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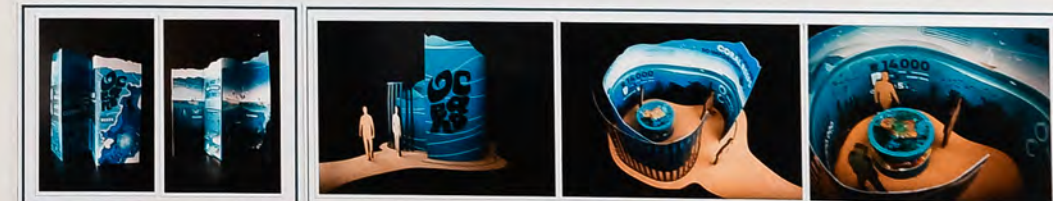
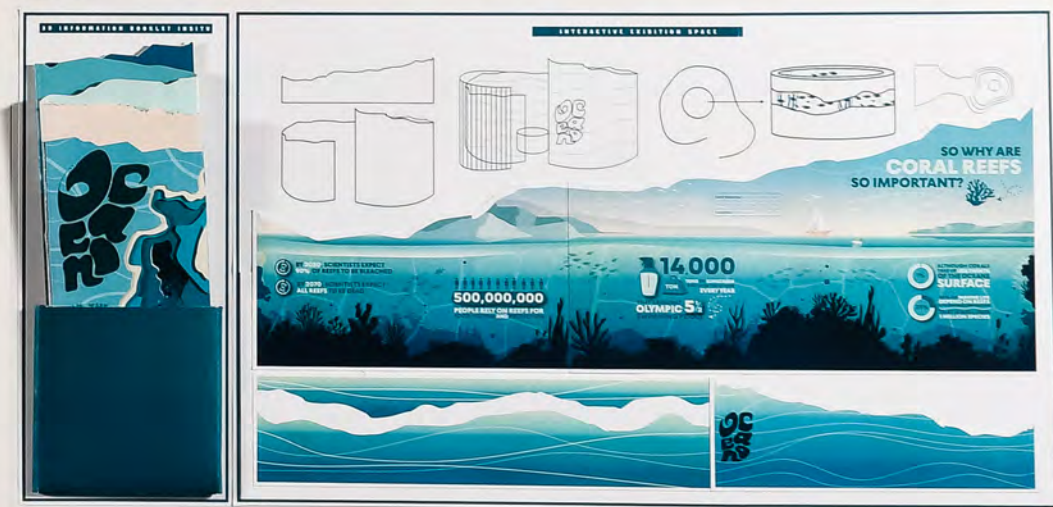
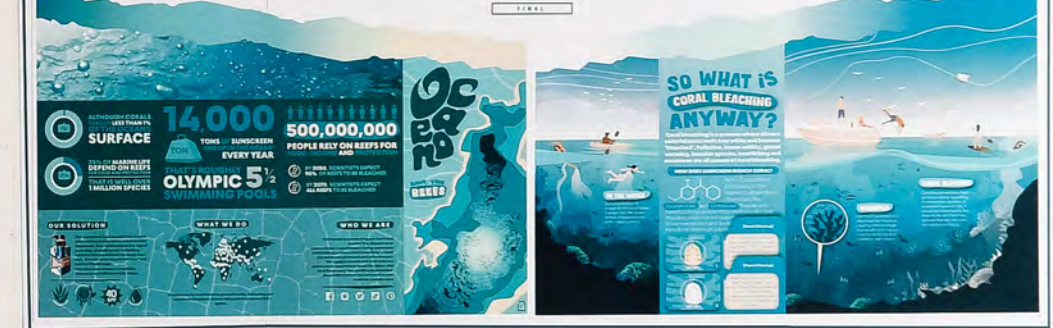
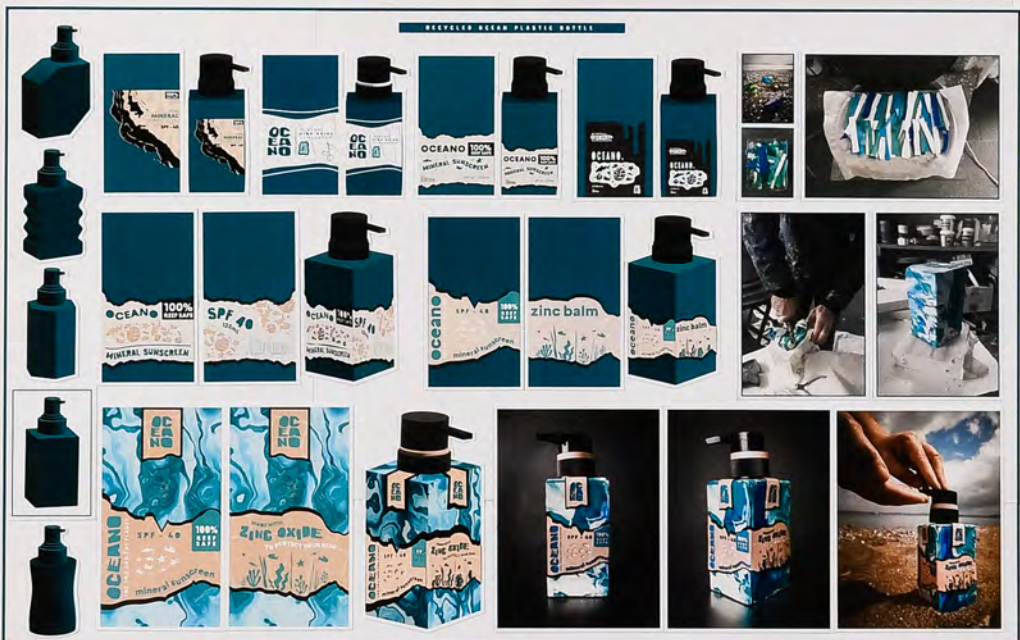
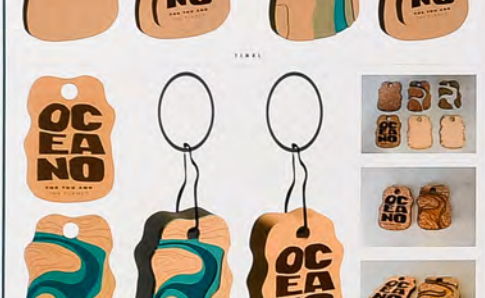
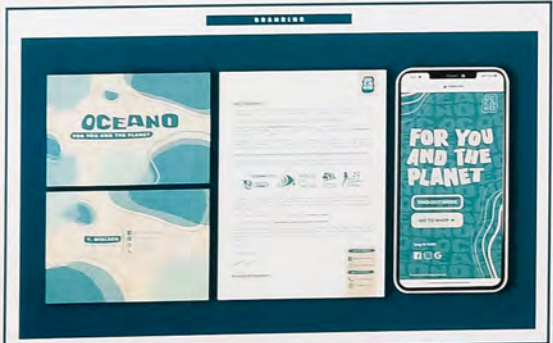
# Scholarship Visual Arts 2023

93307 Design

**SCHOLARSHIP EXEMPLAR**

# OCEANO

THE OCEAN IS THE LARGEST ECOSYSTEM ON EARTH, COVERING 71% OF THE GLOBE. IT PROVIDES OXYGEN, REGULATES CLIMATE, AND SUPPORTS A VAST ARRAY OF LIFE. HOWEVER, HUMAN ACTIVITIES ARE CAUSING OCEAN ACIDIFICATION, WARMING, AND DEPLETION OF OXYGEN. THESE CHANGES ARE THREATENING MARINE ECOSYSTEMS AND THE BILLIONS OF PEOPLE WHO DEPEND ON THE OCEAN FOR FOOD AND LIVELIHOODS. WE CAN PROTECT OUR OCEANS BY REDUCING OUR CARBON FOOTPRINT, CONSERVING WATER, AND USING SUSTAINABLE PRODUCTS. EVERY ACTION COUNTS.



# 13DES SCHOLARSHIP

### OCEANO

**PHOTOGRAPHS**

**ILLUSTRATION**

**WATER COLOR**

### POSTER SERIES

**SUNSCREEN KILLS**

**SAVE OUR REEFS**

**A CORAL GRAVE BY 2050**

**SUNSCREEN KILLS**

### LOGO SERIES

### LEARNING TOOL TAKEAWAYS

**DEVELOPMENT**

### SAVE THE REEFS

**SUNSCREEN KILLS**

**SAVE THE REEFS**

**SAVE THE REEFS**

**14000**

### COLOR PALETTE

**PATTERNS**

### DETAIL

### RECYCLED BOTTLE PLASTIC BOTTLES

**OCEANO 100% RECYCLED**

**SUNSCREEN**

**SPF 70**

**zinc balm**

### WEBSITE

**OCEANO**

**FOR YOU AND THE PLANET**

### 3D

**3D INFORMATION GRAPHIC**

**3D DISPLAY**

### INTERACTIVE LEARNING SPACE

**SO WHY ARE CORAL REEFS SO IMPORTANT?**

**14000**

**500,000,000**

**OLYMPIC 5**

### 3D DISPLAY

# REEF AND OCEAN FRIENDLY MINERAL SUNSCREEN

Last year I created a brand for an indoor plant store. Although I was happy with it, I knew that I was just learning and the design work wasn't as polished as I might have wanted it to be. This year, I want to build on the skills I learnt last year to create a really refined and well thought out board. I want to be consistent with work quality as well as progressing and experimenting with different ideas. Although the style of the board will depend on what topic I choose (as the style must complement the brand and its message), the following styles I would be keen to experiment with: Chic, Minimalistic, Scandinavian, Possibly Art Deco (illustrated) and **Psychedelic Text**.

## CHIC MINIMALIST SCANDINAVIAN IDEAS BRAINSTORM



Upscale, Fashion editorial style.



Simple refined style



Simpler with well thought and placed elements

- Online Farm, delivers fresh fruit and veggies to your door
- Health and workout business - complete meal plan and step by step workout guides suited and customised to your own schedule, budget, as well as your fitness level.
- Travel agent (Complete NZ travel guide) - guide to travel around NZ.
- Mineral sunscreen - safe for ocean life
- Virtual reality interior design

## INTENT STATEMENT

My work is a mineral sunscreen that is made naturally to save and support coral reefs and marine life around the world. The idea stems from my brief stems from an interest in preserving and protecting the environment. I wanted to design a brief that informs and educates the public about a lesser known topic, and inspiring change in a fun and interactive way. Reef damage is a topic that caught my attention because of how serious and life threatening it may become in the future.

## HOW THIS TOPIC RELATES TO ME

This topic really interested me, as I am a huge outdoors and beach fan. I love the water, being in and around it. I actually only found out that chemical sunscreens are harmful to world coral reefs as I was looking into potential briefs for Art Design, where I stumbled upon an article talking about the harmful effects of sunscreen. It completely shocked me, as I had no idea that this was happening. The interesting thing about this idea too is that NOBODY really knows about it! When explaining my brief to friends and family, as well as school teachers and peers, most of them had absolutely no idea that sunscreen caused these effects. But the fact is that for many people, sunscreen is such a crucial part of our summer protection, and to stop applying it would mean we would suffer, as sunscreen protects our skin from harmful UV rays from the sun. So my goal is create a brand with a natural alternative, one that will not damage ocean life and reefs with man-made chemicals, but rather is made with natural ingredients and will ultimately be better for you and the planet.

This topic relates to me because of both my love for the outdoors and the water and the fact that I want to preserve the environment for my future self and for the future generation. This topic also relates to me because of the fact that it directly affects not just me, but everyone. Because of the awful side effects that coral bleaching could have on the ocean and the food chain, we should all be getting pro-active and trying our best to take care of the earth entrusted to us.

## The sunscreen problem

When you swim with sunscreen on, chemicals like oxybenzone can seep into the water, where they're absorbed by corals. These substances contain nanoparticles that can disrupt coral's reproduction and growth cycles, ultimately leading to bleaching.

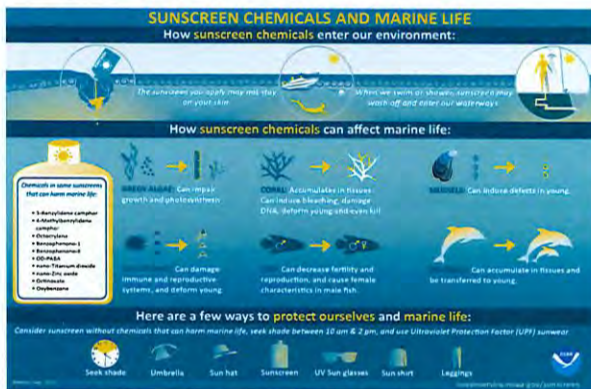
Even if you don't swim after applying sunscreen, it can go down drains when you shower. Aerosol versions of sunscreen can spray large amounts of the product onto the sand, where it gets washed into our oceans.

Humans might be responsible for this contamination, but we're also capable of helping heal these fragile underwater ecosystems. On May 1, 2018, lawmakers in Hawaii passed a bill banning the sale of sunscreens containing oxybenzone and octinoxate, another harmful chemical. Hawaii was the first state to pass such a measure, which went into effect as a law on January 1, 2021. (Read about a bright idea that could save the biggest reef on Earth.)

On November 1, 2018, the small island nation of Palau announced it too would ban selling or using sunscreens that contain chemicals harmful to coral reefs. Palau is a pristine archipelago known for having one of the largest marine reserves on the planet.

<https://www.nationalgeographic.com/travel/article/sunscreen-destroying-coral-reefs-alternatives-travel-spd#:~:text=The%20sunscreens%20problem,cycles%20ultimately%20to%20bleaching.>

## ARTICLES + PICTURES



<https://oceanservice.noaa.gov/news/sunscreen-coral.html>

Between 6,000 and 14,000 tons of sunscreen washes off swimmers, scuba divers, and snorkelers into coral reef environments each year. Even more sunscreen pollution can reach coastal areas via waste water discharges. Up to 10% of the world's coral reefs may be threatened by certain chemicals found in most sunscreens.

Four common sunscreen ingredients were shown to kill or bleach coral at extremely low concentrations (as low as one drop in 6.5 Olympic sized swimming pools).

**Oxybenzone** (Benzophenone-3, BP-3) - Sunscreen ingredient that disrupts coral reproduction, causes coral bleaching, and damages coral DNA. Oxybenzone is found in over 3500 sunscreen products worldwide. **Butylparaben** - Preservative ingredient shown to cause coral bleaching. **Octinoxate** (Ethylhexyl methoxycinnamate) - Sunscreen ingredient shown to cause coral bleaching. **4-methylbenzylidene camphor (4-MBC)** - Sunscreen ingredient shown to cause coral bleaching. Allowed in Europe and Canada, not in USA or Japan.

<https://www.badgerbalm.com/pages/coral-reef-safe-sunscreen#:~:text=Oxybenzone%20Benzophenone%203%20BP-3%20Butylparaben%20Octinoxate%204-MBC%20worldwide.>

## MOODBOARD / TEXT

VANTAGE REGULAR  
DK ROTORUA  
A.D MONO  
THE TIDE  
DEIRAS  
MAUIKEA  
BEAUTY SCHOOL DROPOUT  
AURA  
Banghee  
BRSKOVO  
CHERIONE  
Concrete  
CRECOR  
KOMPOT  
HOOGY



## COLOR IDEAS

COLOR PALLETTE OPTION 1:

#003366	#006699	#0099CC	#336699	#6699CC	#99CCFF
RGB: 0, 51, 102	RGB: 0, 102, 153	RGB: 0, 153, 204	RGB: 51, 102, 153	RGB: 102, 153, 204	RGB: 153, 204, 255
CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0

COLOR PALLETTE OPTION 2:

#003366	#006699	#0099CC	#336699	#6699CC	#99CCFF
RGB: 0, 51, 102	RGB: 0, 102, 153	RGB: 0, 153, 204	RGB: 51, 102, 153	RGB: 102, 153, 204	RGB: 153, 204, 255
CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0

COLOR PALLETTE OPTION 3:

#003366	#006699	#0099CC	#336699	#6699CC	#99CCFF
RGB: 0, 51, 102	RGB: 0, 102, 153	RGB: 0, 153, 204	RGB: 51, 102, 153	RGB: 102, 153, 204	RGB: 153, 204, 255
CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0	CMYK: 100, 0, 0

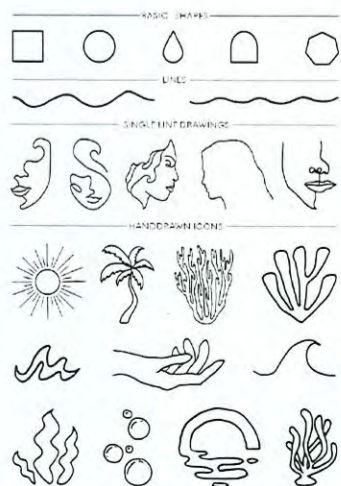
THE PALETTE

## BRIEF IDEAS

My brief is mineral sunscreen that is natural and ocean/reef safe. Rather than using harmful chemicals like oxybenzone, the brands sunproducts are made from natural minerals and extracts. Most notably, zinc oxide. I want the style of the brand to match the message behind the brand. I am inspired by the beautiful blue/green shades of tropical waters where coral reefs, it has always been my favourite color and I would be really keen to use this color in my work. I think adding a range of shades of this color, add in a few light/dark shades (like whit, black or dark shades of blues/greens) and one to two contrast colors to give the palette a bit of punch. I could possibly use beachy, sandy shades of cream and brown for contrast colors? I believe the best design style from these bright and bubbly colors would be a fun, organic surf style. This style uses a lot of handdrawn fonts and illustrations and would suit the 'ocean' theme to the brand.



## IMAGERY





I think that the letter 'A' in this logo is super cool and reminds me of the front of a ship. I thought it would be really interesting to use this in 'Oceano' and also curving the 'A' a little to look like a wave.

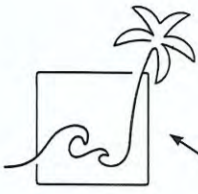


The watercolor effect could be really cool to add in.



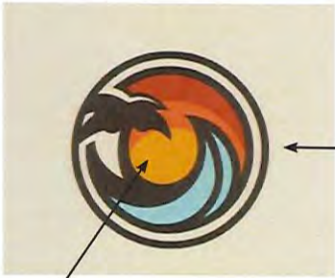
This logo has a cool coral logo. I wanted to at least try to experiment with coral because I thought it would work well with the brand since we create reef-friendly sunscreen and other products

They have used gradients in the fill instead of solid color. It creates a really cool 3d effect.



VACATION  
tagline here

One line drawing logo can look very elegant, and minimalistic. However it doesn't allow space for much color.



It would be harder to create a really interesting composition when you have a circle like this with no room in the middle.

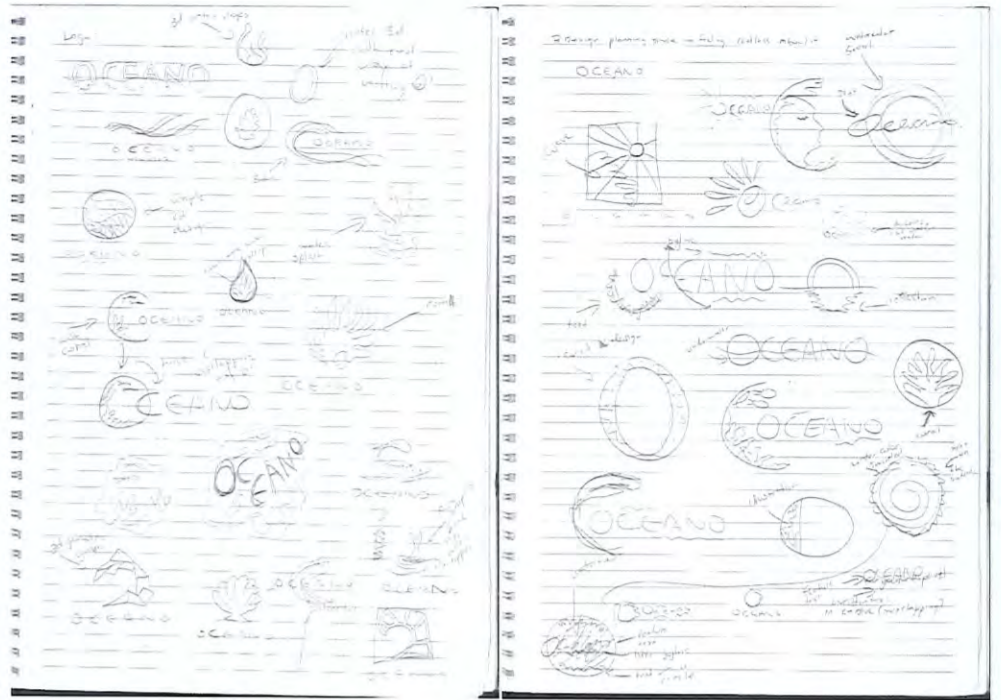
I love the use of color in this logo. I want my logo to be simple enough but still stand out.

The font they have used is really cool. It's something that is really distinctive. It would stand out.



SINKING ALPHABET SET

This is a really interesting idea. I think it could also be cool to try adding gradients to something like this to get a 3d effect. Could try reflections as well.



I want to try a lot of different types of logos and see what turns out really well. I at least want to attempt doing a 3d logo like this.



DEVELOPMENT 1

DEVELOPMENT 2

DEVELOPMENT 3

PREVIOUS

DEVELOPMENT - B/W

Topographic pattern from Concept #4

Don't like this combination of elements. Too different and they don't work together in harmony

Same shape as concept #2 (created on the computer)

Shortened byline. Don't like it shortened

Wave illustration from Concept #8 (hand-drawn and scanned into Illustrator - I added gradient coloring on the computer)

Same interesting text I designed in Concept #8

Milk

DEVELOPMENT - B/W

Text needs to be drawn on the computer to be thicker and fill the shape better

Some shapes are as Concept #2. Computer made

Text isn't centered

Terrible spacing in this byline. Too long for the space and too thin?

The design is bad. Needs perhaps to remove some elements.

Wave element brought through from last development. However it's not working well and I might have to drop it.

DEVELOPMENT - B/W

Topographic map element brought back

Love this text

Two map elements on either side to center design

Byline is centered

Too simple?

FINAL

DEVELOPMENT 4

DEVELOPMENT 5

PREVIOUS

DEVELOPMENT - B/W

Pencil tool in Illustrator (more computerized)

Text fits nicely in shape

Looks like apples

Flat so text sits nicely under it

Shortened but good balance

Return to fit better around text?

FINAL

PREVIOUS

DEVELOPMENT B/W AND COLOR

Fits together best

Looks make text harder to read

Thin?

Good thickness

Return shape to fit around text

PREVIOUS

FINAL LOGO

Shadow is good

Good contrast

Interesting composition

It will work well with illustration

Byline doesn't look overpowering

This is my final logo in the logo development process. There were a few changes that went into the previous design to get here. I worked more with experimenting with shadow in a darker color because I liked how it looked in Development 6. I duplicated the shape and changed it to a dark blue color, placing it behind the design to frame it. I really love the look that it gives the logo.

I also worked with the byline, and while having two lines of byline text at the bottom of the logo was previously unbalanced, when I tried working with using different colors, the design started to work. As you can see in Development 6, when I tried to use two lines at the bottom, the logo didn't work and looked overpowering and unbalanced. I then worked with using white bold text for the top line and the same shadow blue on the text at the bottom. The text no longer looks too unbalanced.

The last changes were shape and color. I redrew the shape using the pencil tool in Illustrator, making sure that the bottom where the text was to be wasn't curvy but flat enough so the text can sit above it nicely. I also slightly changed the color scheme again. I changed the main shape color to a brighter aquamarine color. I simply did this to make the logo pop a little more as I thought it was a little basic and getting lost. I love the end logo result. It ticks all the boxes I originally wanted for my logo, interesting composition, works well with illustration and is unique with a color scheme that works well with the brand direction I want to go.



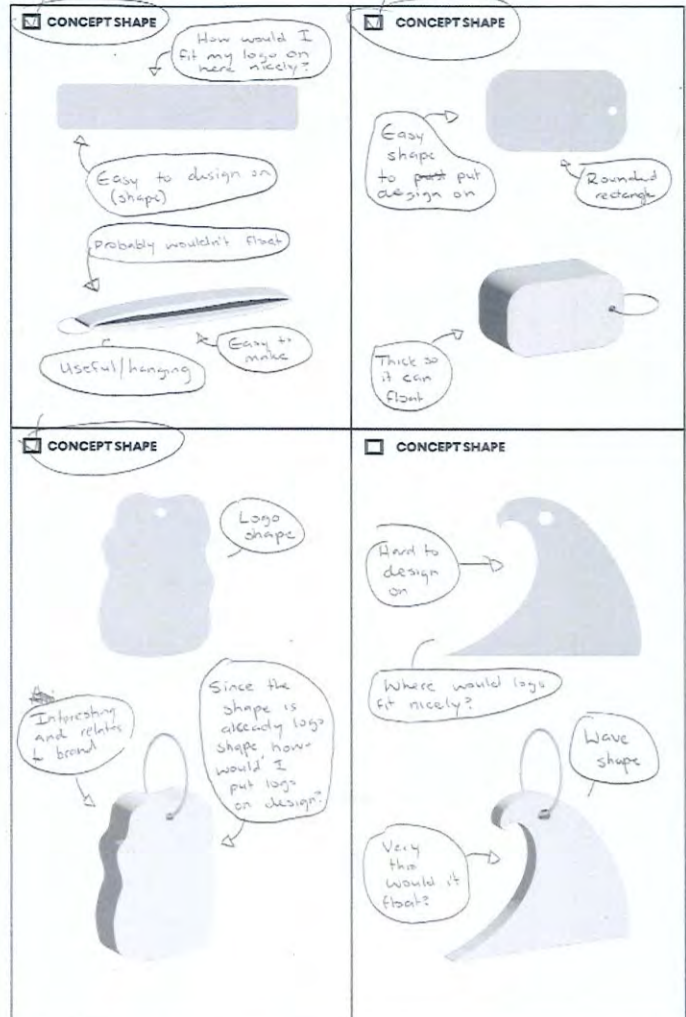
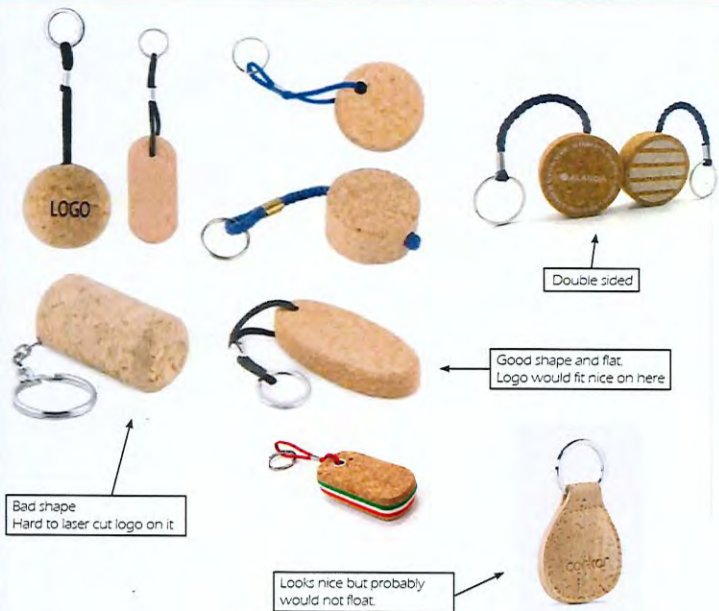
# FLOATING KEYCHAIN

## LOGO EXTENSION BRAINSTORM:

- T-shirt made from recycled plastic bottles
- Sunhat made from recycled plastic bottles
- Sunglasses case
- Environmentally-friendly stickers
- Floating cork keychain
- Beach umbrella

## CHOSEN BRIEF:

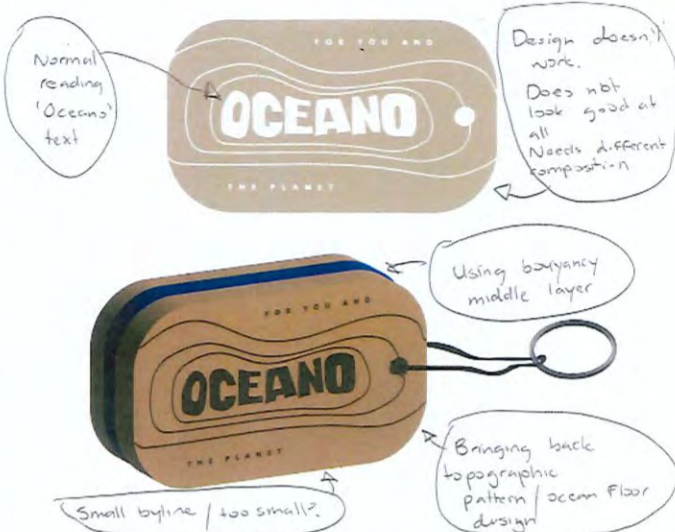
I have chosen to design a floating cork keychain. Out of my ideas I wanted to create something a bit unique for the brand, but also achievable. Making a floating keychain out of cork is an environmentally friendly idea that supports the brand and its message of environmental awareness.



## CONCEPT 1



## CONCEPT 2

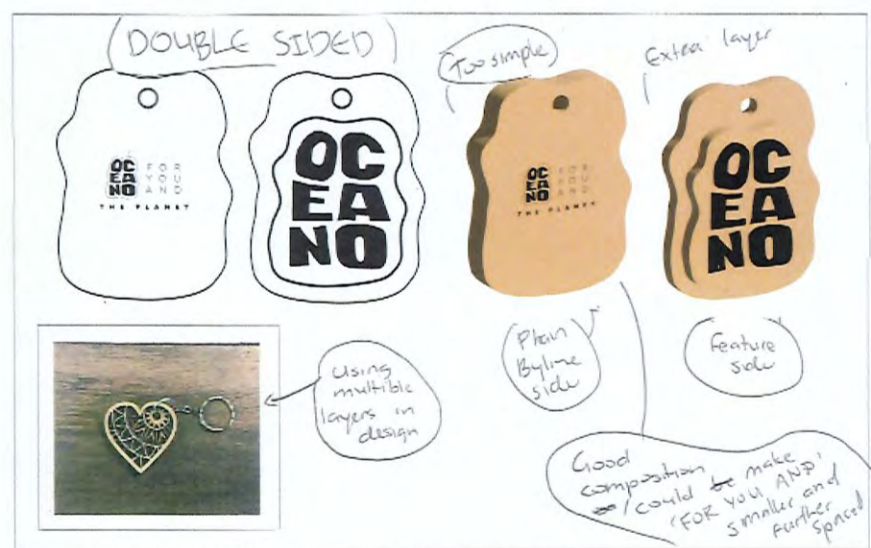


## CONCEPT 3

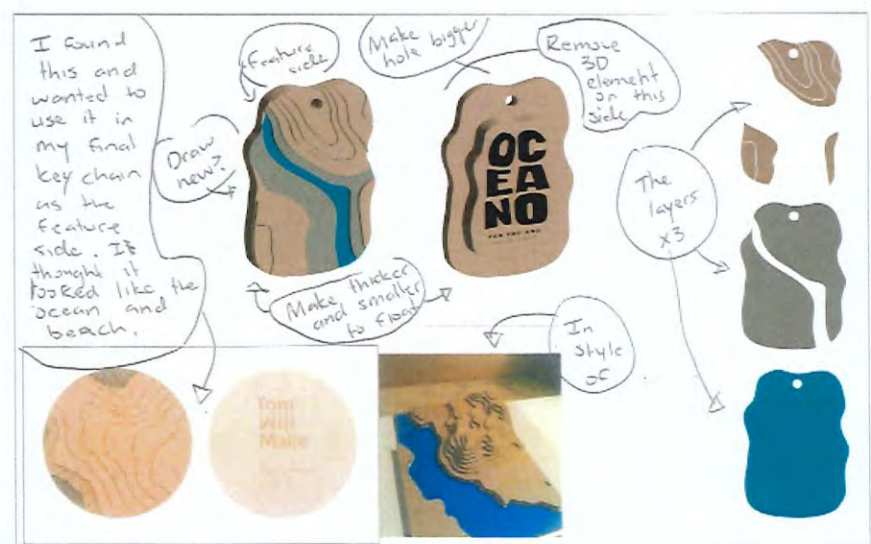


Chosen concept to develop

## DEVELOPMENT 1



## DEVELOPMENT 2



## FINAL



I chose to do a poster as my next brief as a simple way to introduce the brand and what we are about. In this brief I wanted to begin to touch on the very serious issues behind Oceano, the coral bleaching and the devastating effects it leaves behind while also transitioning into deeper themes like the science behind our products, the natural ingredients and also the harmful chemicals found in most sunscreens on the market.

## RESEARCH

Hawaii & Aussie - significant damage to coral reefs  
 Coral reefs are super important to ocean ecosystems  
 Not the only thing destroying the coral - plastic pollution, global warming, ocean acidification & overfishing  
 These things are contributing to 90% of coral dying by 2050  
 Not all sunscreens are harmful to the environment - about 80% of sunscreens on the market is bad  
 A lot of sunscreen at drug store will have chemicals: oxybenzone & octinoxate - these chemicals absorb skin damaging UV rays before they reach our skin.  
 They are the chemicals harming reefs though.  
 Recent study shows oxybenzone changes DNA of coral - becomes mutant coral that becomes sterile and unable to reproduce  
 Also young coral bury themselves in their skeletons, stalling and die because of this.  
 Sunscreen is basically the same as pouring gasoline over the coral  
 Oxybenzone is also making coral bleaching worse.  
 Coral bleaching occurs when water temperatures rise to about 30-31°C  
 This causes coral to get rid of algae called zooxanthellae (this algae lives in their tissues)  
 Zooxanthellae gives coral with the central nutrients they need to it also gives them their bright colors, when the algae is gone, the coral turns white. This is known as coral bleaching  
 Oxybenzone makes coral absorb more heat so the temperature is higher for bleaching because lower.  
 Coral can actually survive bleaching, it is a huge stress and increases risk of death

**TO US**  
 Sunscreen has been shown to mess with our hormone levels  
 Data is inconclusive whether it is a risk to humans  
 At least on boat - put on sunscreen - you see some of it - doesn't look like a huge difference  
 cause of how big the ocean is it would make a big difference

However in interview with Dr. Ayana Elizabeth Johnson (marine biologist)  
 she talked about stories people are saying with cruise ships & tourists when the sunscreen looked like an oil slick  
 If ADD UP all the sunscreen that is used in the world it is like 10 FT of oxybenzone  
 Really bad is in Florida Bay, Virgin Islands, Israel & Australia Great Barrier Reef.

These reefs bring jobs & tourists (income) food etc.  
 By rivers & ocean currents we are really all connected. So it can seem remote but even if you don't live anywhere near a beach you can have a bit of impact on what is acceptable what is not as far as how we can look as humans on the planet to be part of an ecosystem, and not just always sampling on it.  
 Mineral based sunscreens that use titanium dioxide & zinc oxide  
 - Dr. Ayana Elizabeth Johnson (marine biologist)

**LAYER UP**  
 Video - Is your sunscreen hurting coral reefs?  
 By Above the Noise

There are not coral reefs in New Zealand but there is coral in some of our deeper oceans so we still need to work on saving these reefs.

I want Oceano to be global organization raising awareness about what is happening to our reefs and offering a solution  
 Not just us  
 Need an online one kind of global presence  
 Around world is not dead yet  
 Coral are tiny animals (invertebrates) they are all forms of each other  
 They are all forms of each other  
 coral is not coming from coral but algae  
 They are doing photosynthesis for the coral  
 use light to make sugar giving off oxygen - cell used for respiration  
 - Carbon dioxide  
 - water  
 - nutrients  
 90% of energy for the coral is coming from this algae (zooxanthellae)

important ones  
 photosynthesis  
 They are taken into the cell but ferment like any food source then are taken inside  
 Because 90% of energy of every coral isn't going to the well high, that coral is going to die  
 CREDIT - Coral bleaching by Dr. OZGEMAN SCIENCE  
 Roughly 14,000 tons of sunscreen enters waterways  
 - 5% of Olympic swimming pools

## SOURCES

<https://www.youtube.com/watch?v=MfdSgFlzQUU&t=398s> //  
<https://ocean.si.edu/ecosystems/coral-reefs/sunscreen-environment> //  
<https://www.youtube.com/watch?v=KNB-2AgIMIE>

## FINAL POSTER

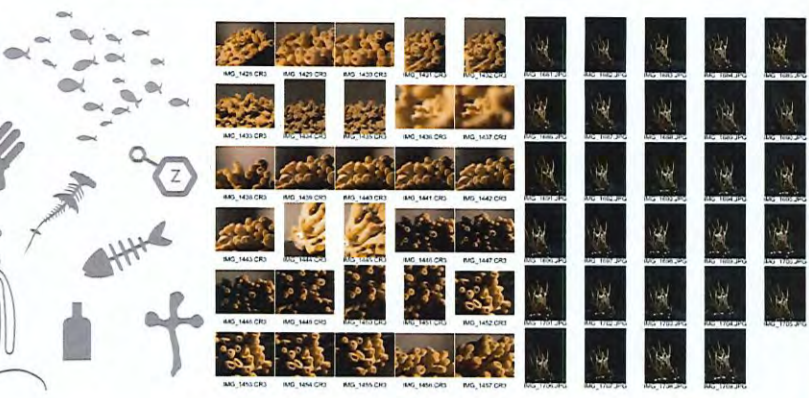


## POSTER BRIEF



<https://ocean.si.edu/ecosystems/coral-reefs/sunscreen-environment>  
 - (photographic 1)  
 It is estimated that roughly 14,000 tons of sunscreen enters waterways  
 That is enough to fill 5 and a half olympic swimming pools.

## ADDITIONAL IMAGERY MADE FOR THIS BRIEF

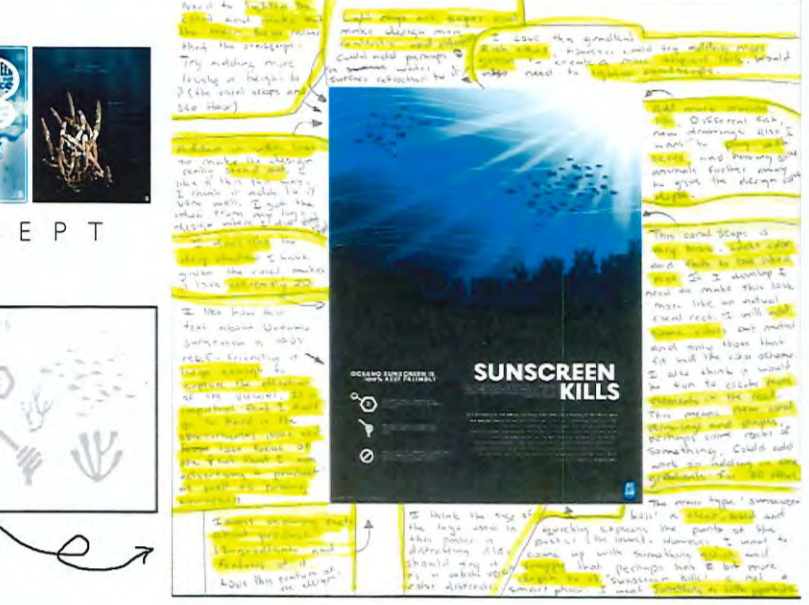
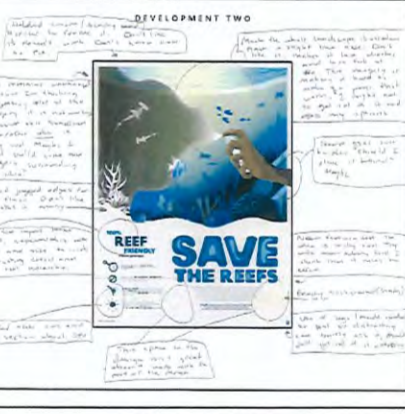


## CONCEPTS



## CHOSEN CONCEPT

### CONCEPT 1 NOTES



## FINAL POSTER NOTES

This is my final poster in the poster development process. I have taken the most successful elements from my previous developments, and my failures (things to fix and improve) to create this design.  
 I lowered the coral/layered element to fill more of the lower page. This allowed me to redesign my main 'Save the Reefs' text a little better by making it larger, and spreading it out to make it more balanced with the rest of the poster. In the coral/layered element itself I added more coral and details to make it appear more like a full and thriving coral reef. I had noticed it was looking a little sparse in the last development. I really love how this element worked together to create this element of time and destruction, it worked together beautifully.  
 I also redesigned the 'topographical' element in the design too that I said I would. I completely redrew the state/country lines to be more realistic. The lines that I drew into the design are actually from google maps itself. It is the land surrounding the Great Barrier Reef in Australia. I chose this location because The Great Barrier Reef is one of the most heavily affected coral reefs in the world that has been devastated by coral bleaching. I also made the lines smaller, and varying in size as this created a more realistic look.  
 I have also added in two new small paragraphs of information. The first sits under the large 'Save the Reefs' text, and explains the how and why of the coral bleaching. I wrote there an explanation of how sunscreen (oxybenzone) affects, bleaches and kills coral. I am very happy that I had space in the design to add this. I think that explaining these things (especially when you have a large 'Save the Reefs' text at the top) is really important for people to understand the brand and our mission.  
 I also added another paragraph detailing about our product down the bottom of the poster. In this paragraph I gave information about how our products are different from regular sunscreens, as well as features/benefits of the product that make it more desired than other mineral sunscreens on the market.  
 I also was inspired by the original Concept 1 artist model and drew lots of new icons to support facts about who we are and the issue. I drew countries of the world icon (like the artist models) and set it with a blurb about who we are (and the work Oceano does globally). I also drew a bubbly text of numbers and used this to include the fact I used in Concept 5: '14,000 tons of sunscreen approximately enter our waterways every year'.  
 There are also four new (upgraded) icons that I drew as features of the product. They are simply more carefully drawn and more literal icons for the statistics features of the sunscreen I used in my concept and all developments. These illustrations I drew in Illustrator were inspired by some pictures I found on pinterest.  
 The very last new element in this design is the overlaid, white pattern that is sitting on the sandy background color. This pattern was drawn and inspired by the veins of leaves. I got this idea from our scholarship meeting, where it was mentioned that I could work with exploring the sunscreen product in more depth, going into ingredients and the science behind the products. I chose to use a leaf because leaves in design are often used to represent 'natural'. Since the product we are advertising is mineral sunscreen and chemical-free, I thought that using this leaf design would work well.  
 The pattern is meant to be a leaf vein (what you see when you look at a leaf real closely or under a microscope), but the pattern also appears to look like a topographical feature as well.  
 I am very happy with how this final poster has turned out. I think that the design is appealing visually, while also clearly communicating the idea that I wanted to portray. I also think that the final really introduced the brand and its message in a flowing and clear way that is easy on the reader. One thing that could have been improved is the spacing and placement of the different elements, some places it is too close and in other areas there is a bit too much space in between elements. However, as a whole I think that this poster is successful.



# RECYCLED OCEAN PLASTIC SUNSCREEN PACKAGING

## INITIAL BRAINSTORM

## BRIEF OUTLINE AND PLAN

In my third brief, I wanted to begin to extend my ideas from paper into three dimensional design. I know that in my final works, I want to work heavily in real-life design, whether that be a space or some sort of interactive design, but I thought that jumping straight from poster/website kind of design into that is rather a big leap. Packaging for the sunscreen is a really good way to smoothly transition the board into the next larger 'exhibition' type briefs. My goal in each brief is to take the brand to a deeper level, using a range of different, unique techniques, while still maintaining the same 'vibe' so the beginning of the board is not a completely different style to the end.

In the last brief, I made the poster in an infographic style, and broadcasted the effects that sunscreen is having on our environment, and used imagery to symbolically communicate this. In this brief I want to take the brand into a more practical 'hands-on' type style, and make sunscreen packaging out of recycled ocean plastic (with a box design as well in the end, however I haven't given much thought as to what this might look like yet).

Having the sunscreen packaging made out of recycled ocean plastic is quite a good way to actually spring the brand into action against the destruction of the coral reefs. Many people are unaware, but there is actually a very big connection between plastic pollution in our oceans and the bleaching and destruction of coral reefs. So by making Oceano's sun products out of this plastic floating in the ocean, we can hope that this would lessen the amount of plastic ending up in the ocean because: 1. We do not require any plastic to be manufactured for our products, and 2. We will actually be using plastic that is already in the ocean (therefore removing the amount of plastic that is in the ocean currently).

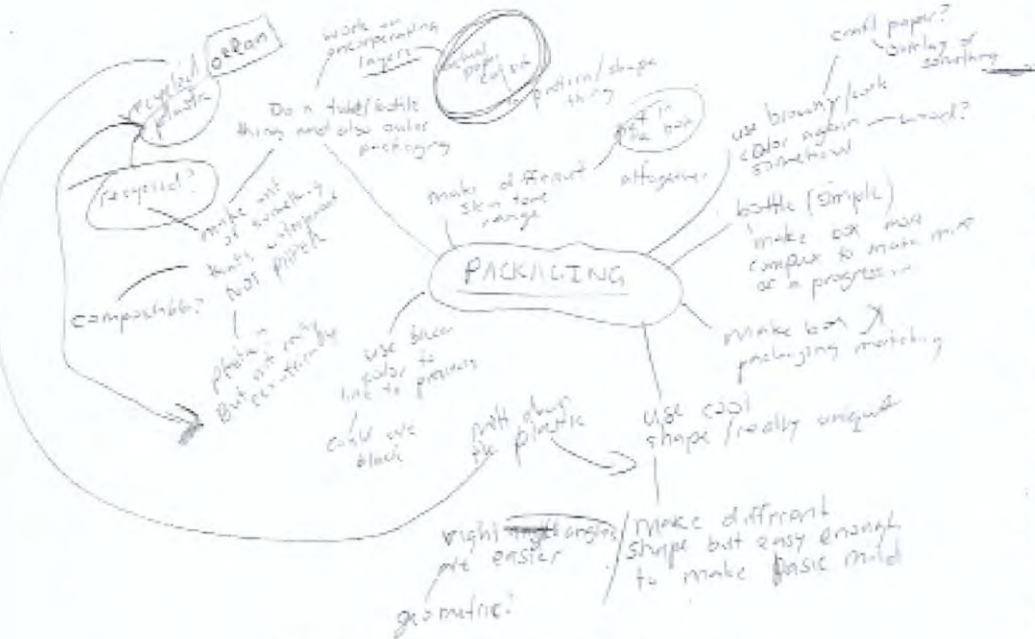
I actually had a few ideas as to the 'how' we would approach this. For example, how would we get the plastic required to make the packaging? I developed a few ideas like making Oceano Seabins. These are new ocean-cleaning bins that sit around ports and marinas. They collect plastic waste that is floating around in the water. This could be something that would be cool to implement perhaps even for a future brief. Other ideas include plastic 'beach clean-up' donation stations. These would be set up on beaches (or other places I'm not sure) where people can put plastic that has washed up on our shores or something. This idea might need to be worked on a bit to avoid people treating them as regular garbage bins, but set up on heavily polluted areas with beach clean up efforts is an idea I could explore.

The last idea I had was to have special 'Oceano' product packaging donation recycling stations. Similar to what Colgate did with their toothpaste products where you can put your empty Oceano product packaging, and it can be recycled into another packaging design for our brand.

## INSPIRATION



## BOTTLE SHAPE SKETCHES



## RESEARCH NOTES

in shallow water the coral are closer to the surface (coral reefs are found in shallow tropical & subtropical)

### How does plastic pollution affect coral reefs?

Increases the risk of infection

Plastic hants up. Water causes bleaching.

"Plastic pollution in the oceans is highly doubling and it's causing more ocean warming by changing the climate as the plastics break down into methane & ethylene. The plastics on the surface trap sunlight and make the oceans surface get hot, blocking the light and heat from getting to the in-depth ocean." - HomeworkStudy.com

Coral bleaching is caused by the oceans temperature getting too hot, and as a result of the high water temp. the coral expels the algae it needs to do photosynthesis. Loss of this algae causes the coral to lose its color and becomes 'bleached'.

So plastic pollution contributes to coral bleaching.

"A new study based on four years of diving on 159 reefs in the Pacific shows that reefs in four countries - Australia, Thailand, Indonesia and Myanmar are heavily contaminated with plastic. It clings to the coral, especially branching coral. And where it clings it sickens & dies. kills." - NPR.org

"The likelihood of disease increases from 4% to 89% when corals are in contact with plastic" - Report in the Journal, Science

"It's certainly well known that plastics abrade corals, create new openings. They basically tear open the skin of the coral and that can allow an infection to start from anywhere." - Senior author at Cornell University, Drew Havell

"Plastic trash can carry pathogens and hard debris might wound corals, triggering infection. And if plastic debris blocks sunlight, it could lead to low-oxygen conditions that promote the growth of disease-causing bacteria." - Science.org

1. Do a hexagon shape (like the oxybenzone chemical structure) try flattened maybe so branding will fit on it nicely.
2. Twisted shape - reminds me of coral or seaweed or something swaying in the ocean currents - replicate with twisted shape thing
3. Finger cut out shape (like for holding it nicely) - unique organic - make it look like ocean waves. - could also add surface of water ripple texture (how would do that tho?)
4. Do variations of hexagon chemical structure (like doing hexagon and flat edges is front instead of flat edge is the top?)
5. Shape where it is circular (rounded rectangle) like what was done in logo developments. But have it two parts that fit together so that the top comes off (like roll on sunscreen?) could do nozzle instead.
6. Really cool geometric shape maybe something different - easy to mold however, what does this represent (it just random)





# RECYCLED OCEAN PLASTIC SUNSCREEN PACKAGING



Beginners' Guide to Melting HDPE - How to Make a Recycled Plastic Pen  
 2.1M views · 3 years ago  
 Brothers Make  
 In this video we go through all the tips and tricks that we've picked up when looking for, processing, melting and working with...  
 Intro | Materials | Equipment | Making the Pen  
 4 chapters

In this brief, I am going to use this video to the left as a guide in the melting down process. I am going to collect plastic found along our shorelines and floating in the water, and melting that plastic down into a recycled bottle to be used for Oceano's mineral sunscreen products. I am in love with the marbling effect that is created from melting plastic using the technique in the video, and want to use this style in my own bottle. The marbling reminds me of pictures of rough seas, using white plastic to look like white foam in breaking waves around a sea of aquamarine and deep blues.

## EXPERIMENT 1

I had a slight concern about fumes if I used a cooking device like a sandwich press used in the video. My very first experiment was done on two bottle caps and a small piece of milk bottle on an old BBQ. I used baking paper so that the plastic wasn't touching the plate directly in case it got stuck or discolored it. Unfortunately, the baking paper was burnt right through and lit on fire, and the plate ended up discoloring the melted plastic. However, the test wasn't a total failure because the bottle caps melted together nicely and had a deep blue marble effect, and I knew it would only be tweaking the technique from there. The three things I noticed from this test was that, 1: the plastic cooled and set VERY quickly which means I would not have much time at all to mold and shape the bottle however we could. 2: The amount of plastic I used did not go far, and I would need a huge amount to make a decent sized bottle, and 3: that the plastic, when melted was like the consistency of play-doh. The more mass there was, the harder to mold, and my concern here is that creating a really nice flowing organic shape to suit the style of the brand would be extremely difficult is not impossible with the resources we have access to. I am wondering whether a straight and simple shape would be more manageable.

## THE PLAN



I wondered whether rather than making an entire bottle from scratch, I use an existing bottle (like a heat-proof jar like glass) and wrap the plastic around the jar. This would allow me to use less plastic in total and would also make it possible to have a curved organic shape bottle to suit the brand.

Another idea is to create a wooden mold like the video, but if I wanted to create a curved design, how hard would that mold be to make and how well would the plastic mold into a curved and moving shape?

After some debating I decided to first try and see if I could possibly wrap plastic around a bottle as a second test.



## EXPERIMENT 2



Old second hand press used for melting the plastic

Rolling the plastic around a small plastic jar

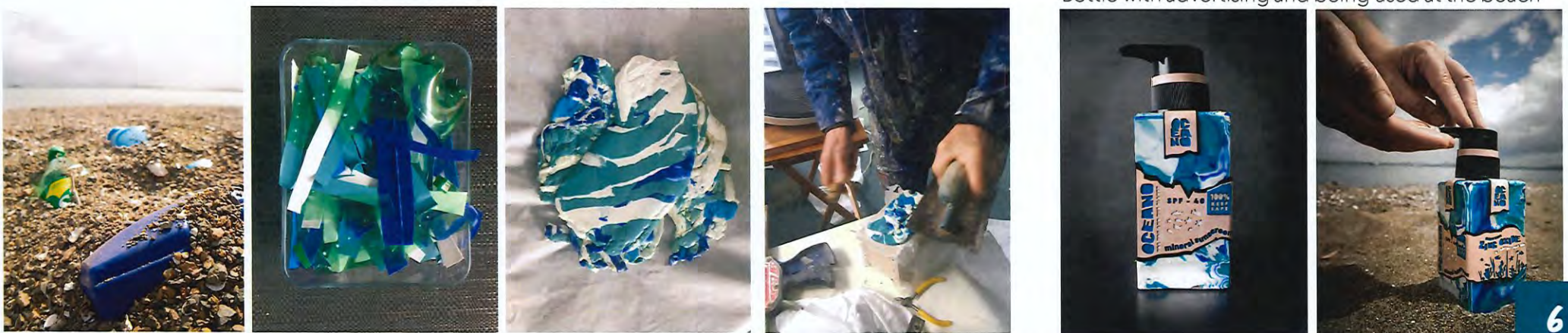
## FAILURE

After making my second experiment, I was confident that I would be able to complete the bottle on my next attempt, and planned on wrapping the melted plastic around an old teriyaki marmalade glass bottle. I chose this particular bottle because of how the curve in the bottle reminded me not only of ocean waves, but also my logo.



After this attempt, I need to redirect my attention to a different idea, because the current idea was not working. After some thought I decided to scrap the idea of trying to incorporate a curved, organic shape and focus on the quality of the overall bottle. I think that I will add some sort of advertising to the bottle, and a plain square shape will be a good base canvas to work with, and it will be reasonably easy to make. I will make a wooden mold similar to what they did in the video, however I will need to coat each side with baking paper to prevent the melted plastic from sticking to the wood of the mold.

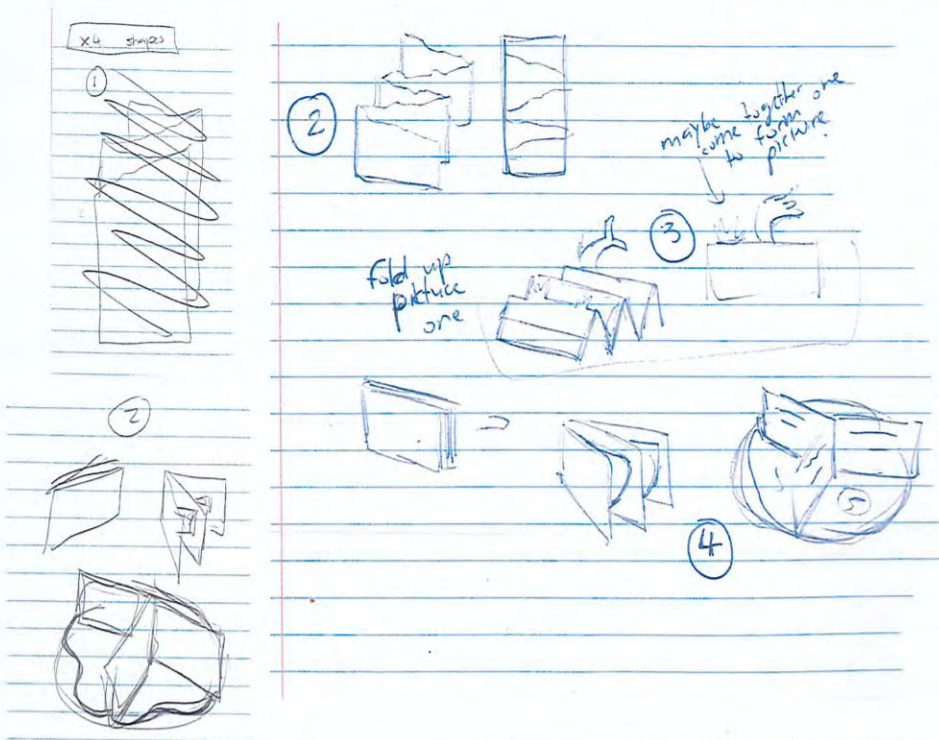
## SECOND ATTEMPT



Bottle with advertising and being used at the beach

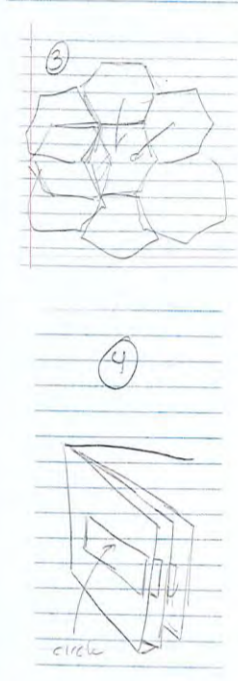
# 3D INFORMATION BOOKLET

I N S P O



## THE PLAN

for my booklet, I want to use shape 1 in my shape planning. I believe that this shape will be the easiest to work with, as it will allow the most cohesive flowing design, going from one panel to the next on one piece of paper. It would be the easiest to construct and the shape of it complements the work I have already completed. I want the style of this pamphlet to be heavily illustrated, using the organic, flowing beach style that has been used by the brand so far, as this style suits the message behind the brand. The direction I wanted to take this booklet in is infographic, as I wanted to highlight this issue by laying out the facts. I also really want to showcase my ability to create illustrated landscapes, and I thought that I would be able to incorporate text into the landscapes, and base the landscapes around points in the story (for example, when the sunscreen seeps in the ocean, then on the next panel could be the coral expelling the algae it needs to survive.



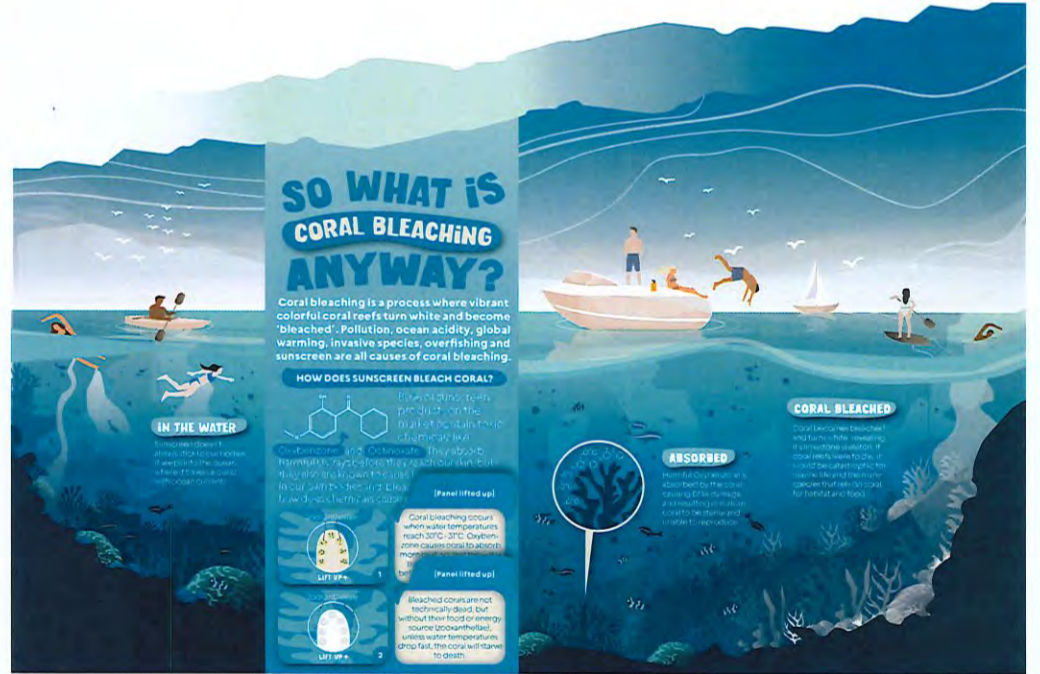
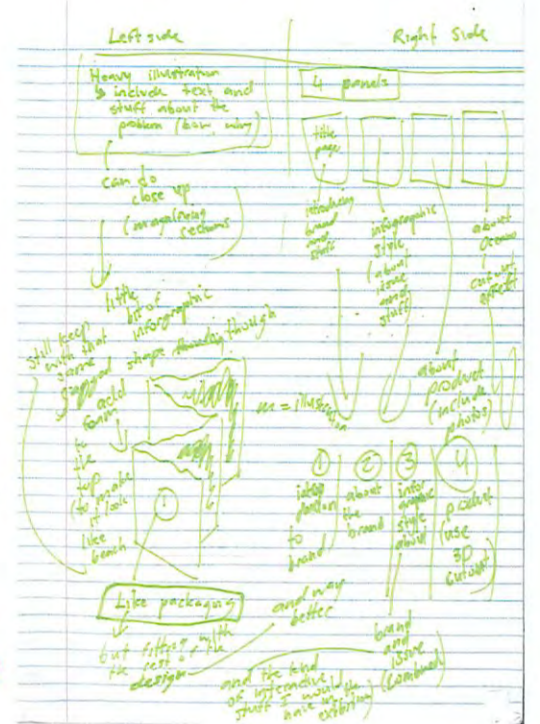
**COR**  
 Corals may look like one giant organism, but they are actually an ecosystem with many small creatures working together.  
 Thousands of tiny 'polyp-like' animals called polyps connect together to create colonies. These colonies have algae which provide corals with food as well as their 'solar panels' because of photosynthesis.  
 Global warming, overfishing, pollution, ocean acidity, sunscreen, and invasive species all contribute to coral becoming 'bleached' and expelling their algae. They need to survive.  
 The process called 'bleaching' leaves only a white skeleton.  
 Bleached corals are essentially dead. Raising sea water temperature or reducing pollutants can help fragile corals recover.  
 Without improving conditions, however, they die.  
 About 25% of marine life depends on the habitats created by coral reefs.  
 More than 500 million people worldwide rely on reefs for food, tourism, employment.  
 Even protection from extreme weather events and nearly 30 billion dollars in estimated reef value is at stake.  
 Coral bleaching events can happen more frequently and scientists predict that 90% of reefs will be gone by 2050.

polyps just like jellyfish have stinging tentacles that they use to catch their prey.  
 corals have microscopic algae that live in their body that harvest the energy of the sun in a process known as photosynthesis. This creates food for the coral in the form of sugar.  
 In exchange the coral provides a safe home and key nutrients for the algae.  
 appears white without algae because it reveals its limestone skeleton.  
 Coral reefs would not exist without the algae.  
 In 1988 first mass coral bleaching year had coral.  
 If it stays too hot for too long the corals get some sort of heat stroke and expel the algae.  
 If it doesn't cool quickly, corals should starve to death.

**Oxybenzone**  
 Oxybenzone is a chemical found in many sunscreens. It is known to be highly toxic to coral. It causes DNA damage and coral bleaching. It can also cause coral to lose their symbiotic algae, which is essential for their survival.  
**Octinoxate**  
 Octinoxate is another chemical found in many sunscreens. It is known to be highly toxic to coral. It causes coral bleaching and can also cause coral to lose their symbiotic algae, which is essential for their survival.

Deeper research into the topic of coral bleaching, why and how it happens, the effects it could have on marine and also human life.

Planning of the booklet, how it will fit together, what will be on each page to create a nice flow in the design, taking the reader on a bit of a journey. The 'what it is' will be the first thing that is read to introduce the topic, then on the second side of the pamphlet will be about the brand, (who we are and what and why we do what we do (why is reef protection so important) then the solution to sunscreen caused coral bleaching (our product).



The process of making the booklet was rather time consuming. I wanted the booklet to actually be 3D, and feature real topographic layers, giving depth to the design. These topographic layers that have been used in my designs from the beginning were included for their resemblance to the ocean floor, as well as using the idea of layers as 'time' which is evident in the poster page, where topographic layers were used to show a progress of the destruction (coral bleaching) of coral reefs. I have also included elevated pop out features the design, as well as interactive flaps with a design on the front, and information relating to the imagery when the flap is lifted up. I wanted this booklet to be fun and interactive as a way to bridge the gap into my next brief, where I plan on making an interactive exhibition space for people to come and learn about this topic using captivating imagery and illustrations.  
 The completed information booklet will be included in my work, so that the viewer can take out the information booklet and read it themselves. The reason behind this is that there is actually a lot of detailed that are missed in the photographs to the right, and the details can be noticed if someone were to read it themselves. The photos of the booklet to the right will also be evident in my work.

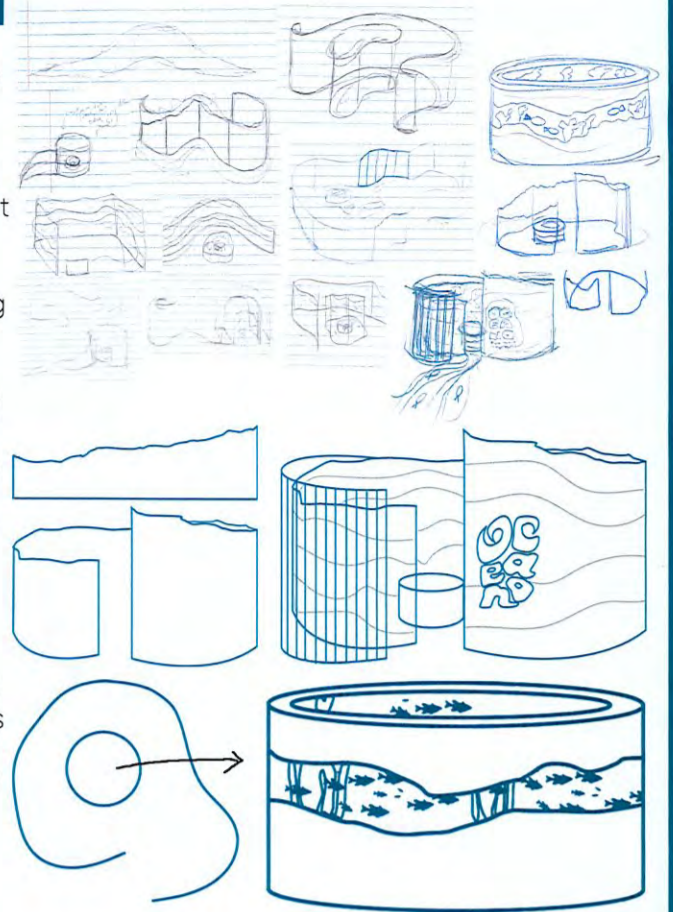




INTERACTIVE EXHIBITION SPACE



In this last design brief, I want to create an interactive exhibition space that educates the public about this issue. I want to keep with the 'infographic' style that I have been using in my work as I think that this is a really clear and unique way to educate people. I want to use the same illustrated style and color palette used in the pamphlet as I think that this style works really well together as a whole and suits the Oceano brand. My main focus



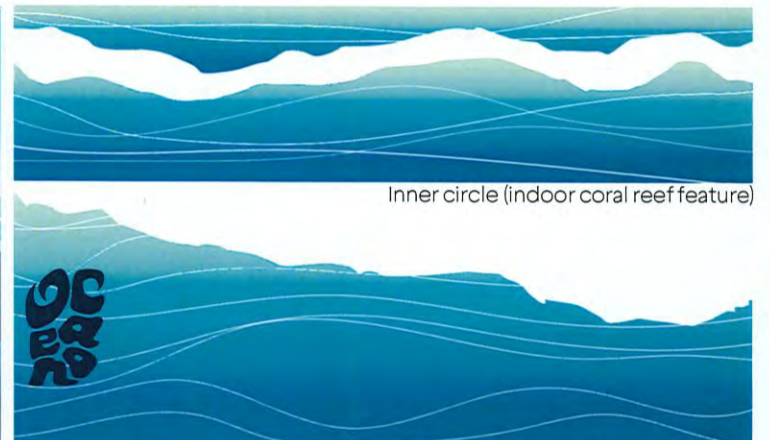
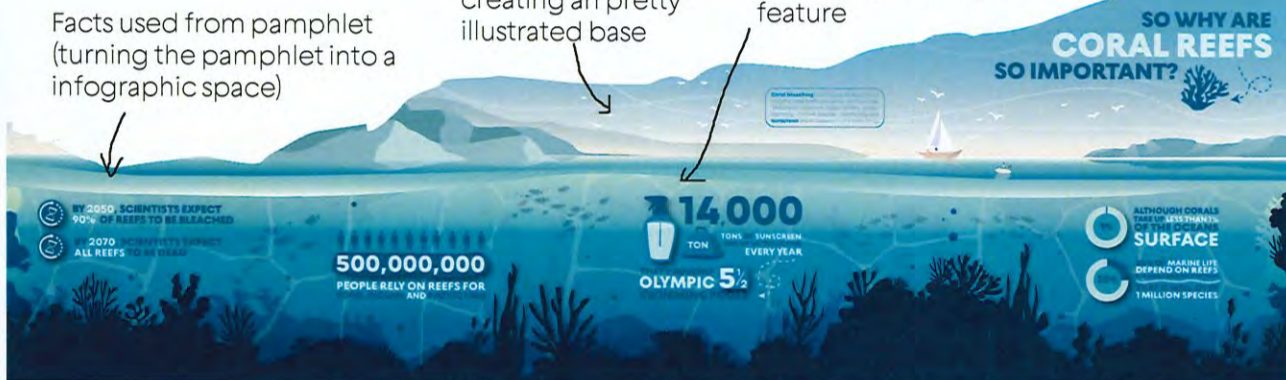
in this space is creating an interesting shape for the space, and I would like a circular shape that suits the brand. My inspiration for the shape is a ocean curves and waves. I also love the style of the Camera Obscura next to the bridge in Whangarei as this feature is such a weird and interesting design that it sparks my interest. Another aspect I am really keen to have in my space in some way is a real indoor coral reef aquarium that people can immerse themselves in. When i found out that it is possible to create artificial reefs indoors i thought that this would be a really cool way to take the brand further.

Camera Obscura, Whangarei

Facts used from pamphlet (turning the pamphlet into a infographic space)

Same color palette, creating a pretty illustrated base

Certain pieces of the wall will have a pop-out 'layers' feature



Inner circle (indoor coral reef feature)

Inside of the building

Outside of the building

I decided to to make a model of the space. I assembled the model and laser cut aspects to attach using 5mm thick double sided tape to create an actual 'layer' effect like my previous work with topographic and layers. This included small illustrations off the Inside wall and also the large, dark coral reefs piece down the bottom of the Inside of the building. Because the inside of the buidling is to involoved and busy, I wanted the rest of the design to be simple, but using the same colors to complement and work with the design rather than against it. I also added small white waves as this suits the brand and makes the design the right amount of busy,



IMAGINARY FUTURE BRIEFS



If I were to continue working with the brand, creating more briefs, I work explore creating a main building (or HQ of sorts). I thought we work could work in the direction of the likes of 'coral marine reserve', where we could preserve and protect an area with coral reefs in the ocean. (perhaps somehow with water filtration to remove sunscreen, (could also work with water temperature regulation to prevent the effects of global warming bleaching coral as well. The purpose of this space would be to protect marine species and our reefs by intervening before it is too late. Other ideas to work towards are reefs tours with underwater glass boats, and perhaps diving tours (but controlled so that coral is not damaged). I believe that the way forward is to show people the effects rather than just tell them, and this way they can experience it for themselves, and see first hand why it is so important that we protect our reefs from our own hand. Other ideas include education in schools (providing small coral ecosystems for schools) and educating kids about these issues to, not just adults. In future, I would have liked to explore the subject of virtual reality as well, and looked into how the brand could create fun and educational ways for people to learn in an interactive way.

## Scholarship

**Subject:** Visual Arts – Design

**Standard:** 93307

**Total Score:** 18

### Marker commentary

This Scholarship Design submission settled on creating an advertising campaign for the brand *Oceano*, exploring the effects of sunscreens on the environment and the impacts of chemical spills into oceans. The workbook documents the journey towards finding a topic of personal interest that focuses on environmental concerns, preservation, and care surrounding coral reefs and marine life.

In critically considering a range of possibilities that sat in real-world contexts, the candidate was able to identify a flexible and generative set of briefs. The campaign includes a logo, floating keychain, poster, recyclable plastic sunscreen bottle, 3D information booklet, and an interactive exhibition space – all of which are contextually well-handled. For example, the 3D information booklet (included as a concertina fold-out on the folio) has a tactile quality, achieved through topographic map-like layers and cut-outs, raised relief captions, and interactive flaps (information windows).

There is a strong sense of the candidate's hand in the making, which inserts a sense of personal conviction along with the informative text (copy writing) and visualisation. Materials were chosen to make products conceptually relate to the brand – the floating keyring is made from cork and buoyant material. This environmentally friendly attitude is present throughout the entire enquiry with the generation and use of motifs, typography, colour, and scale contributing to the fun and interactive elements and overarching tone the candidate wanted to impart. Issue-appropriate questions were asked when developing the collateral for the various self-designed briefs by utilising well-researched data and existing companies and brands on the market.

Solutions to problems posed are dealt with through strong material exploration and hands-on making. The workbook shares the successes and failures of the candidate's working with plastics and resources aligned to the topic and the point where innovation and potential design solutions came to the fore. The workbook analyses 'how' ideas could be put into action through problem-solving feasibility and the practicalities of repurposing materials into forms, such as making the sunscreen bottle through heat processes. An experimental approach is employed throughout the folio work, with the candidate taking their own photographs to recognise visual qualities that link media to the ocean, such as the aesthetic of the melted plastic.

The candidate engaged with briefs that operate at different scales and require design-appropriate ambitions. They met these through constant attention towards the potential reception of each outcome and having a sharp focus on the knowledge and experience they wanted to communicate to a learning public, including the purpose and functionality of the various design propositions.