



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

## **Exemplar for Internal Achievement Standard**

### **Visual Arts Level 3**

This exemplar supports assessment against:

**Achievement Standard 91445**

**Use drawing to demonstrate understanding of conventions appropriate  
to design**

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

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to use drawing to demonstrate in-depth understanding of specific conventions appropriate to design.</p> <p>This involves critically selecting and fluently applying art making processes, procedures, materials, techniques and conventions, with consideration of their particular characteristics, to achieve a particular outcome.</p> <p>This student has produced a logo, masthead and double page spread (DPS) outcome for a <i>Flatmate Training School</i> magazine. A high level of visual impact between and coherency is maintained throughout all three design outcomes (2) (5) (7). These show an in-depth understanding of the visual principles and technical processes needed to support a successfully integrated branding identity.</p> <p>The student demonstrates a sound understanding of a range of conventions specifically associated with each brief. For example, the double page spread sequence (6) (7) shows fluent application of title, pull-out quote, body text and innovative illustrative elements. The logo outcome demonstrates sensitivity to the principles of positive/negative space as well as a subtle use of leading and kerning.</p> <p>The concept drawing and accompanying annotations (1) (3) reveal consideration of the characteristics and constraints of each design context. The success of each brief shows critical selection of the strongest visual options. The clear progression from concept drawings (1) through the following digital developments to the final outcome (2) demonstrates a sound understanding of the design process.</p> <p>For a more secure Excellence, the student could show more sustained refinement of concept ideas selected for the final outcomes. For example, the chosen cover option (5) could be further developed from the initial concept (4) rather than simply enlarged.</p>

**FTS**  
In this masthead I have used mostly an image. This image is an icon of a shield. I have surrounded it with one type of green. I have also kept the FTS just clearly what kind of masthead it is.

**FTS**  
In this masthead I tried to keep the design simple. I have kept the 'F' which is white rather than black creating contrast and isolating the more important of the three letters.

**FTS**  
In this masthead I have used a coach silhouette combined with but not suitably the same but is larger and also colored in green which are the colours of my board. I have limited the amount of colour so that the small amount of colour attracts the eye but is not overwhelming the subtle and is easily understood corresponding letter of its meaning which that the parts together.

**FTS**  
In this masthead I have used a small icon which could possibly be used in a great of my masthead as a simple shipping point of my company. Again I have used limited colour and made the silhouette smaller than the main text. My icon of a shopping cart is also represented with a new type face which I like better than the previous one.

**FTS**  
In this masthead I tried to use an image related to the cooking side of things. Although I have done this I don't think it works very well as a masthead. It seems too big and out of place for many cleaning colours. The text still holds its own but doesn't work with the image.

**FTS**  
In this masthead I have looked at one of my artist models and enabled what they did. I made the 'F' flow with the curves of the circle which makes an interesting masthead and it is sized in hierarchy with the text progressively getting smaller as importance drops. Again I have used limited colour and kept it green.

**FTS**  
In this masthead I tried to emulate the style of one of my artist models designs which used a similar design in terms of a shield. I thought this could make an appropriate masthead seeing as my company is a school and generally schools have a shield or crest as their logo. Again I have used limited colour and kept the same green colour. I feel these green text will together. I have also experimented with a different text, but in this case I will discard it.

**FTS**  
In this masthead I have again used a small image combined with text which I have modified a bit. I have used a shopping cart silhouette this time which still relates to cleaning. This time with the text 'the two keys' it has overlapped it and then taken the difference. This makes the 'T' look more interesting and backs up the colour.

**FTS**  
In this masthead I have experimented with using mostly simple images to create an interesting masthead. The images could probably hold their own but I think that would suggest too much that this is a cleaning company rather than a Flatmate Training School. So I kept the text as not to cover confusion and I also relate this to some of my artist models. I have used limited colour and kept it green just to experiment with how it looks.

**FTS**  
FLATMATE TRAINING SCHOOL

**F**  
FLATMATE TRAINING SCHOOL

**FTS**

**FTS**  
FLATMATE TRAINING SCHOOL

**FMT**  
SCHOOL

**FTS**  
FLATMATE TRAINING SCHOOL

**FTS**  
FLATMATE TRAINING SCHOOL

**fts.**  
you're a mess.

**fts.**  
you're a mess.

life skills

**fts.**  
you're a mess.

In this issue  
the art of patience  
cleaning and clearing tips

**fts.**  
you're a mess.

This cover is very simple and informative. Although this simplicity creates some doubt about the meaning of the company, I have really based it on an artist model and I think it is blatantly obvious. I do like the green colour and the simplicity of the image. But I feel if I was to develop it I would create more layers and depth to make the composition more interesting.

**fts.**  
you're a mess.

WARNING

EMPTY FRIDGE

**fts.**  
you're a mess.

In this issue  
the art of patience  
cleaning and cooking tips  
BONUS CLEANING PLANNER

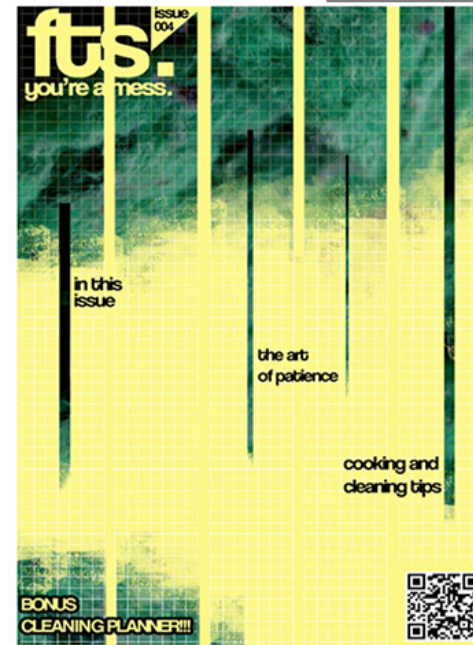
**fts.**  
you're a mess.

In this cover I tried to make a cluttered, complicated design. This is again to show the disorganisation that my company is trying to teach. The layers of the shapes will all be slightly transparent so you can see some of the layers underneath, which is much like my artist model. The parallel lines which have the text on them will be full colour so that they stand out more.

1

3

2



6



"There is no right or wrong in getting organized- there's only what works for you."

**S**hooter Ryan Taylor's last-ditch bid to make the New Zealand team has succeeded. His bid for London 2012 came after application yesterday to the International Shooting Federation for the re-allocation of a quota spot was approved. Single quota spots for shooting were 1 to South Canterbury's Natalie Room women's trap, after Taylor was left on June 12 because the NZOC did not claim a top-16 spot at the Go

I wish Ryan all the best as he takes my place... and I am sure everyone that has been involved will follow his progress." The New Zealand Olympic Committee had actively supported the appeal as a correct outcome to its assessment of Taylor being able to meet the performance criteria for Olympic selection.

NZOC chief executive Keryn Smith said the selectors sympathised with Rooney.

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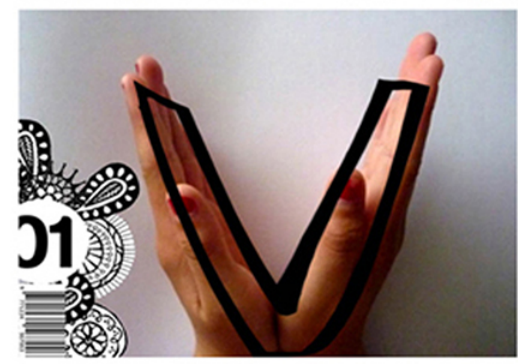
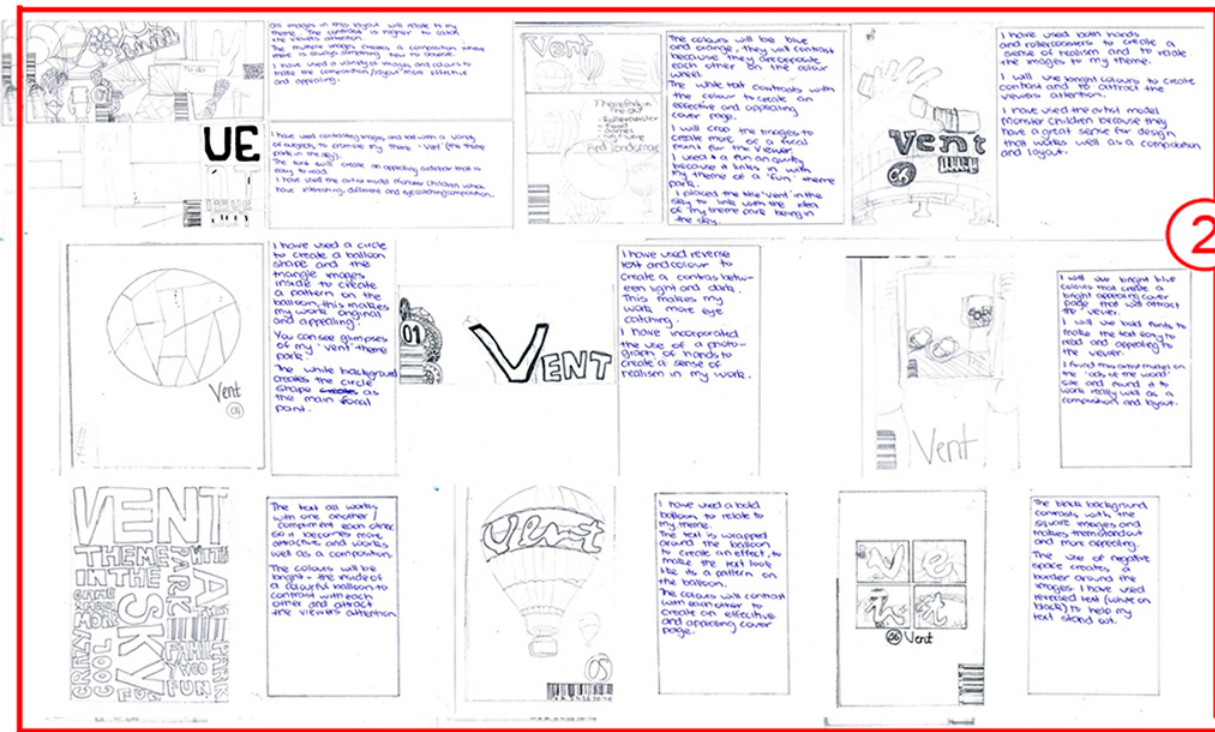
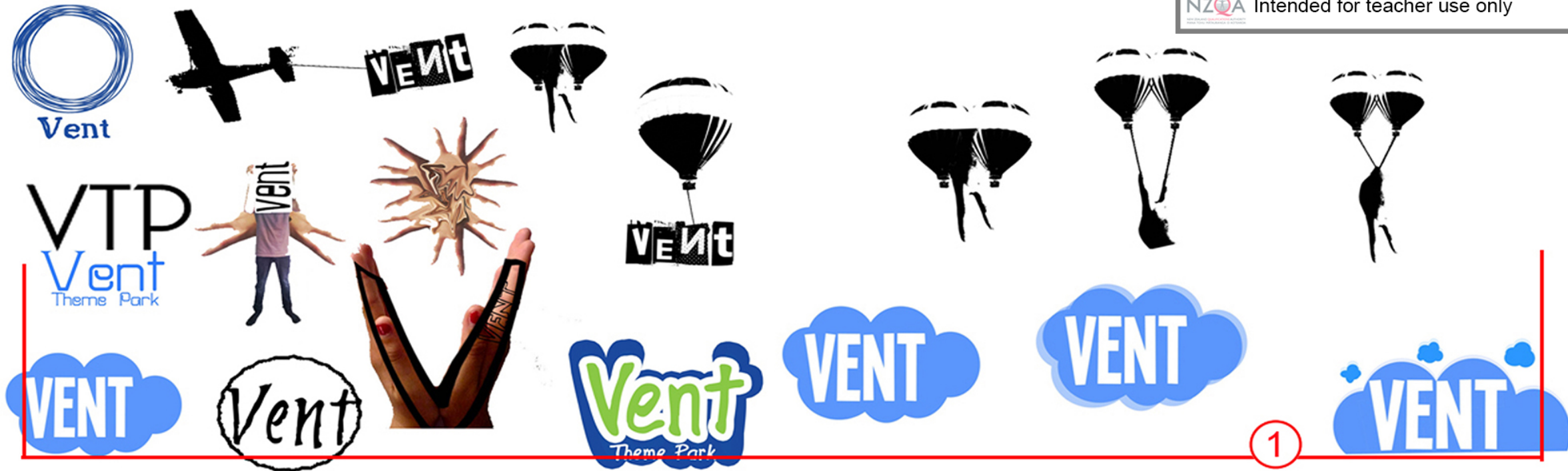
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7



	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to use drawing to demonstrate understanding of specific conventions appropriate to design.</p> <p>This involves purposefully selecting and using art making processes, procedures, materials, techniques and conventions, with consideration of their particular characteristics, to achieve a particular outcome.</p> <p>This student has generated a successful logo (1), cover (4) and double page spread (DPS) (6) solutions for a theme park brochure. The selection and placement of typographic and pictorial elements shows innovative and functional relationships between text and image. While a range of font options are explored (3), both solutions use a bold sans serif font to unify the project and provide colour fill (4) or negative space (5) opportunities.</p> <p>The consistent use of pale blue sky and rainbow colours also helps to unify the outcomes and project a positive 'holiday escape' atmosphere.</p> <p>The annotations for the cover (2) and double page spread (5) concept drawings show consideration of the characteristics and constraints of each design context.</p> <p>To reach Excellence, the student could further refine the conventions explored in the cover concept works (3). The final outcome would also benefit from a reconsideration of cover conventions, such as text hierarchy and placement of the barcode.</p> <p>The mast head solution itself (1) would also need to be more clearly related to the following briefs to show the fluent application required for Excellence. This is particularly critical for the cover solution (4) where the masthead is an essential branding identity component.</p>





cover pages

cover pages

inside pages

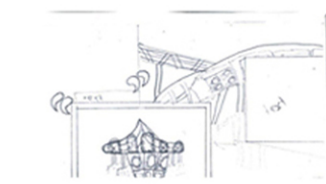
5

3

4



I have used images of rollercoasters and hot air balloons to create the word 'Vent' to add something extra and different to my work. The content is high to attract viewers attention.



I have used images that relate to my theme with a variety of subjects. The colouring is high contrast which makes the content appealing and attractive.



I have used small and large text to create a more appealing composition. The text is white and the background is black which makes it easy to read and appealing to the audience.



I will use a mix of images and text to create a more appealing composition. The main colour will be blue which will relate to my theme 'Vent' the theme park in the sky.



I have used black and white to contrast with the other. I have a white background to make the black text easy to read and appealing to the audience.



I will use the inside of a hot air balloon image that has a variety of colours to read about my aeroplane. The text will be grey to bring the design together.



I have used the colour blue as my main colour to link with the colour of the sky which relates to my theme. The theme park is high to create a more appealing composition.



I have used images that relate to my work that show a variety of subjects. The text will be grey to bring the composition together.



6

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to use drawing to demonstrate understanding of specific conventions appropriate to design.</p> <p>This involves purposefully selecting and using art making processes, procedures, materials, techniques and conventions, with consideration of their particular characteristics, to achieve a particular outcome.</p> <p>This student has demonstrated understanding of masthead (1) and cover (4) conventions through the production of successful outcomes for a cycling magazine.</p> <p>Appropriate application of specific technical conventions is clearly evident in the developmental work for the cover design (3). In these works the student shows control of selection, posterisation, colour and transparency functions.</p> <p>A range of appropriate visual conventions are well managed in the cover outcome (4). These include the role of negative space, relationship between text and image, unifying limited palette, and use of underlying grid geometry.</p> <p>A consistent visual style is maintained between cover and masthead through the use of a pastoral image and restrained black and white graphics.</p> <p>For a more secure Merit, the student could use the cover design sequence (3) to further refine the masthead solution (1). The cover sequence provides an opportunity to test the success of the masthead, and reveals that the recognisability and legibility of the masthead could be improved.</p> <p>The student may also integrate some of the technical and pictorial conventions of the cover concept sequence in the final outcome. For example, the more traditional bike image (2) may be more consistent with the '<i>Baskets on Bikes</i>' theme than the generic cycle graphic used.</p>



BASKETS ON-BIKES

BasketsonBikes

baskets on bikes

BasketsonBikes



BASKET ON BIKES

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baskets ON bikes

BASKETS ON BIKES

BASKETS ON BIKES

BASKETS ON BIKES

BasketsonBikes

BASKETS ON BIKES

basket on Bikes

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BASKETS ON BIKES



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BASKETS ON BIKES

baskets ON bikes

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BasketsonBikes

BASKETS ON BIKES



baskets on bikes

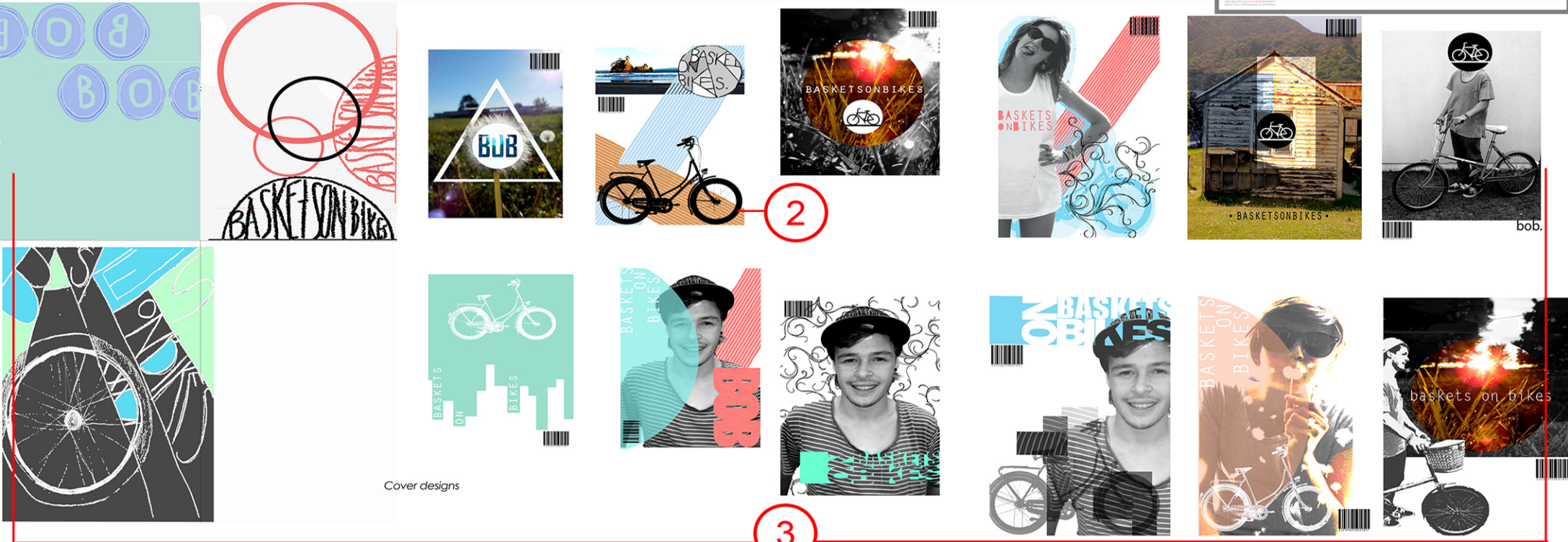
BASKETS ON BIKES



1



masthead



Cover designs

3



cover designs

4

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to use drawing to demonstrate understanding of conventions appropriate to design.</p> <p>This involves selecting and using art making processes, procedures, materials, techniques and conventions, with knowledge of their particular characteristics, to achieve a particular outcome.</p> <p>This student has produced masthead, cover and double page spread (DPS) outcomes for a mental health magazine titled <i>Twisted Minds</i>. The student has demonstrated a well-developed understanding of digital manipulation software. The warped visual motif for the cover (1) effectively references to the ‘twisted’ nature of the proposition. The cover outcome (2) shows application of the typographic conventions of kerning, leading, inverted letters, and use of subtle tonal and transparency properties.</p> <p>The student applies the established convention of using a limited colour palette (black, white and red) to maintain a consistent visual identity.</p> <p>To reach Merit, the student could further refine both cover and DPS outcomes to show greater understanding of the conventions specific to these contexts. For example, the kerning of the ‘T’ in the final Masthead (3) could be adjusted and the colour/transparency decisions reconsidered. Other elements such as storyline titles, issue date and price could be included to show a fuller understanding of the conventions of the magazine covers.</p> <p>For Merit, the student would also need to show awareness of critical layout conventions in the DPS (4), such as the placement of text across the gutter. A more sustained review of established DPS practice, and trialling of alternative personal solutions, is likely to enhance the students understanding of conventions appropriate to this design context.</p>

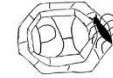
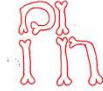


TWISTEDMINDS

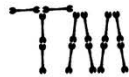
TWISTEDMINDS



Twisted Minds



TWISTED MINDS

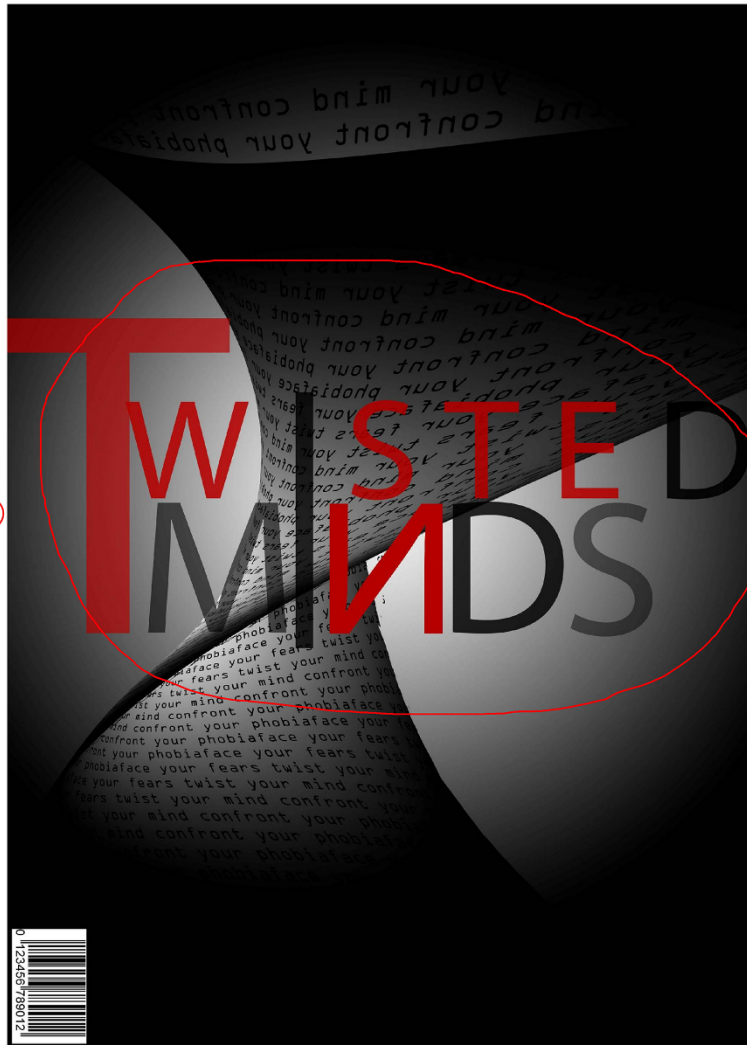


TWISTED MINDS



Twisted Minds



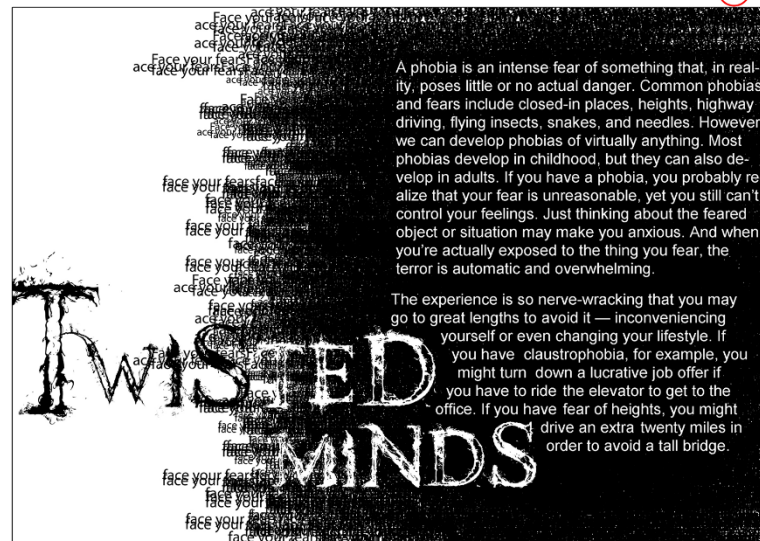


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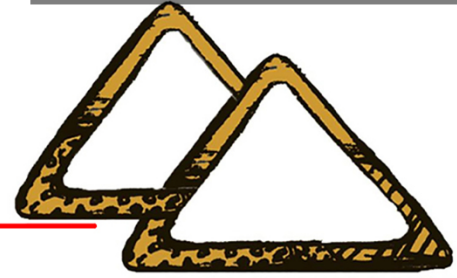


4



	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to use drawing to demonstrate understanding of conventions appropriate to design.</p> <p>This involves selecting and using art making processes, procedures, materials, techniques and conventions, with knowledge of their particular characteristics, to achieve a particular outcome.</p> <p>This student has produced workable solutions for a <i>Raw Design</i> magazine that acknowledge the conventions of masthead (1), magazine cover (3) and double page spread (DPS) (5). The student demonstrates appropriate use of hand drawn (2) and digital techniques in the production of print outcomes.</p> <p>The final landscape cover (4) shows clear understanding of the conventions applicable to this design context. The use of informal typographic elements and an organic colour palette contribute towards a unified branding identity. Handmade and digital geometric elements are a recurring features that support this consistent visual style.</p> <p>For a more secure Achieved, the student could show more developed understanding of DPS conventions (5). For example, the body text should be placed clear of the gutter while the strong 'raw' painted triangles of the cover could be usefully integrated as background elements.</p> <p>The final cover outcome should also be revised to include the final 'n' in the word 'design', as this appears to be an omission rather than an aesthetic decision.</p> <p>A more sustained investigation of existing magazine conventions and evaluation of the initial ideas, may enhance the student's understanding of these design conventions. This would result in more consistent understanding being demonstrated in the final outcomes.</p>

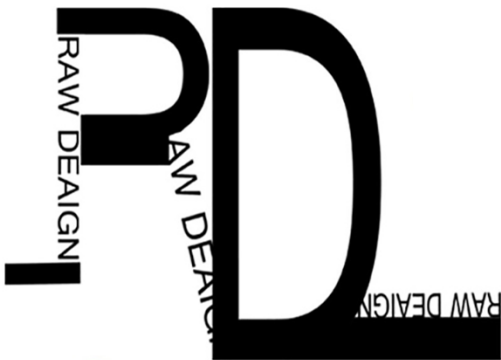
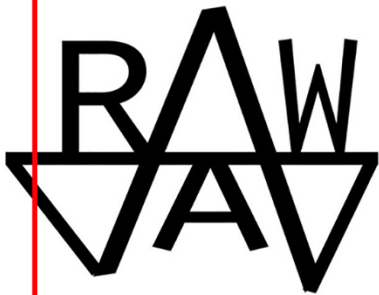
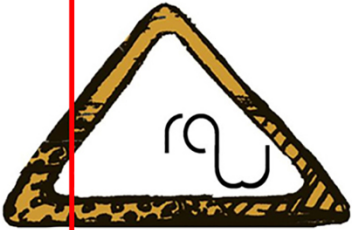
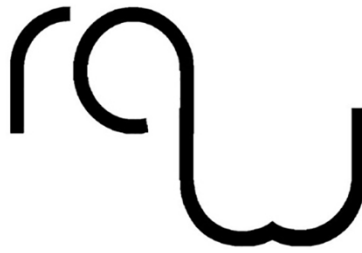
RAW DESIGN IS  
A DESIGN LOVING COMPONEY  
WHICH CAN CHANGE YOUR R HOME LIFE  
DESIGN  
WHICH CAN CHANGE YOUR R HOME LIFE



RAW DESIGNEN

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SMALL  
ENOUGH  
TO CEAR  
LARGE ENOUGH  
TO MAKE  
AHOUSEA  
HOME



RAW DESIGNEN



RAW DESIGN

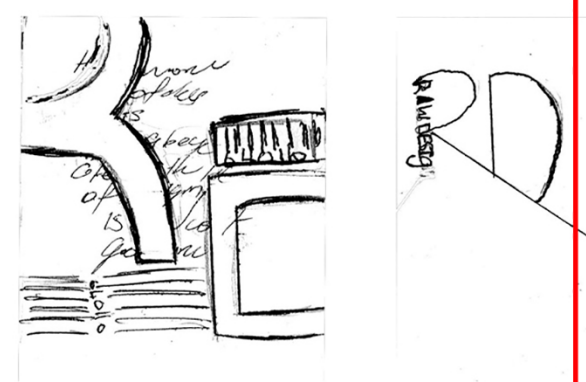


The world is coming  
No this is the life  
Best of the life  
will be the life  
new year  
at the night

on the coast, ferns  
is alive with the disjunct  
the is the future

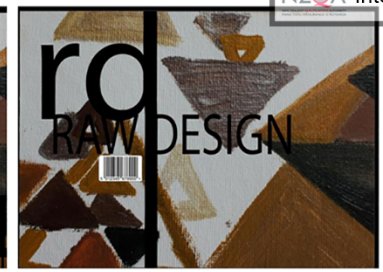
RAW  
DESIGN

RAW DESIGN  
The world of designers is left for us to explore. It is our adventure and that adventure starts today in a design journey of a life time so come and see our speck home full of great ideas for further design. The world of designers is left for us to explore. It is our adventure and that adventure starts today in a design journey of a life time so come and see our speck home full of great ideas for further design. The world of designers is left for us to explore. It is our adventure and that adventure starts today in a design journey of a life time so come and see our speck home full of great ideas for further design.

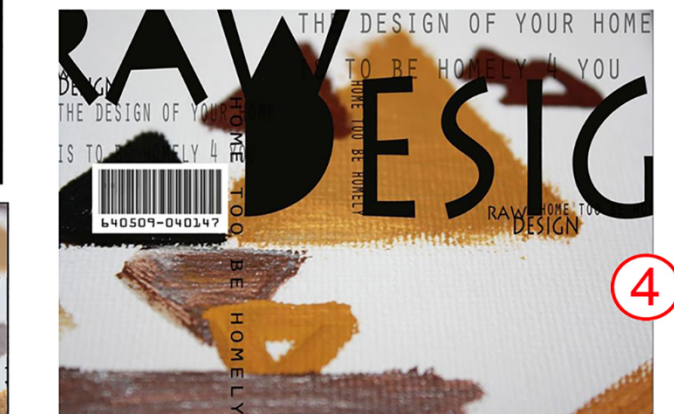


2

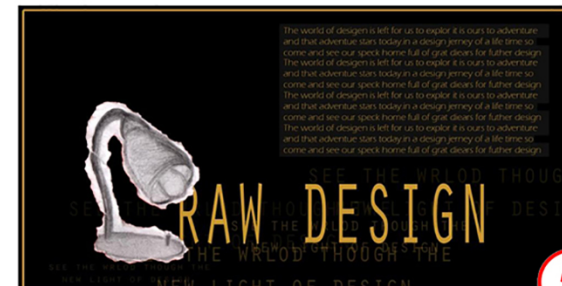
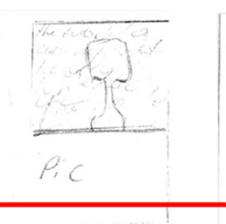
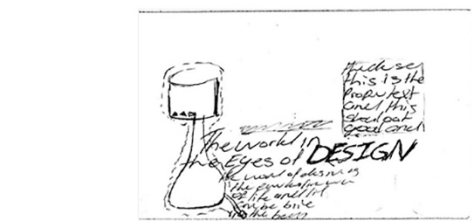
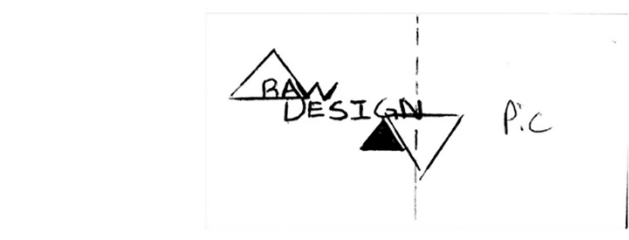
DESIGN IS OUR WORLD  
14/3/103



3



4



5



Actual use of the extranet shares many properties with intranet use: the users will be using the extranet as a major part of their everyday job, so it will be possible to use specialized language and relatively complex interactions. It may even be reasonable to assume some amount of training on the part of the users, since they will be motivated to improve the efficiency of their own business by making better use of your extranet. The training needs and the complexity of your extranet can not be too demanding, however, since you normally cannot assume that extranet users are dedicated to the use of your particular design and nothing else. A typical extranet user may be a corporate purchasing agent who may need to deal with your extranet as well as the extranets of, say, 50 other companies where he or she has placed orders. Your extranet must be fairly easy to use if this purchasing agent is to remember its





	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to use drawing to demonstrate understanding of conventions appropriate to design.</p> <p>This involves selecting and using art making processes, procedures, materials, techniques and conventions, with knowledge of their particular characteristics, to achieve a particular outcome.</p> <p>This student has generated masthead (4) and cover (5) outcomes for a digital storage magazine titled <i>Hide</i>. The student uses a variety of hand drawn (1) and digital processes (4).</p> <p>The masthead solution (4) uses the juxtaposition between organic and geometric letters in an attempt to communicate the idea of hiding digital information in secure 'cloud' storage.</p> <p>The written annotations (3) show some understanding of design principles and conceptual ideas used by the student.</p> <p>To reach Achieved, the student could show consideration of the key conventions appropriate to magazine cover design. For example, selling line, storyline titles, barcode, price etc. should be included. The student could also further refine their understanding in the digital covers rather than simply recreating the drawing concept in a digital medium (5).</p> <p>For Achieved, students should recognise and build upon the most successful aspects of the initial investigation. The negative space strength of the letter 'l' in the initial logo concept (2) is undermined by the spacing and overlap of the final outcome (4).</p>

**MASTHEAD SKETCHES**

Company name: HIDE  
 Business type: Data security for businesses  
 Anti-cloud data storage.



The word hide using an eye is inspired by the logo lift, and alone, where the logo tells a story. However the eye doesn't clearly portray the hide idea or technology.



This was based on a calligraphy font. The design hides the 'i' inside the 'r' to illustrate 'hiding'. This is attractive in its elegance and simplicity but its style is not quite right for the company. Not solid and technologically advanced enough.



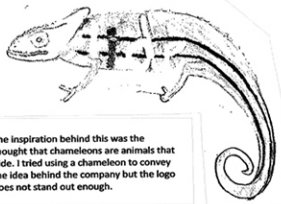
Has its roots in the android logo, has a futuristic font. Man fading into the background illustrates the concept of hiding. I like this but it doesn't really work here.



The mask in this version of the hide masthead is inspired by a superhero disguise. I used this to try and make the word tell a story, but once again there is no technology aspect.



[hide]



The inspiration behind this was the thought that chameleons are animals that change. I tried using a chameleon to convey the idea behind the company but the logo does not stand out enough.



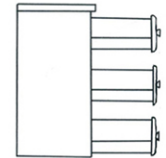
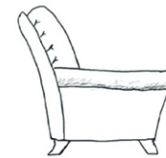
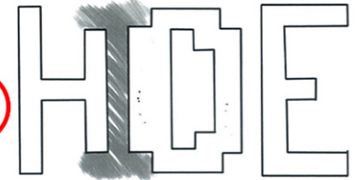
[hide]

Using the idea of hiding, I created these two variations of the logo out of things a person can hide behind. This illustrates HIDE as a word but has no technology message.

1



2



[hide]



4



Inspired by lift logo, used pixelated font with a shadow of an 'I' illustrating the fact that its hidden, this works well because it relates to computer technology and to the action of hiding. Develop this more.



This logo uses negative space to reveal a word. This would work on a dark background with more refinements.



The idea was a play on words based around HIDE as a cow's hide. This was fun to play with but didn't turn out to be where I wanted to go, it wasn't technical enough.

Another use of negative space which is illustrates where something has been. The word is revealed in the absence of dirt. The concept is good but it is not refined enough.



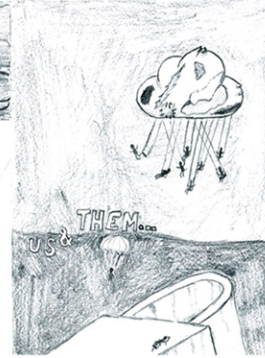
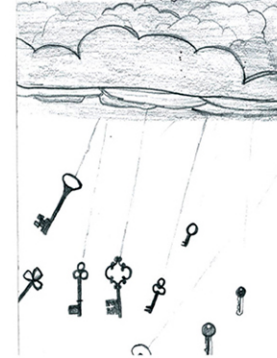
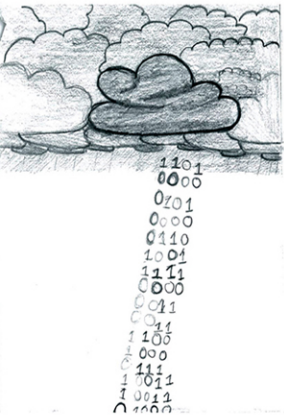
Big square font in caps. First letter dark and bold fading to light at the end of the word. I like this idea but it needs to be more striking and needs to have more character.

3



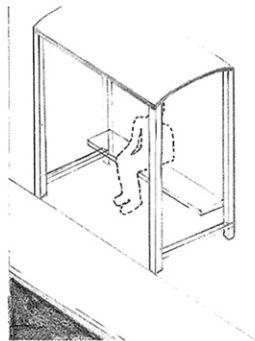
The word HIDE hiding behind a bush or cloud giving a literal representation of the word and indicates what the company is about. This is attractive but is a bit childish and unprofessional.

The idea here is along the lines of a photographed layout of the materials which form the word. I.e. white fur fabric cut into letter shapes photographed on a white shiny backing. I didn't take this any further as it lacked relevance.

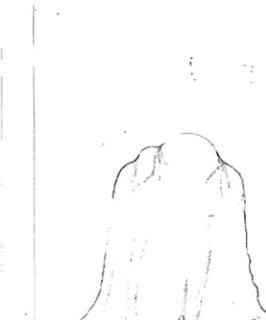
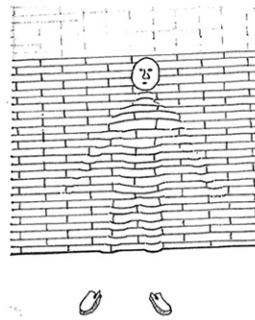


1090  
SAFE CLOUD  
PARLOR

	Name: George Foster Age: 23 Phone: 022 376 1534
	Name: Charlotte Webster Age: 43 Phone: 07701 5252
	Name: Jamarika Phillips Age: 23 Phone: 021 072 6551
	Name: <input type="text"/> Age: <input type="text"/> Phone: <input type="text"/>



PEOPLE THINK I'M  
NOT THERE  
BUT I'M  
JUST HIDE



hide

I'M A  
REAL  
NINJA

5

HIDE  
~~NO ONE~~  
EVERYONE  
IS  
SAFE

