



National Certificate of Educational Achievement  
TAUMATA MĀTAURANGA Ā-MOTU KUA TĀEA

## **Exemplar for Internal Achievement Standard Design and Visual Communication Level 2**

This exemplar supports assessment against:

**Achievement Standard 91343**

**Use visual communication techniques to compose a presentation of a  
design**

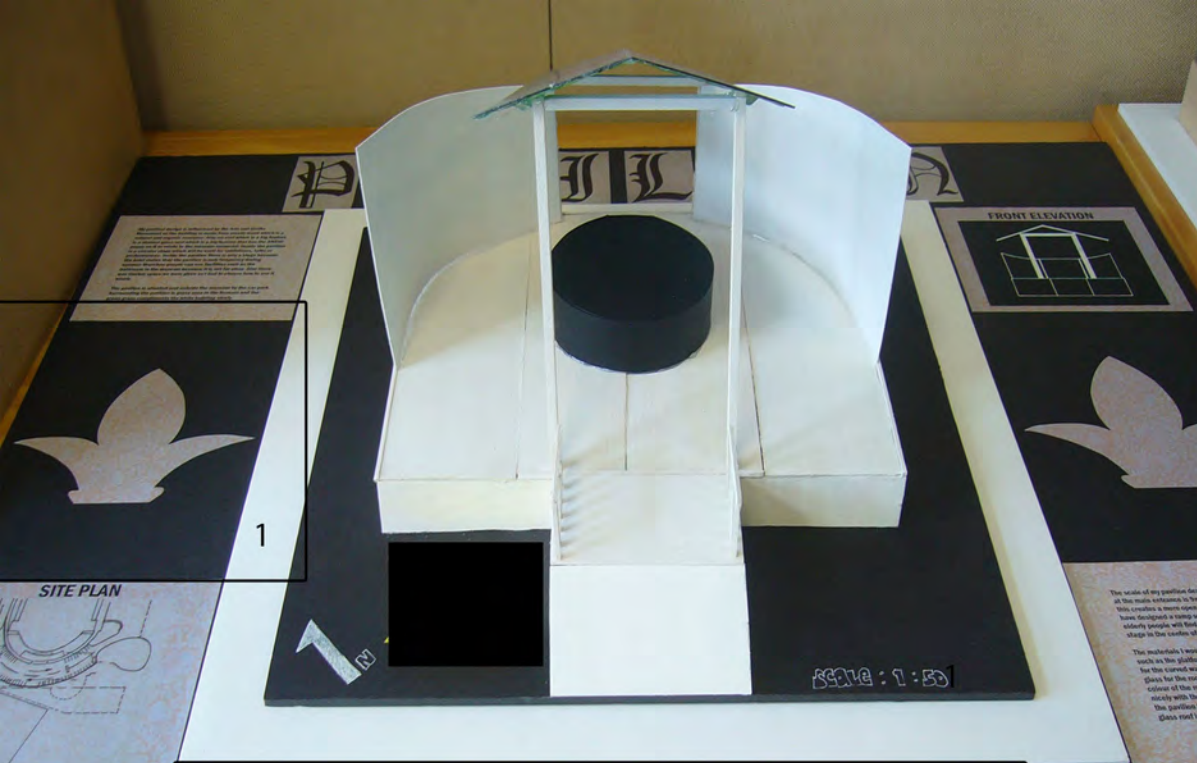
An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. These will assist teachers to make assessment judgements at the grade boundaries.

New Zealand Qualification Authority

To support internal assessment from 2014

	<b>Grade Boundary: Low Excellence</b>
1.	<p>For Excellence, the student must use visual communication techniques to compose an effective presentation of a design.</p> <p>This means that the student needs to provide evidence that they have composed a presentation that captures and promotes the essence of the design in a convincing manner.</p> <p>This student presented a design for a pavilion.</p> <p>In this exemplar the student has captured the essence of their design with a good uniform use of presentation techniques and the application of compositional principles. The body text has a good font, with clear contrast against the background used (2). The Fleur De Lis symbols (1) create a symmetrical balance in the presentation.</p> <p>For a more secure Excellence, the choice of text in the pavilion heading could be strengthened to better align with the design ideas and the essence of the design.</p>





2

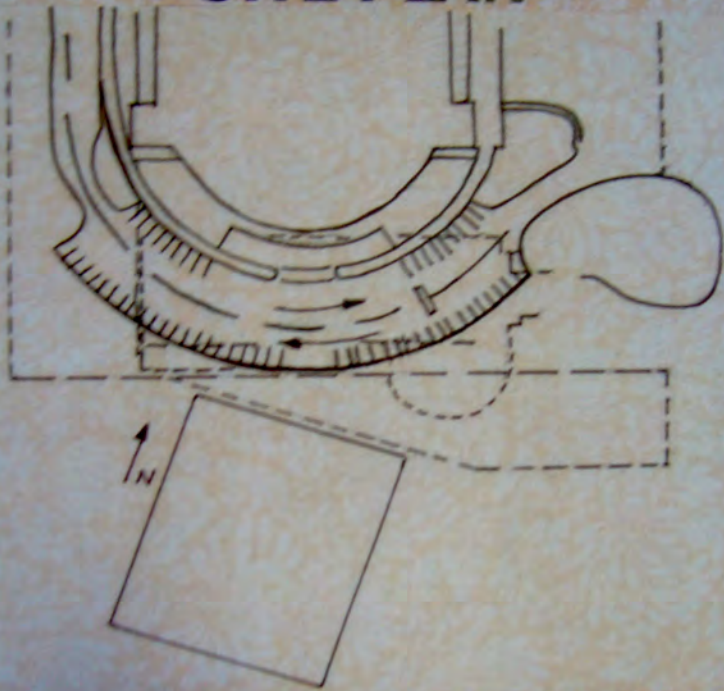
My pavilion design is influenced by the Arts and Crafts Movement so the building is made from mostly wood which is a natural and organic resource. Also my roof which is a big feature is a stained glass roof which is a big feature that has the ANZAC poppy on it to relate to the museum memorial. Inside the pavilion is a circular stage which will be used for exhibitions, talks or performances. Inside the pavilion there is only a stage because the brief states that the pavilion is only temporary during summer therefore people can use facilities such as the bathroom in the museum because it is not far away. Also there was limited space we were given so I had to choose how to use it wisely.

The pavilion is situated just outside the museum by the car park. Surrounding the pavilion is grass area in the Domain and the green grass compliments the white building nicely.

Student 1: Low Excellence (Page 1)



# SITE PLAN



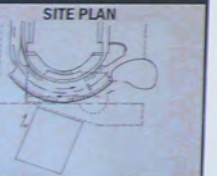
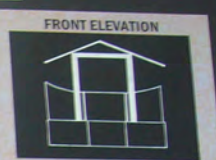
This is where my pavilion design will be in relation to the museum.

The scale of my pavilion design is 1:50. The height of the beams at the main entrance is 9m high and at the other end is 4m and this creates a more open atmosphere. At the main entrance I have designed a ramp so that people who are in wheelchairs or elderly people will find it easier to access the pavilion. The stage in the centre of the room is 5m wide and 1.5m tall.

The materials I would use are wood for majority of the building such as the platform, stage, beams and deck, coloured steel glass for the curved walls which will be white in colour and stained glass for the roof which will allow sunlight into the pavilion. The colour of the roof will be green and red which will contrast nicely with the white building. This is the feature that relates the pavilion to the museum because the image on the stained glass roof is the ANZAC poppy

# P A V I L I O N

My pavilion design is influenced by the ANZAC poppy. Movement of the building is made from several small white tiles in a curved and organic structure. The curved walls of the pavilion is a stained glass roof which is a big feature that has the ANZAC poppy on the inside to the museum memorial garden. The pavilion is a circular shape which will be used for exhibitions, talks or performances. Inside the pavilion there is a stage to perform. The pavilion is made temporary during summer holidays and will be built in the museum garden area. The pavilion will be built in the museum garden area. The pavilion will be built in the museum garden area. The pavilion will be built in the museum garden area.



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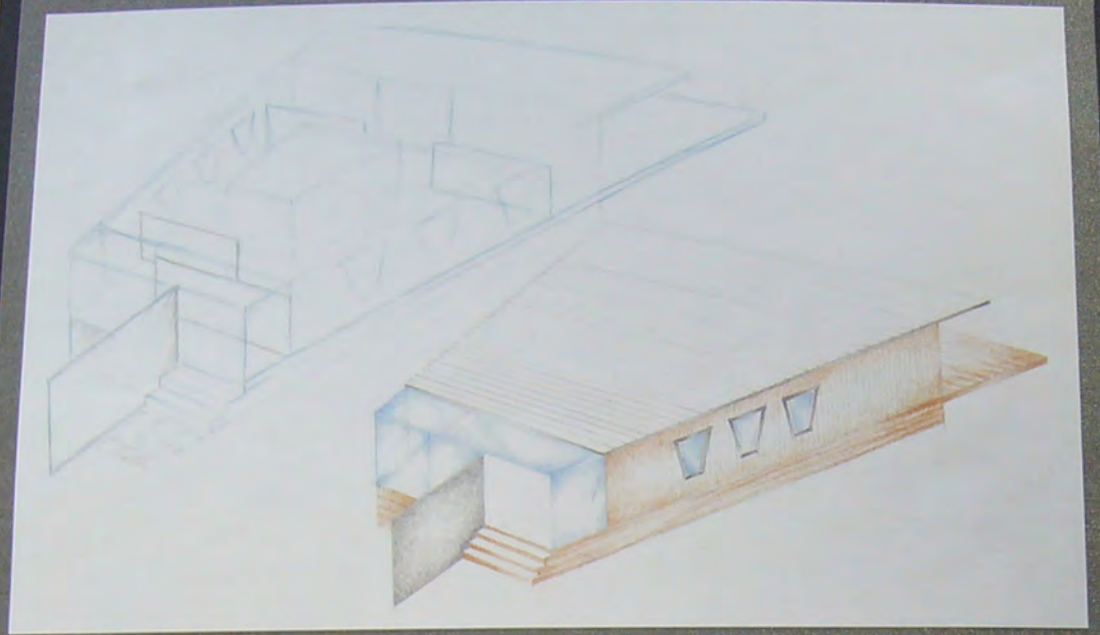
	<p>Grade Boundary: High Merit</p>
2.	<p>For Merit, the student must use visual communication techniques to compose a skilful presentation of a design.</p> <p>This means that the evidence should integrate presentation techniques and the application of compositional principles, modes and media in the composition of a cohesive presentation.</p> <p>This student presented a design for a pavilion.</p> <p>This exemplar shows a consistent application of composition principles and presentation techniques. There is evidence of alignment (1), balance (2), text hierarchy (3), use of visual focal points etc. The presentation shows cohesiveness through the consistent use of layout, background and visual links.</p> <p>To move to the Excellence grade, the integration of the presentation techniques and compositional principles would need to be strengthened further, to show a more convincing presentation.</p> <p>Some manual drawings within the presentation could be strengthened in terms of their composition and presentation techniques used.</p>



# MODERN PAVILION

## FINAL DESIGN

Student 2: High Merit (Page 1)



Three steps up to a glass encased entrance. Brushed aluminium exterior panel creates the feeling of a walkway. Glass cube front gives an 'open to the outdoors' effect. The use of dividing panels upon entering form a corridor. These panels are not full height to the ceiling in order to keep an overall open effect. These walls are designed to be moveable so that they allow for differing spaces and are perfect for exhibiting artwork. The inner central room is used as a seminar/screening room with moveable seating, and in the same central room there are bathroom facilities. These walls for the inner room reach full height in order to sound proof the space. A steel structured overhang provides shade and shelter to part of the timber deck at the rear of the pavilion. Three large windows mirroring the shape of the overall structure sit symmetrically along each wall, encased in brushed aluminium framing which contrasts against the timber wall paneling.



DESIGN BRIEF

Your project involves completing a design proposal for a temporary exhibition pavilion, designed within the Auckland domain site to provide a unique showcase for contemporary architectural practice. The pavilion will be a public space and host to a special Museum programme of film screening, talks and display of works during the summer of 2012-2013.

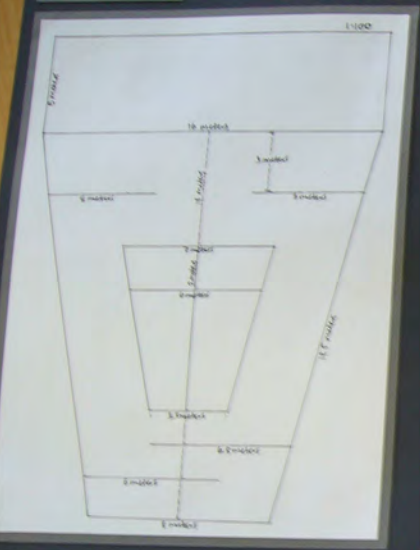
SITE ANALYSIS

Auckland Museum was New Zealand's first museum, established in 1852. The museum tells the story of New Zealand with Maori and Pacific collections. It is one of New Zealand's most popular man-made tourist attractions with around half a million visitors every year. The building is also one of the most iconic buildings in Auckland, constructed in the neo-classical style, and situated in the Auckland Domain.



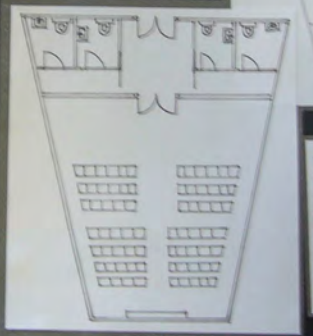
2

MEASUREMENTS



This image shows the measurements that make up my pavilion. You can see how the smaller trapezium inside the larger trapezium is the same shape, but scaled down. The floor area is 80 meters squared. As you walk through the entrance, two walls measured 6 meters and 6.5 meters are used as corridors that lead into the open space. There is a lot of wall space for exhibiting artworks.

FLOORPLAN



The top image shows the floor plan of the whole pavilion, and the image to the left is a large image of the seminar room. The entrance is through a sliding door, and then exit to the outdoor area is through the glass bifold doors. Two male toilets, and two female toilets are located in the same middle section as the seminar room, this is accessible from all areas of the pavilion.

3

SKETCHES



These sketches show some initial ideas and the thought process of the final pavilion design. The design was based on the modernist movement and inspired by architects such as Frank Lloyd Wright and Pierre Koenig. These rough ideas concluded the decision of my final design.

MATERIALS



Using the modernist features such as little or no ornamentation, man-made materials and emphasis on function I was able to select the material that had the best fit for my pavilion design. These were: steel for the framework, timber panelling for the exterior side walls, steel panelling for the roof, polished concrete for the floor, timber roofing with a steel overhang for the rear deck and a cube made from glass for the front entrance. The three most used materials for modern architecture are steel, glass and concrete, all of which are incorporated into my design. Strong linear elements and bold straight and angled lines form the structure of my design. The large amount of glass allows the rooms to share the light. The materials are shown in their natural form and nothing is hidden. For example beams and structural elements are exposed.

ELEVATION

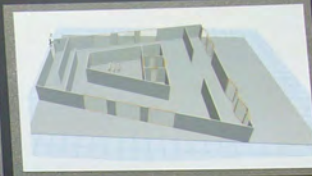


This is a side elevation of the pavilion and shows the shape and placement of the three windows. Stairs lead up to the buildings entrance and the exit is via the deck covered party with an overhanging roof at the rear of the building. The scale is 1:100.

COMPUTER GENERATED



This is a mock up of my pavilion's basic shape and structure on the computer software Archicad. It is to the scale 1:100, although windows and doors are not the right shape or style and the bathroom facilities are incomplete, the software is able to show the pavilion in a 3D form.



1

	Grade Boundary: Low Merit
3.	<p>For Merit, the student must use visual communication techniques to compose a skilful presentation of a design.</p> <p>This means that the evidence should integrate presentation techniques and the application of compositional principles, modes and media in the composition of a cohesive presentation.</p> <p>This student presented a design for a pavilion.</p> <p>This exemplar uses a consistent application of colour as a compositional device to link the model to the accompanying text.</p> <p>The black and silver are reflected in both the text (1) and model, and start to show the cohesiveness required for Merit. The contrast on the text panel, i.e. the black and white, creates good visual impact (2) and draws the viewer into the presentation.</p> <p>To move this sample to more secure Merit, the integration of the presentation techniques and compositional principles would need strengthening.</p>



1



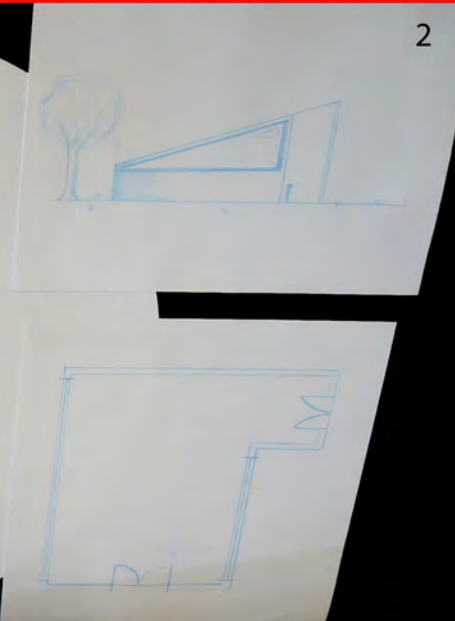
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### PAVILION DESIGN

Modernism is a building style that emphasizes function. Modernism designs follow a set of characteristics such as the buildings focus more on the function rather than decorative qualities, the use of modern age materials such as mixtures of glass and metal or metal and concrete etc, rather than older materials such as brick or wood as these are more commonly used in design movements that use more ornamental approaches. Designs that do fit into modernism tend to use sharp, angular lines and mostly rectangular shapes.

My pavilion is based on the design movement of modernism and is influenced by the museum nearby. My pavilion does not include a bathroom or any interior features as I had planned for it to be only used for exhibitions and as there are facilities in the museum already. For easier access I have two entrances and it is also facing north west so that the windows make the most of all day sunlight of the summertime when it is planned that the pavilion will be used.

The way that this pavilion is influenced by the museum is recognized in the height of the pillars at the front entrance to both the museum and my pavilion. The other features of my pavilion are focused largely on the design movement of modernism. An example of this is the large use of glass in the window and other modern materials such as metal in the structure.

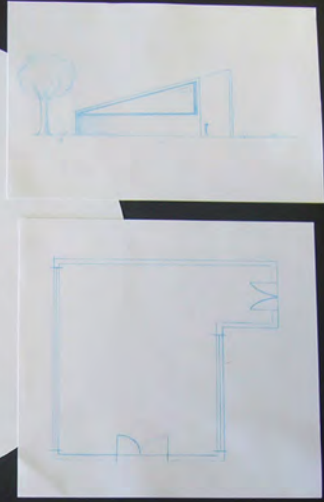


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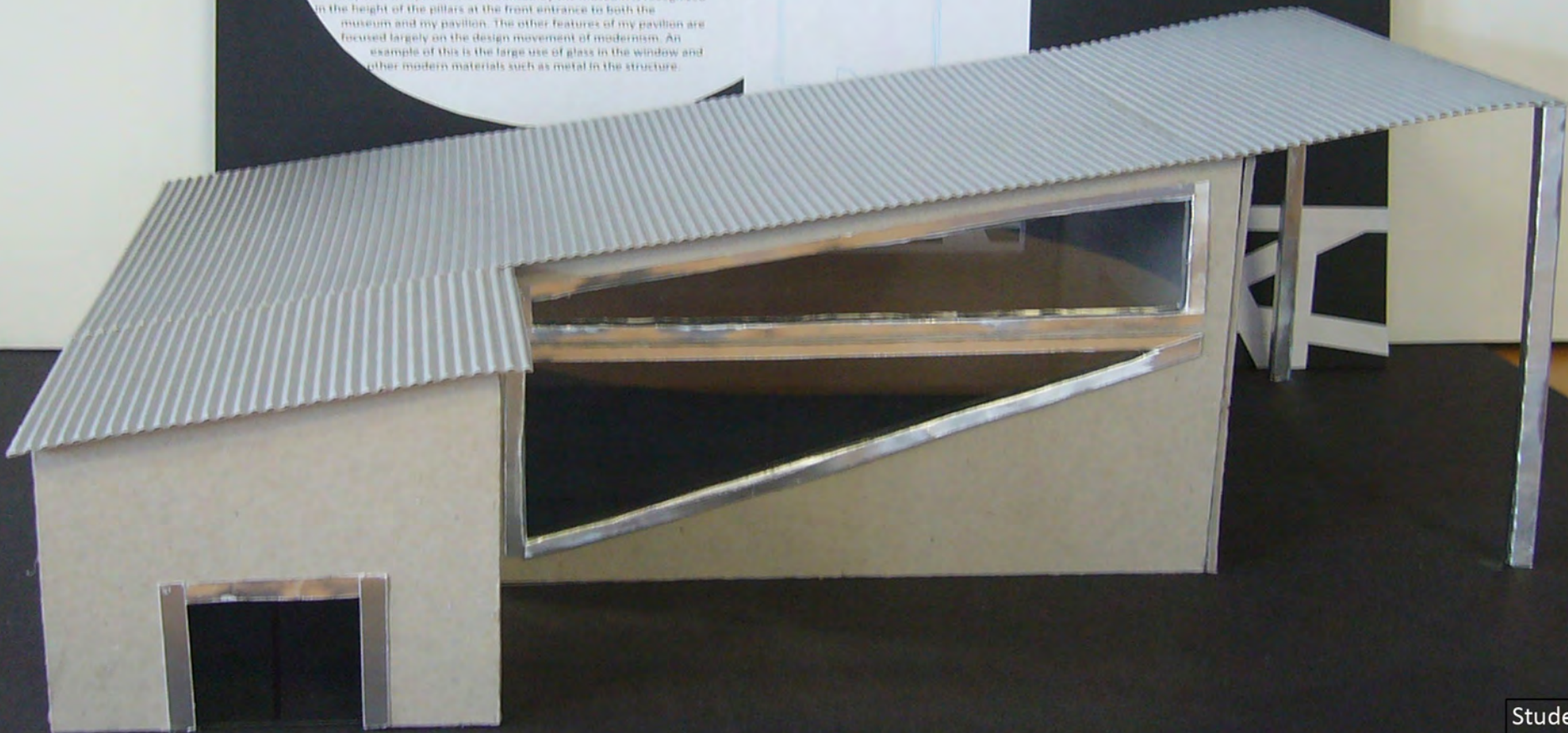
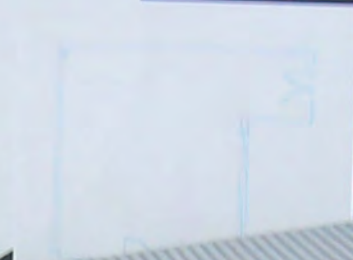
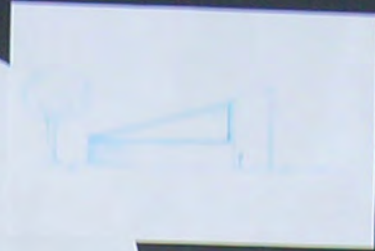


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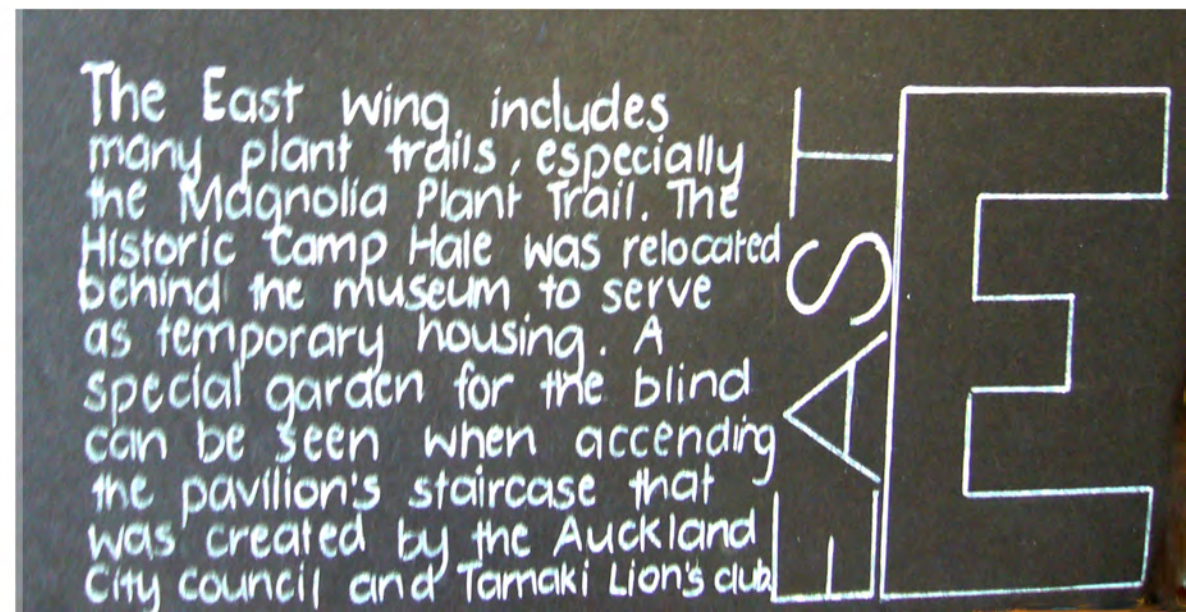
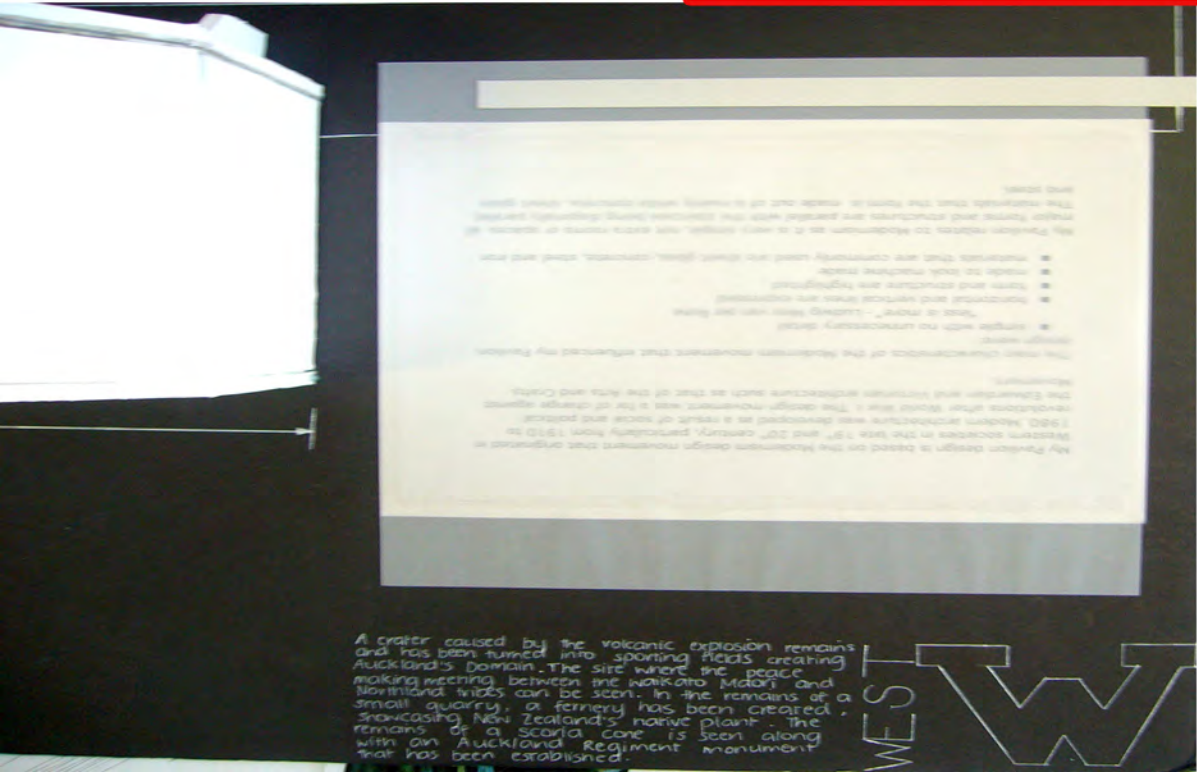
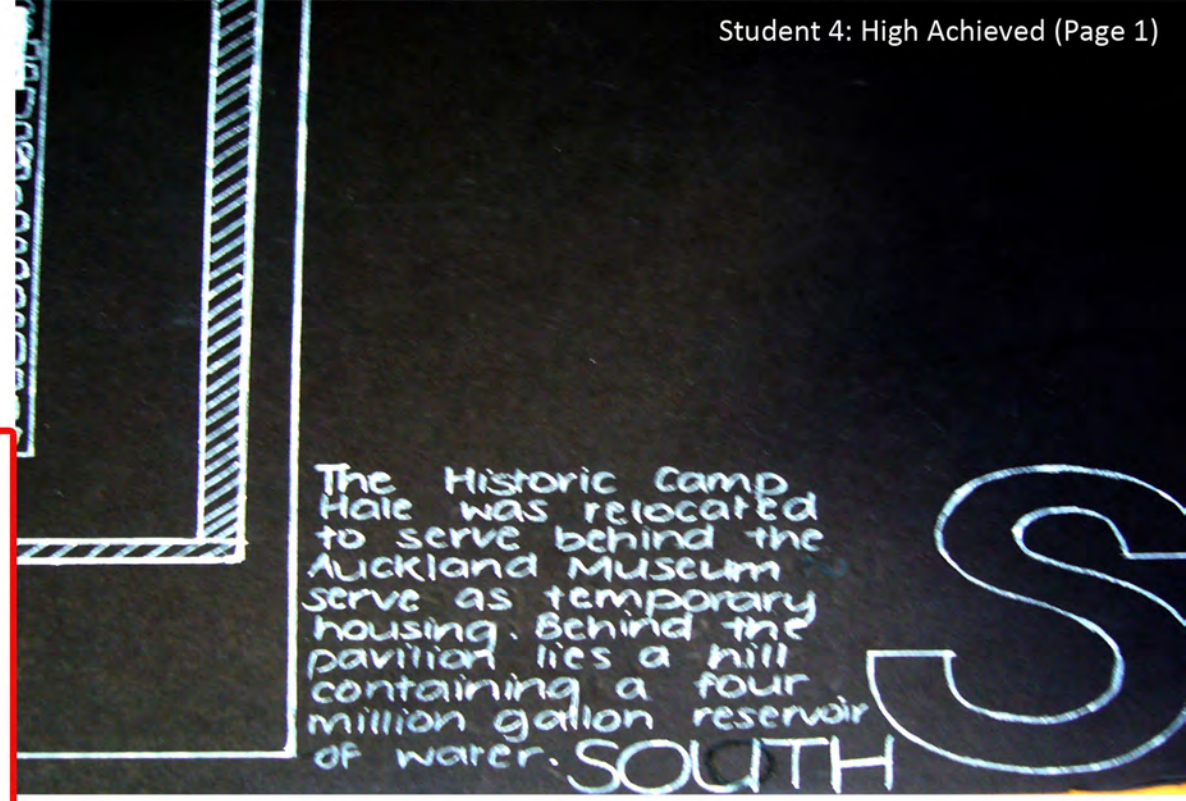
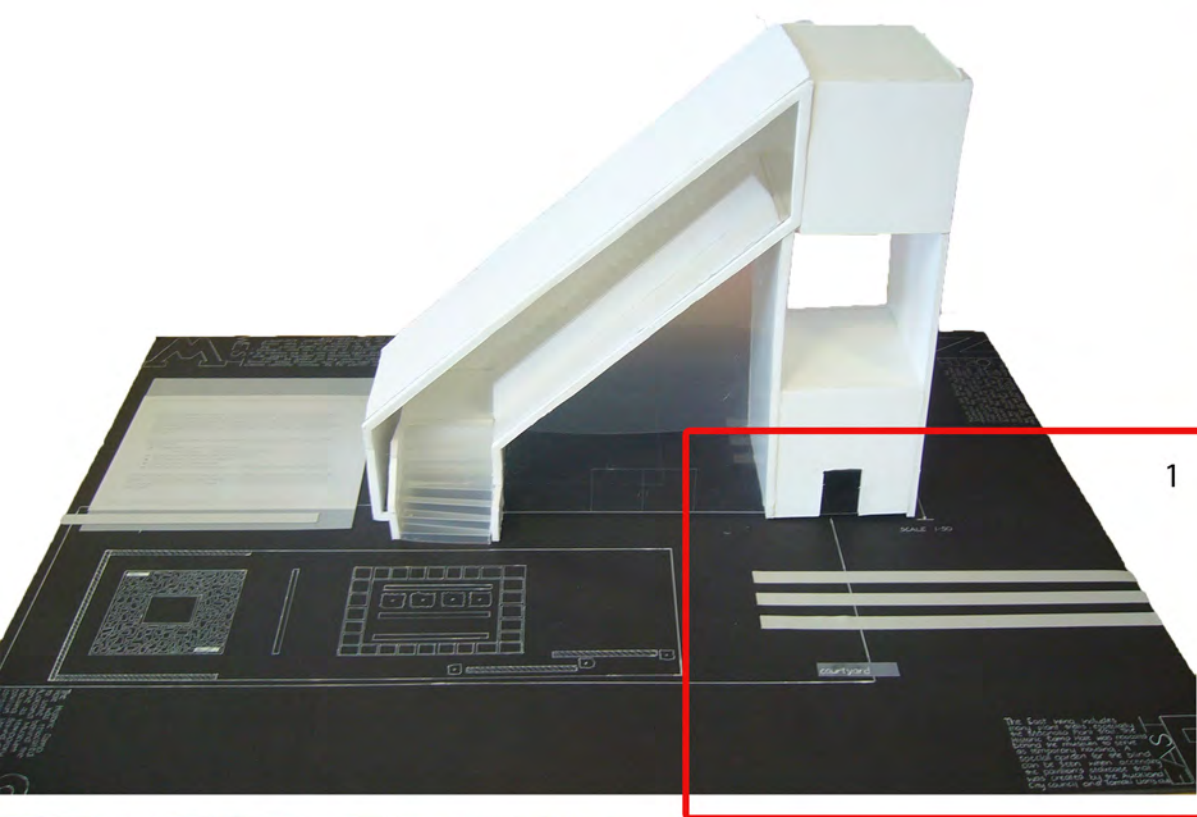
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	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to use visual communication techniques to compose a presentation of a design.</p> <p>This means that the evidence should use presentation techniques and the application of compositional principles, modes and media to promote the design.</p> <p>This student presented a design for a pavilion.</p> <p>In this exemplar, the student has provided evidence of the application of compositional principles and presentation techniques. The orientation of text with the faces of the building (1) starts to lead to a cohesive presentation. The use of black and white is uniform across the presentation.</p> <p>The presentation techniques and compositional principles are starting to be integrated, with elements of cohesiveness starting to become evident.</p> <p>To move this sample into the Merit grade area, the integration of presentation techniques, the quality of the model, and the demonstration of compositional principles would need to be strengthened.</p>



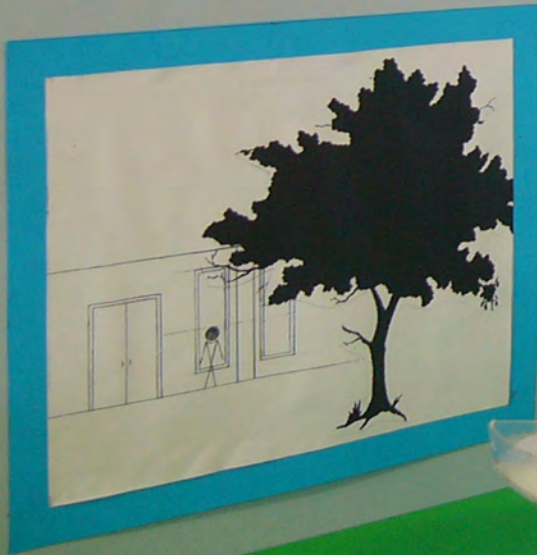
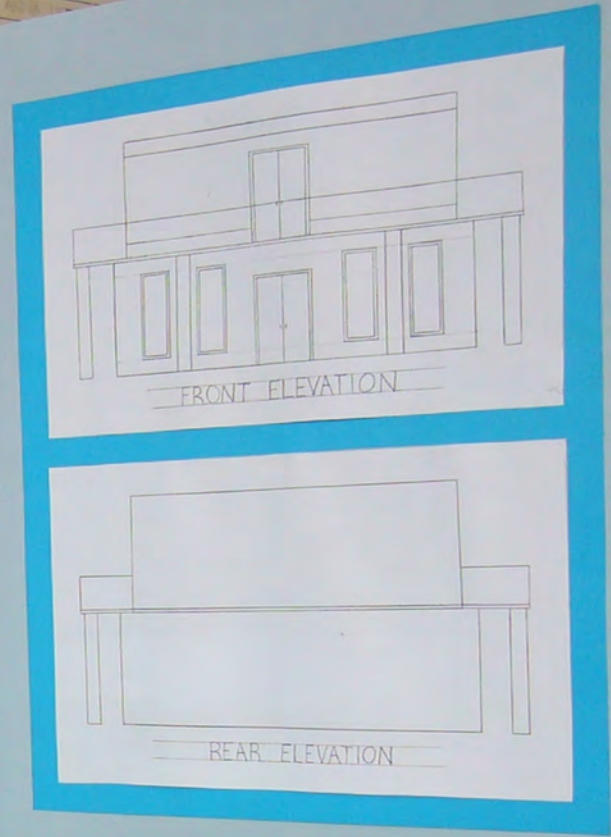
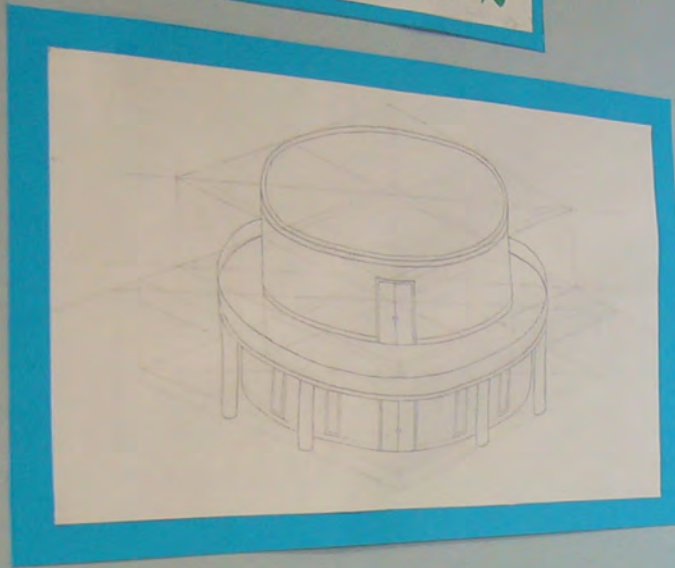




	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to use visual communication techniques to compose a presentation of a design.</p> <p>This means that the evidence should use presentation techniques and the application of compositional principles, modes and media to promote the design.</p> <p>This student presented a design for a pavilion.</p> <p>In this exemplar, the student appears to have used a linkage between the grass and sky with the coloured card used, providing a link to the environment that the model is situated in. The layout and colours used are good but overall quite simplistic.</p> <p>The model starts to show presentation techniques and compositional principles at a basic level.</p> <p>To move this sample to a more secure Achieved, the depth of presentation techniques and compositional principles should be expanded.</p>

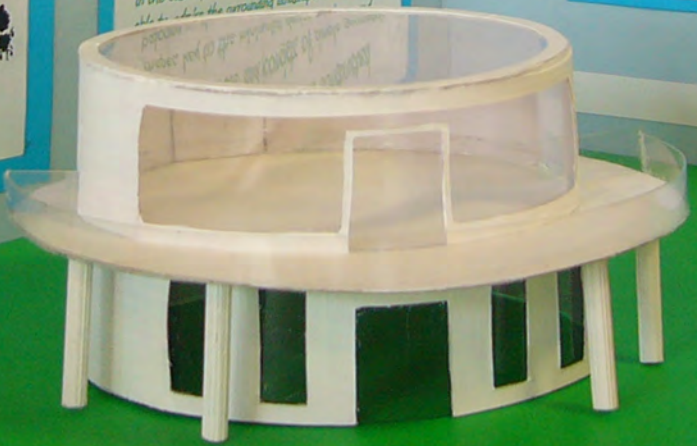


# PAVILION



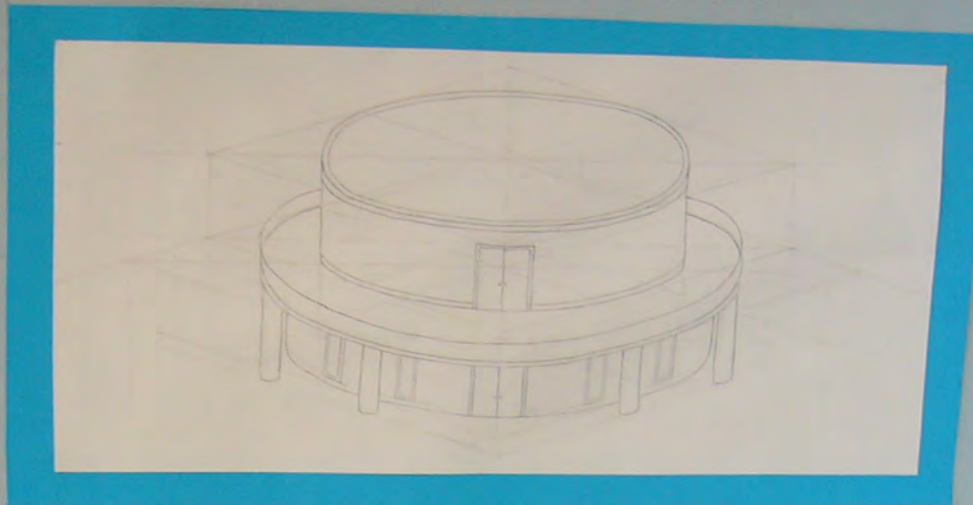
This pavilion that I have designed is constructed from white concrete and consists of simple geometric shapes key to the minimalist design movement. The balcony on the second level allows for visitors to enjoy the summer weather and a view of the domain. The large windows on this level and the glass roof means that plenty of natural light can enter the space. It also means that in the case of bad weather (eg rain) visitors will still be able to enjoy the surrounding landscape and the museum.

Scale of elevations and model- 1:100

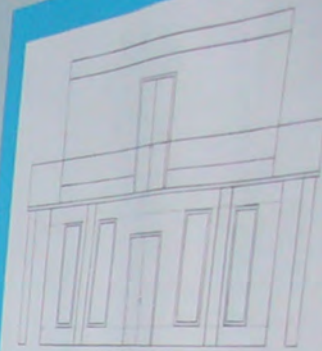




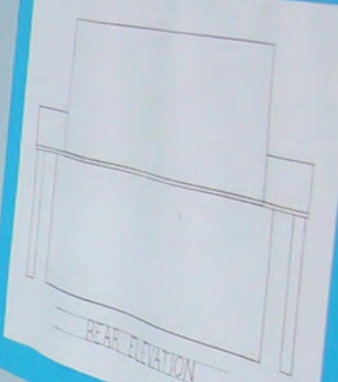
# PAVILION



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FRONT ELEVATION



REAR ELEVATION

Scale of elevations and model- 1:100





	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to use visual communication techniques to compose a presentation of a design.</p> <p>This means that the evidence should use presentation techniques and the application of compositional principles, modes and media to promote the design.</p> <p>This student presented a design for a pavilion.</p> <p>In this exemplar, the student has produced a model of the design. However the standard requires the use of presentation techniques, application of compositional principles modes and media. The paving used starts to move this sample into the Achieved grade area (1), by showing the proximity of the building to its surrounding environment.</p> <p>To move this sample to Achieved, the model should be situated in the environment with trees, people etc. to provide scale. This would then show the compositional principles and presentation techniques required to access the standard. The use of lighting could be another aspect that would start to show presentation techniques with a stand-alone model.</p>

