

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 3 Visual Arts 2025**

**91455 Produce a systematic body of work that integrates conventions and regenerates ideas within design practice (moving image)**

# **EXEMPLAR (Moving Image)**

**Excellence**

**TOTAL E**



Click links below to access the mp4 files for:

- FINAL VIDEO
- Submission workbook

## Excellence

**Subject:** Visual Arts – Design (moving image)

**Standard:** 91455

### Marker commentary

This digital moving-image portfolio, 'City of Hollow Souls', has a clearly defined purpose and well-established project parameters. The candidate demonstrated a strong understanding of audience, positioning their interest in action and urban fantasy to explore identity alongside themes of healing and mental health. The brief focuses on designing an opening sequence for an animated series, employing digital motion-design conventions and credit-sequence structures to deliver a three-minute showcase.

The premise is ambitious and complex, with some contextual details relying on the written brief to convey character depth and narrative intent. While this reliance limits immediate visual clarity in places, the portfolio compensates through confident design strategies and technical fluency, synthesising elements effectively to communicate tone and storyline.

Glitch effects and graphic treatments are consistently applied across frames, establishing atmosphere and narrative tone. Transitions are dynamic and well-paced, supported by a carefully selected soundtrack that reinforces rhythm and mood. A significant workload is evident in the detailed character and creature development drawings, which showcase strong drawing and conceptual strengths. While the significance of the "Hollows" as demons requires reference to supporting text for full clarity, the visual language remains compelling.

Environments are cleverly managed, with substantial content delivered in the first 90 seconds of the sequence, including the private school crest and introduction of the principal character. The masthead for the show's title employs a display typeface that demonstrates knowledge of motion-typography conventions. Static and glowing effects contribute to atmosphere and evidence sophisticated design thinking.

Beyond the initial sequence, a storyboard is introduced that reiterates editing, sequencing, and pacing decisions. The still frames are well composed to maximise timing and visual impact. Rough animation signals critical understanding of animation conventions and refinement processes. The final animation synthesises conceptual and technical elements, integrating all assets with precision. Refinement of aesthetic treatment and drawing style is supported by layered visual details that enrich narrative storytelling and offer strong audience engagement.

The selection of a new soundtrack for the final sequence elevates tone and point of view, while cinematography, dynamic action, and close-ups communicate energy and intensity. Sophisticated use of colour and composition reinforces narrative depth. Ample time is allocated to showcase the final animation, which successfully connects all touchpoints of the complex origin story.

This portfolio demonstrated innovation, excellent technical skills, and conceptual rigour. The highly resolved and sophisticated outcome exemplifies Excellence at Level 3.