



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

## **Exemplar for Internal Achievement Standard Design and Visual Communication Level 1**

This exemplar supports assessment against:

**Achievement Standard 92001**

Use representation techniques to visually communicate own product or spatial design outcome

An annotated exemplar is a sample of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade.

New Zealand Qualifications Authority

To support internal assessment

Grade: Achieved

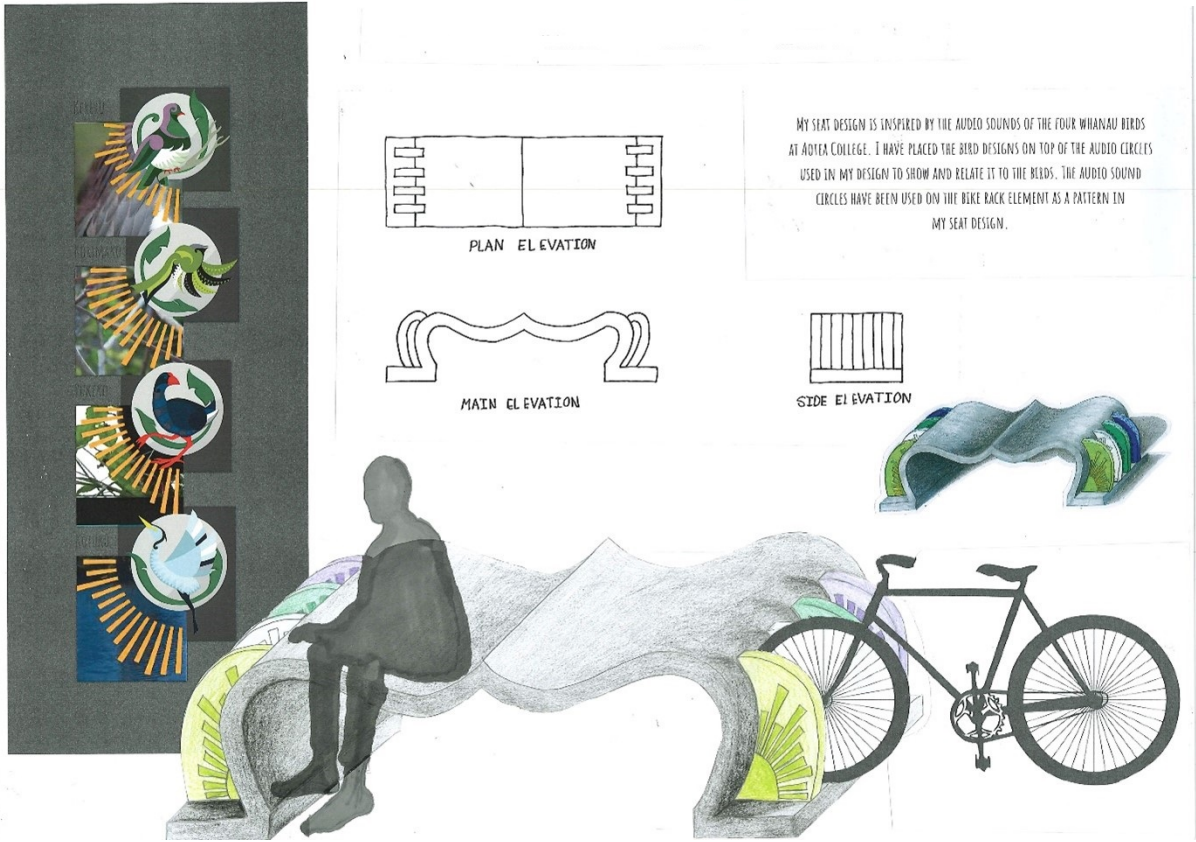
For Achieved, the student is required to use representation techniques to visually communicate their own product or spatial design outcome. This involves selecting a mode and applying the associated techniques to communicate the three-dimensional form, features and materiality of the design outcome.

The mode of rendered presentation sketches has been selected, and the student has utilised the associated techniques of demonstrating tone, colour and materiality to visually communicate a seat and bike rack design. The statement and the uniqueness of the design idea provides evidence that it is the student's own outcome.

The evidence includes the application of different tones across the curved form of the seat and the sides of the seat relative to the light source, giving the viewer detailed information about the three-dimensional form of the design and the materiality of the seat, including indicating the texture of cast concrete. The radial patterns on the bicycle park divisions are contrasted by colour, and reflect the spokes of the bicycle.

Merit requires the use of representation techniques to clarify the visual communication of the student's product or spatial design idea. For example, the student could be more accurate and refined with the use of tone to communicate a three-dimensional form, and clarify the materiality of aspects of the design (such as the bicycle park divisions).

Achieved  
NZQA Intended for teacher use only



Grade: Merit

For Merit, the student is required to use representation techniques when clarifying the visual communication of their own product or spatial design outcome. This involves refining techniques to communicate the outcome's three-dimensional form, features and materiality.

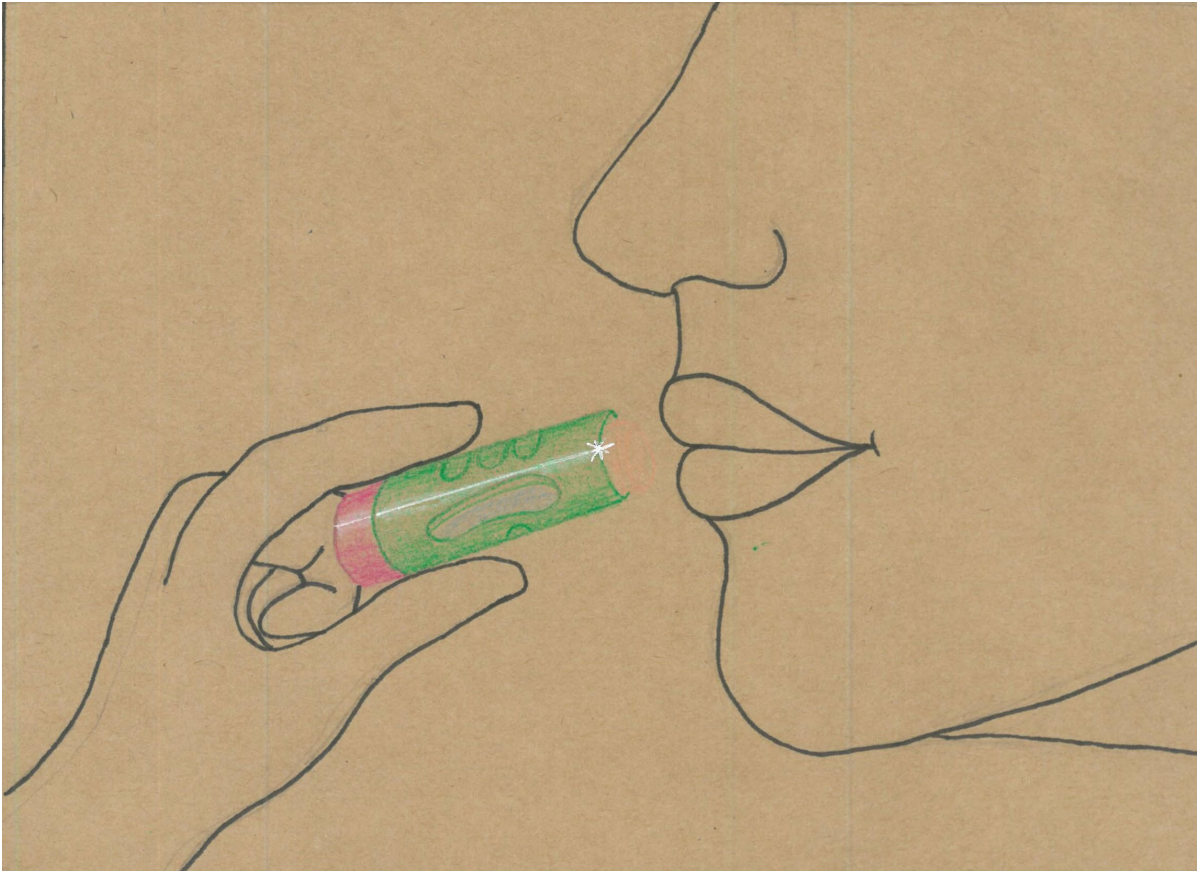
The student has selected the mode of pencil rendering and utilised associated techniques demonstrating tone, colour, highlights, shadow and materiality to visually communicate a lip balm applicator design.

The evidence clearly communicates the design idea by refining rendering techniques. It includes the application of selected tones on the different surfaces of the top and sides of the cylindrical applicator, with tonal variation across the surface, highlights, and a cast shadow relative to the light source. This provides detailed information to the viewer of the design's three-dimensional form.

Features are shown with a user and a carrying connector, and materiality is shown through the use of colour to identify separate parts of the applicator, and the rendering showing the textural pattern.

Excellence requires the use of representation techniques to enhance the visual communication of the student's product or spatial design idea, by integrating techniques with precision to visually communicate the three-dimensional form, features and materiality with visual impact. For example, the student could better show the purpose of the design idea, possibly by showing how the applicator extends the lip balm.

Merit
NZQA Intended for teacher use only







Grade: Excellence

For Excellence, the student is required to use representation techniques to enhance the visual communication of their own product or spatial design outcome. This involves integrating techniques with precision to visually communicate the outcome's three-dimensional form, features and materiality with visual impact.

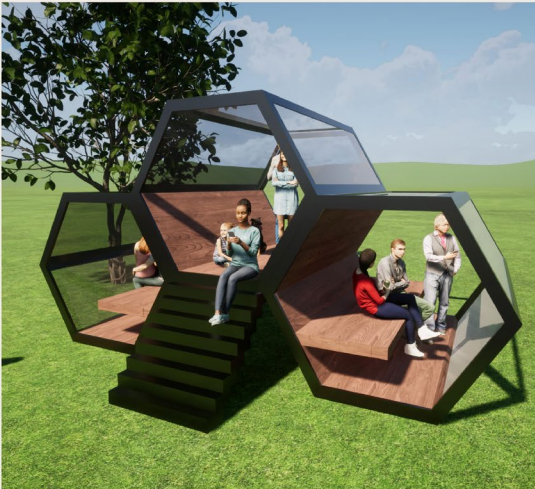
The student has selected the mode of digital rendering and utilised the associated techniques of demonstrating tone, colour, highlights, shadow and materiality to visually communicate a seating design.

The evidence includes the application of tones on the different surfaces of the top and sides of the seating form, with cast shadows relative to the light source. The cast shadows accentuate the structure of the form of the seating, and the features and materiality are described through the rendering of the wood and glass, providing detailed information to the viewer.

Presentation of the digital rendering in a park setting is enhanced with the inclusion of people using it, providing an authentic context, realistic scale and purpose, in order to show visual impact. The main representation is supported by views from different angles.



Excellence  
NZQA Intended for teacher use only



# 1DVC Seating Design

