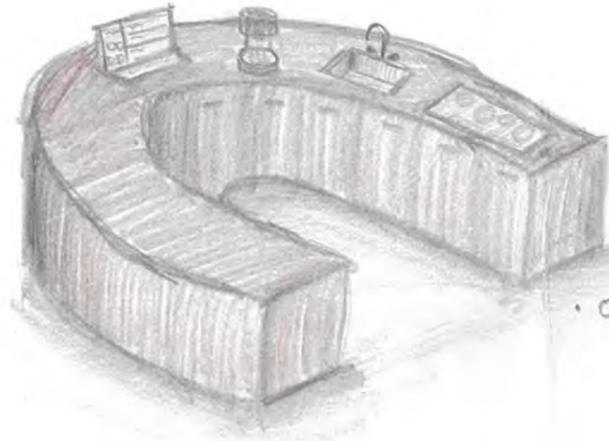
here is a more detailed prescription of the cafe...

• balcony in front of the cafe.

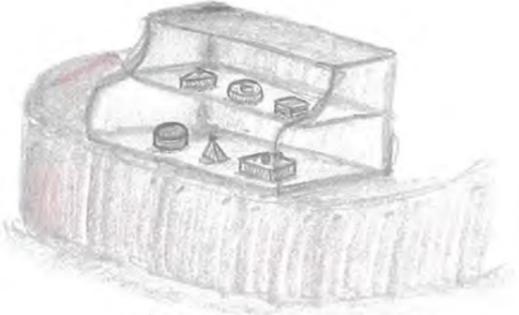


→ high table bench top lets the customer view the atmosphere that surrounds the cafe.

FURNITURE MODELS



• open kitchen



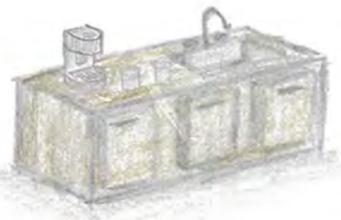
• glass food display cabinets.



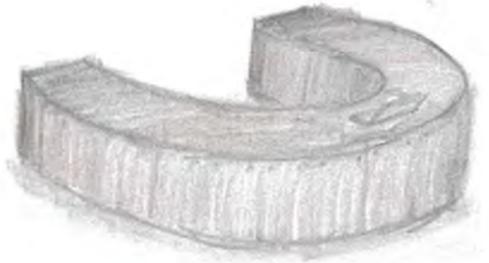
• Jean Royère inspired circular couch



• concrete rectangle table surrounded by polished concrete chairs.



• coffee refill station for customers.



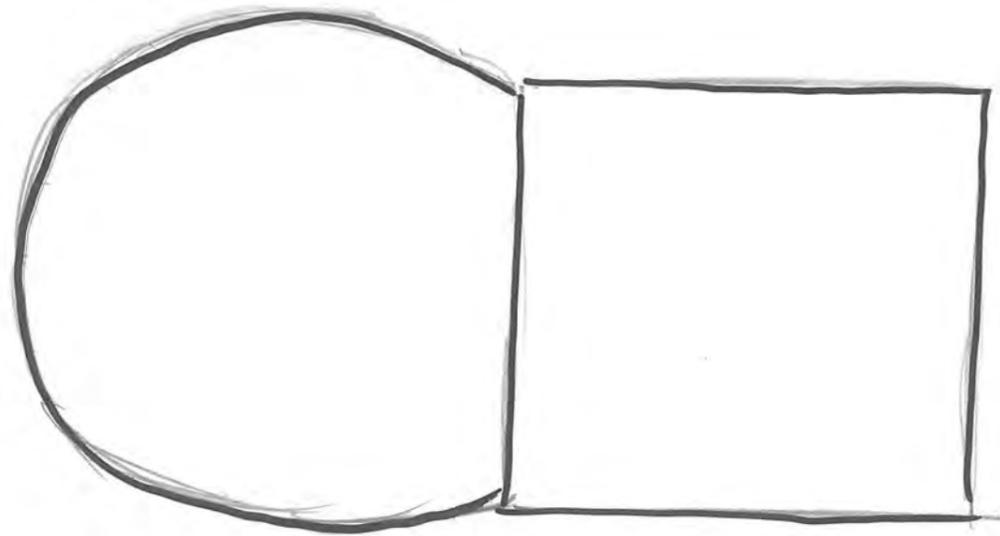
• ordering table made out of concrete.



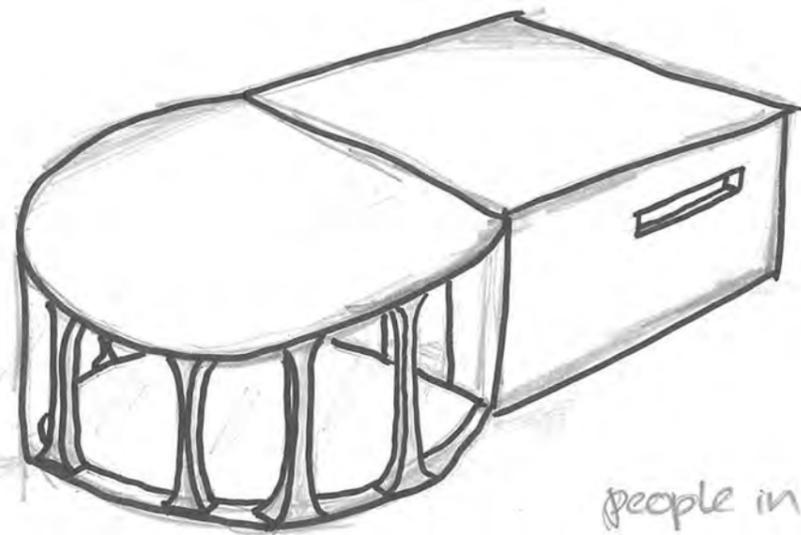
SUMMARY OF DEVELOPMENTS

Note: most of my materials will be using smooth-as-silk concrete, polished concrete, and claystone.

TOP VIEW

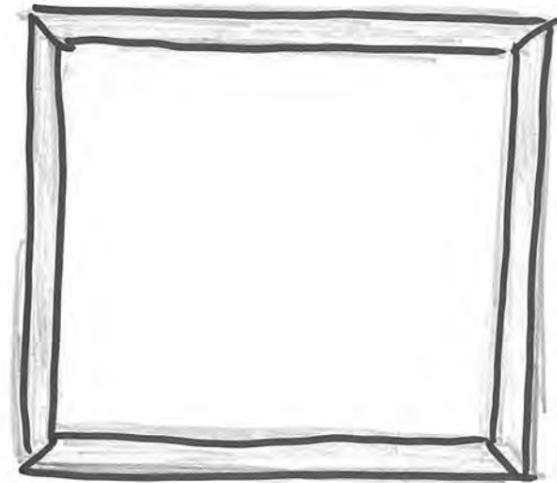


3D

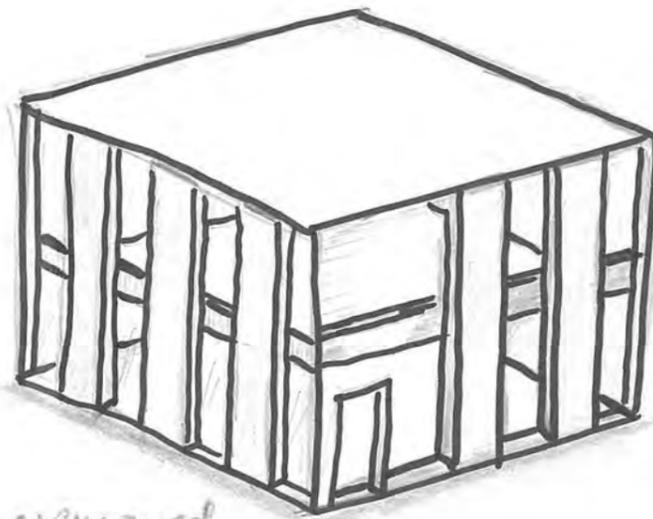


people in the square part of the gate won't be able to see the sign

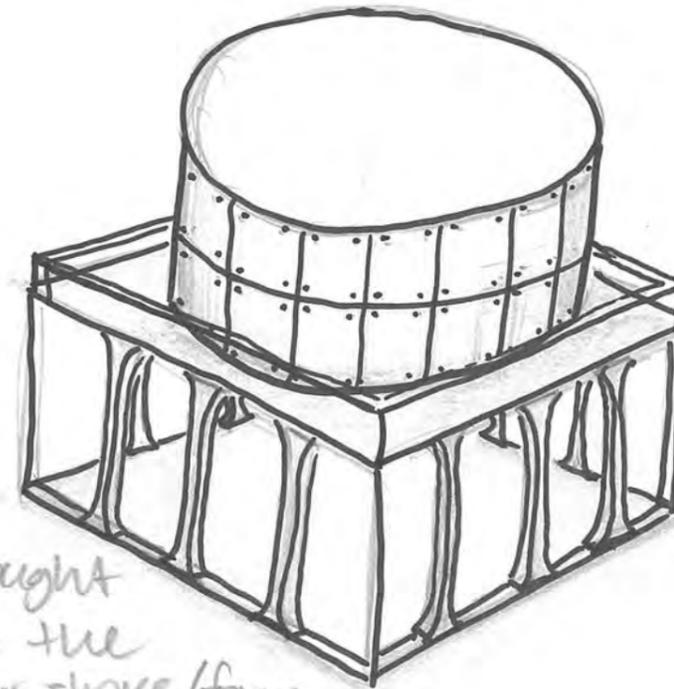
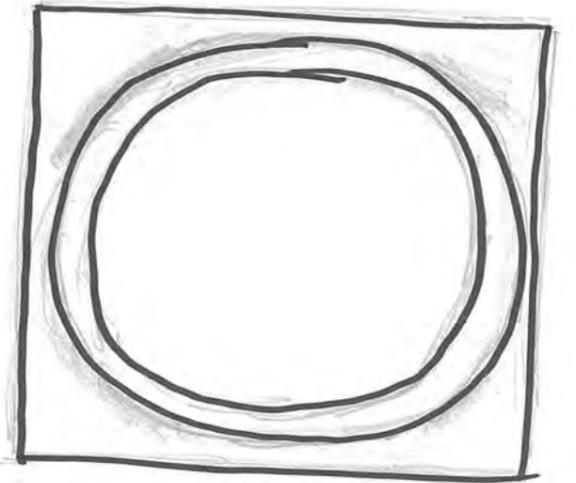
TOP VIEW



3D

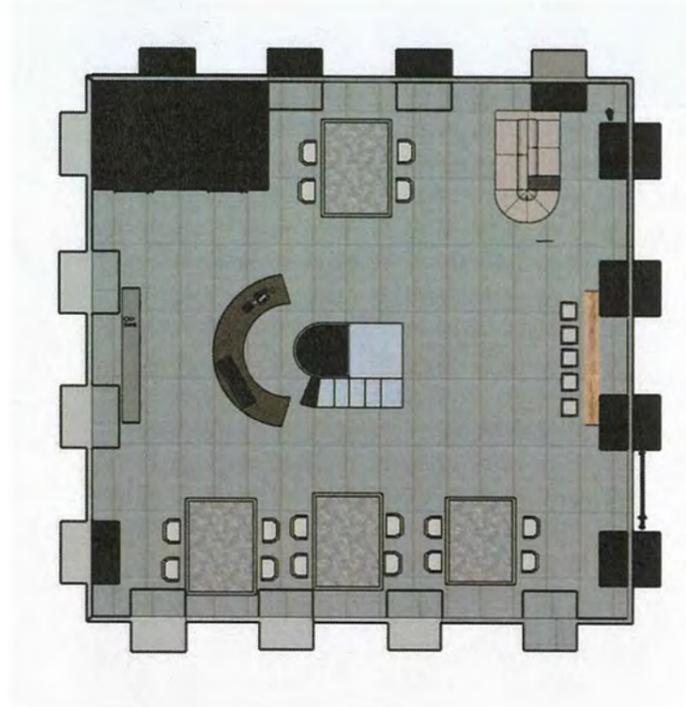


• removed the circle and stacked the floor upstairs instead so everyone can see the view

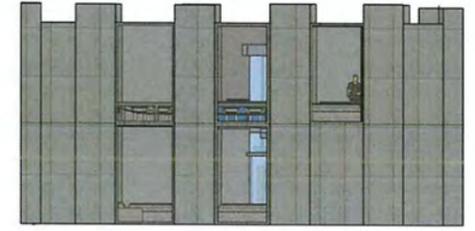
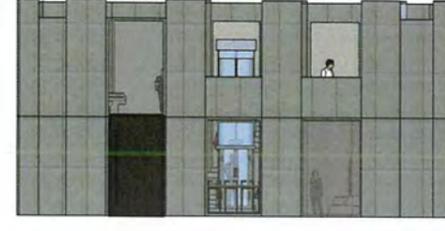
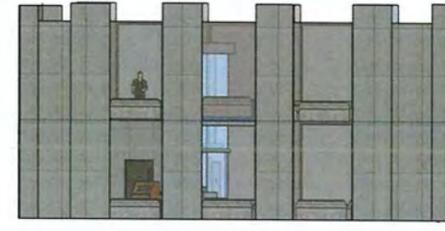
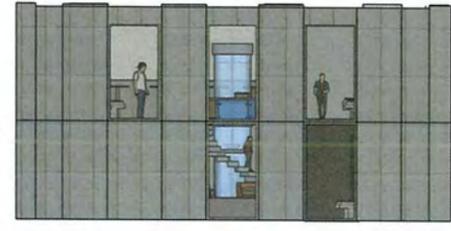


• i brought back the circular shape/form

FINAL CAFE DESIGN

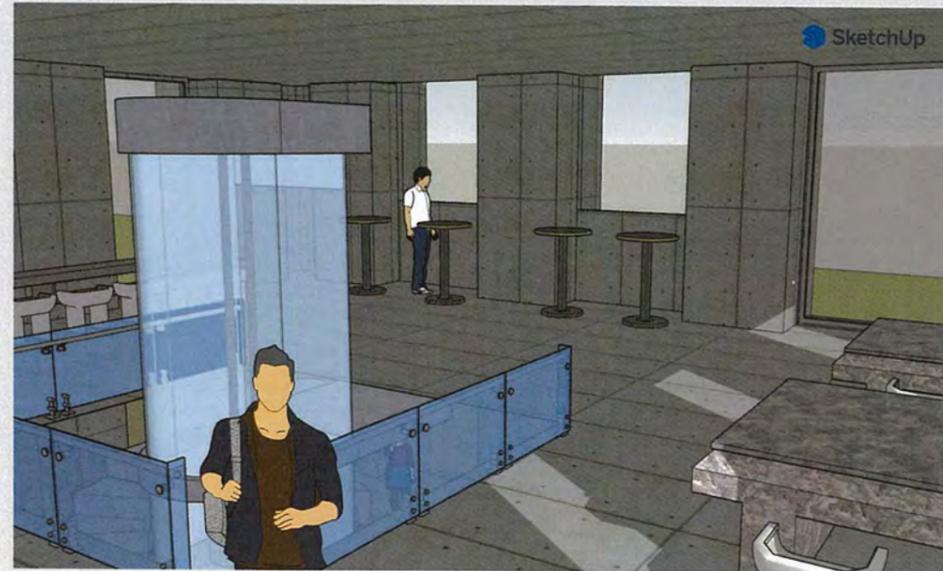


↑
15m
↓

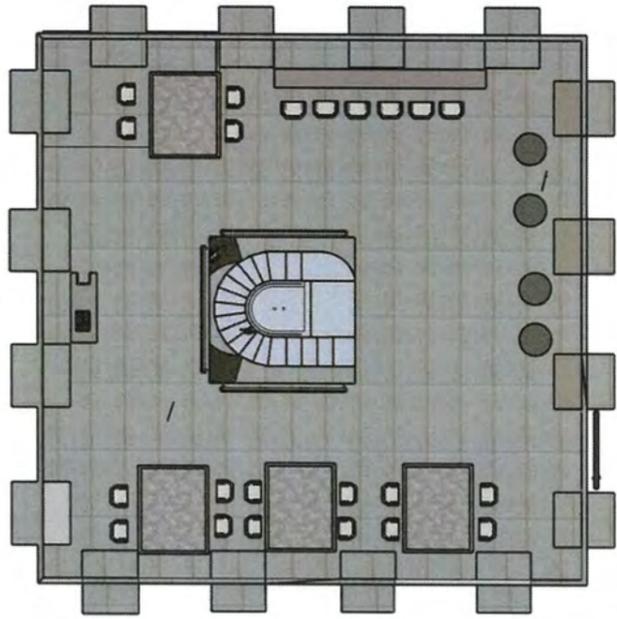


← 15m →

INTERIOR VIEWS



↑
15m
↓



← 15m →

Merit

Subject: Design and Visual Communication

Standard: 91337

Total score: 05

Marker commentary

The candidate demonstrates a skilful application of techniques, which communicates a greater understanding of the ideas through visual means. The submission uses a variety of techniques, including hand-drawn sketches, tonal rendering, mood boards, and detailed drawing families (floor plans and perspectives). The level of visual explanation provided clarity regarding the design intent.

Functional Qualities: The submission details functional elements such as circulation (showing entry, dining areas, and the placement of an elevator for accessibility). Construction and material choices are explored, noting materials like 'smooth-as-silk concrete' and 'wooden planks' for structural support. Dimensions are included in the final floor plans and elevations, which clarifies the scale of the cafe.

Aesthetic Qualities: The design is based on the Brutalist architecture era. The aesthetic exploration clarifies the use of geometric shapes, large boxy forms, concrete materials, and the style of the furniture. The development pages show the manipulation of form, combining the strong box structures with circular elements in the interior and exterior design.

The initial concepts included a range of differing interpretations, from an inward-focused courtyard structure and a simple two-storey box, to a highly complex, interconnected modular structure (Idea 7, inspired by the Kenjo Kuma Starbucks cafe).

The subsequent development demonstrates the purposeful exploration of these divergent ideas, where elements (like the square base and circular top) are manipulated and combined to create the final form.

This work meets the standard for Merit by providing detailed clarification and using techniques skilfully, but lacks the comprehensive exploration (informative and easy to follow) and the evidence of extended reflection in design thinking typically required for the Achievement with Excellence grade.