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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Visual Arts 2025

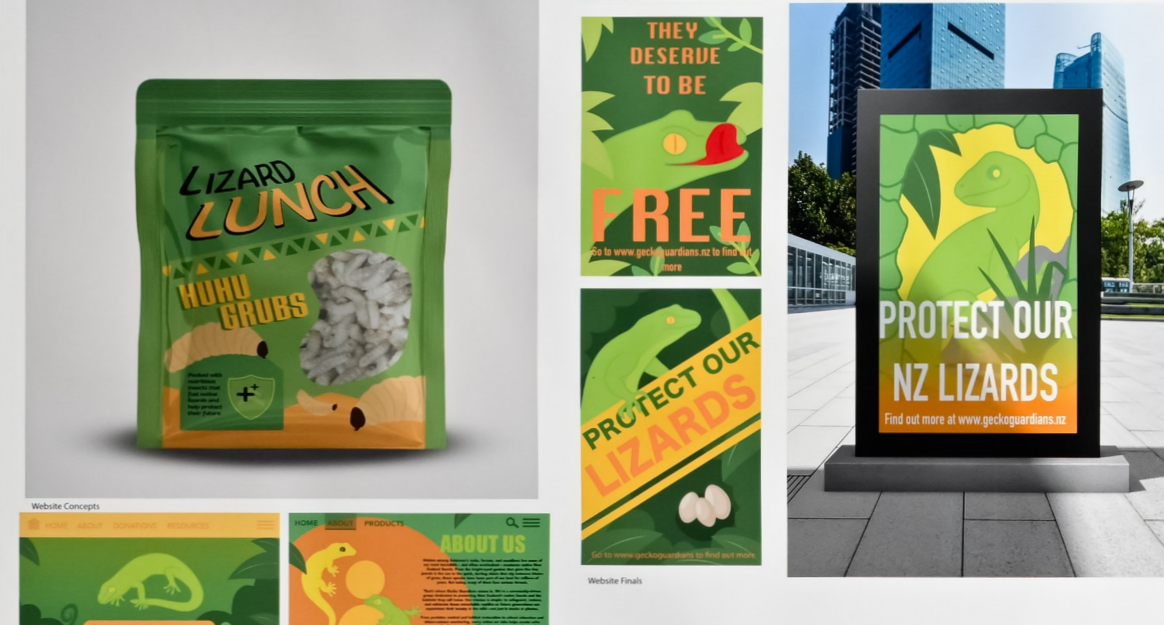
91455 Produce a systematic body of work that integrates conventions and regenerates ideas within design practice

EXEMPLAR

Merit

TOTAL **M**

BRIEF
I have been asked to develop an advertising campaign which raises awareness about lizard species in NZ and the world. This campaign aims to highlight the unique role lizards play in our ecosystem and what we need to do to protect them. Due to the fact that we have been destroying habitats and introducing invasive species into our country, our native lizard species are being left vulnerable. My target audience is nature enthusiasts and ordinary people who do not know the dangers that lizards face. It is our choice to help these lizards and we can act now to save them from the threats they are facing. The colour palette I intend on using is a lot of green, accents of yellow red and orange and a few browns for other lizard species to represent the colours of green is there to be the stand out acting as the awareness that life nature and lizards are struggling the orange and yellow are there to give more of a danger feel however. To create a cohesive awareness campaign I will need to develop a name with an appropriate Logo. To raise awareness to society I will need to produce a Double Page spread for a magazine, a Tote Bag or a Phone Cover, and the last brief will be a Advertising Poster that strongly communicates the essence of my campaign which is to protect the native lizard species of New Zealand. Imagery that I will include in my briefs are photographs and imagery such as tuatara, geckos and skinks, objects that will use will be plants, patterns of natural colours and textures, shapes/silhouettes of plants, lizards and natural habitats will be used textures of dirt grass leaves and sand will help to give an earthy feel drawn illustrations of lizards, native plants and anything else will go along way into completing my campaign. The name of my campaign is Gecko Guardians



Merit

Subject: Visual Arts – Design

Standard: 91455

Marker commentary

This portfolio presents a design campaign, “Gecko Guardians”, to raise awareness of threatened lizard species in Aotearoa New Zealand. The candidate aims to communicate the ecological importance of lizards, the impact of habitat loss and invasive predators, and the need for conservation action. They propose a wide-ranging set of outcomes including logos, posters, a magazine cover, a double-page spread, product packaging, billboards, and a website. These outcomes demonstrate purposeful selection and integration of design formats appropriate to their message.

From the outset, the candidate shows purposeful generation and refinement of ideas. They explore a wide range of logo possibilities including vector silhouettes, outlined forms, flora and fauna elements, and a consistent colour palette dominated by greens and oranges. These explorations establish the direction for an illustrative visual approach.

Across the portfolio, recurring motifs—such as fauna, flora, predators, bulldozers, cityscapes, and framing or spotlighting devices—are used purposefully to reinforce the central concept of guardianship. The torchlight image on the magazine cover is a clear example of ideas being clarified, as it symbolically highlights endangered geckos to reinforce the campaign’s message.

On Panel 1, a range of illustrative approaches—including vector, outline, silhouette, and tonal—are explored. Development phases show refinement toward a more cohesive, flatter illustrative style, indicating purposeful decision-making. The final poster combines New Zealand and lizard eyes in a simplified, pared-back composition to reinforce the overarching message.

The magazine cover demonstrates effective development of extinction-focused design ideas. The masthead incorporates lizard forms in a way that supports both concept and visual hierarchy. Taglines such as “Clinging to life”, “Habitat loss is a real threat”, and “Guardians of New Zealand lizards” show the candidate’s ability to select and refine verbal language to embed real-world content and purposefully communicate their message.

Across all campaign collateral, the candidate shows competent and considered use of scale, colour, and composition, contributing to a coherent visual system. The double-page spreads show understanding of conventions, including logical placement of columns, avoidance of the fold, and meaningful spatial relationships between text and imagery.

The product concepts show thoughtful regeneration of earlier ideas. Creative die-cut windows (for example, ladybird shapes) are integrated in ways that support both form and function. Ideas introduced earlier—such as shields and framing devices—are extended and applied in new contexts on the website and posters, showing the candidate’s ability to systematically develop and clarify a cohesive visual identity across formats.

Across the submission, the work shows clear progression in graphic control, confidence, and technical skill. Compositions become more deliberate and refined. The candidate consistently analyses their work to ensure that design choices clarify ideas, extend visual solutions, and demonstrate an informed understanding of design conventions.