



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

Exemplar for Internal Achievement Standard

Visual Arts Level 3

This exemplar supports assessment against:

Achievement Standard 91450


Systematically clarify ideas using drawing informed by established design practice.


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 systematically regenerate ideas using drawing informed by established design practice.</p> <p>This involves critically analysing, evaluating and revisiting concepts, subject matter, problems or situations from the student's previous artwork in order to re-form and extend ideas into new drawings informed by established practice.</p> <p>This student has generated logo (2), masthead (5) and double page spread (7) outcomes for a flattening magazine that build upon each other in terms of regenerating design ideas and advancing the thematic proposition. The opportunity to extend and regenerate typographic and layout ideas is provided by having each brief progressively more complex and sophisticated.</p> <p>The appropriate nature of the masthead (2) is clearly demonstrated in its successful application in the cover design concepts (4). The flat graphic masthead is extended stylistically with an outer glow to integrate with the final cover design (5).</p> <p>The green wool first used in the initial concepts for the cover design (3) is regenerated as a background image for the double page spread (6). This shows the revisiting of concepts required for Excellence. The splatter effect of the double page spread (6) (7) is an example of the ongoing innovation that indicates regenerated outcomes.</p> <p>For a more secure Excellence, the student could undertake a more sustained investigation of concept development for the double page spread (6) as exemplified in the logo sequence (1). A wider range of initial ideas followed by considered refinement of selected layout options would provide opportunity for more critical regeneration.</p>


 **FTS**
 In this masthead I have used mostly an image. This image is an icon of a fork and knife and I have surrounded it with one type of green. I have also kept the 'FTS' just to clarify what kind of masthead it is.


 **FTS**
 In this masthead I tried to keep the design simple. I have limited the colour to a circle round the 'F' which is white rather than black creating contrast as the more important of the three letters.


 **FTS**
 In this masthead I have used a car silhouette combined with text and sub text. The main text is large and also contained in green which are the colours of my board. I have limited the amount of colour so that the sub-text is white contrasting the silhouette and is easily under the corresponding letter of its meaning which ties the parts together.


 **FTS**
 In this masthead I have used a small image which could possibly be used in several of my products as a simple identifying point of my company. Again I have used label colour and made the sub-text smaller than the main text. My image of a spray bottle relates to cleaning which is common in all flats. I also experimented with a new type face which I like better than the previous one.

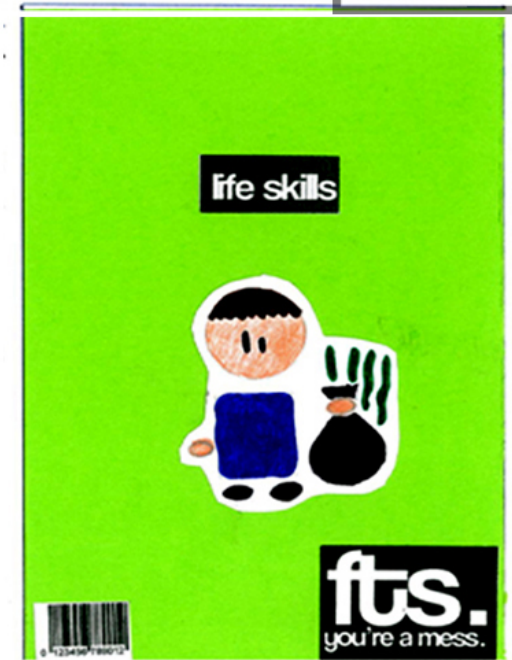
 **FTS**
 In this masthead I tried to use an image related to the cooking side of things. Although I have done this I don't think it works very well as a masthead, it seems too big and it has too many clashing colours. The text still holds its own but doesn't work with the image.

 **FTS**
 In this masthead I have looked at one of my artist models and emulated what they did. I made the 'f' flow with the curves of the circle which makes an interesting masthead. I have kept the text with the 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.

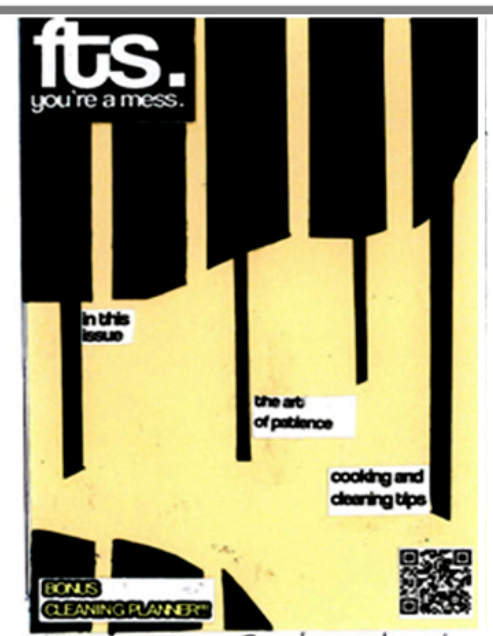
 **FTS**
 In this masthead I tried to emulate the style of one of my artist models designs which used a similar design in terms of a shield. I thought this could make an appropriate masthead seeing as my company is a school and generally schools have a shield or crest as their logo. Again I have used limited colour and kept the same green colours. I feel these greens work well 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 flats. I have again come back to the two types of green, but this time with the text I have overlapped it and then taken the difference. This makes the 'T' look more interesting and breaks up the colour.

 **FTS**
 In this masthead I have experimented with using mostly simple images to create an identifying 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 there as not to cause confusion, and it also relates to some of my artist models. I have limited colour this time to the one type of green just to experiment with how it looks.



This cover is very simple and informative. Although this simplicity creates some doubt about the meaning of the company I had really based it on an artist models 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.



This cover I tried to make the green look almost like paint dripping. The green is going to be a zoned in picture of a green cloth which has been used. There will also be a white grid overlaid across the whole thing. The white will be transparent and the masthead will be cut into the page. So it is the background colour.



This cover is based on an artist model that made a 'wanted' western style poster. In my case I related it to things that would happen in a disorganised flat. In this case I showed an empty fridge which could be a problem if people are not organised. The style is also gangy and messy which relates to being disorganised.



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 parallelogram which have the text on them will be full colour so that they stand out more.

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6



7

Shooter Ryan Taylor's last-ditch bid to make the New Zealand Olympic team has succeeded. His bid for London 2012 came after application yesterday to the International Shooting Federation for the re-allocated shooting quota spot was approved. 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.

"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.

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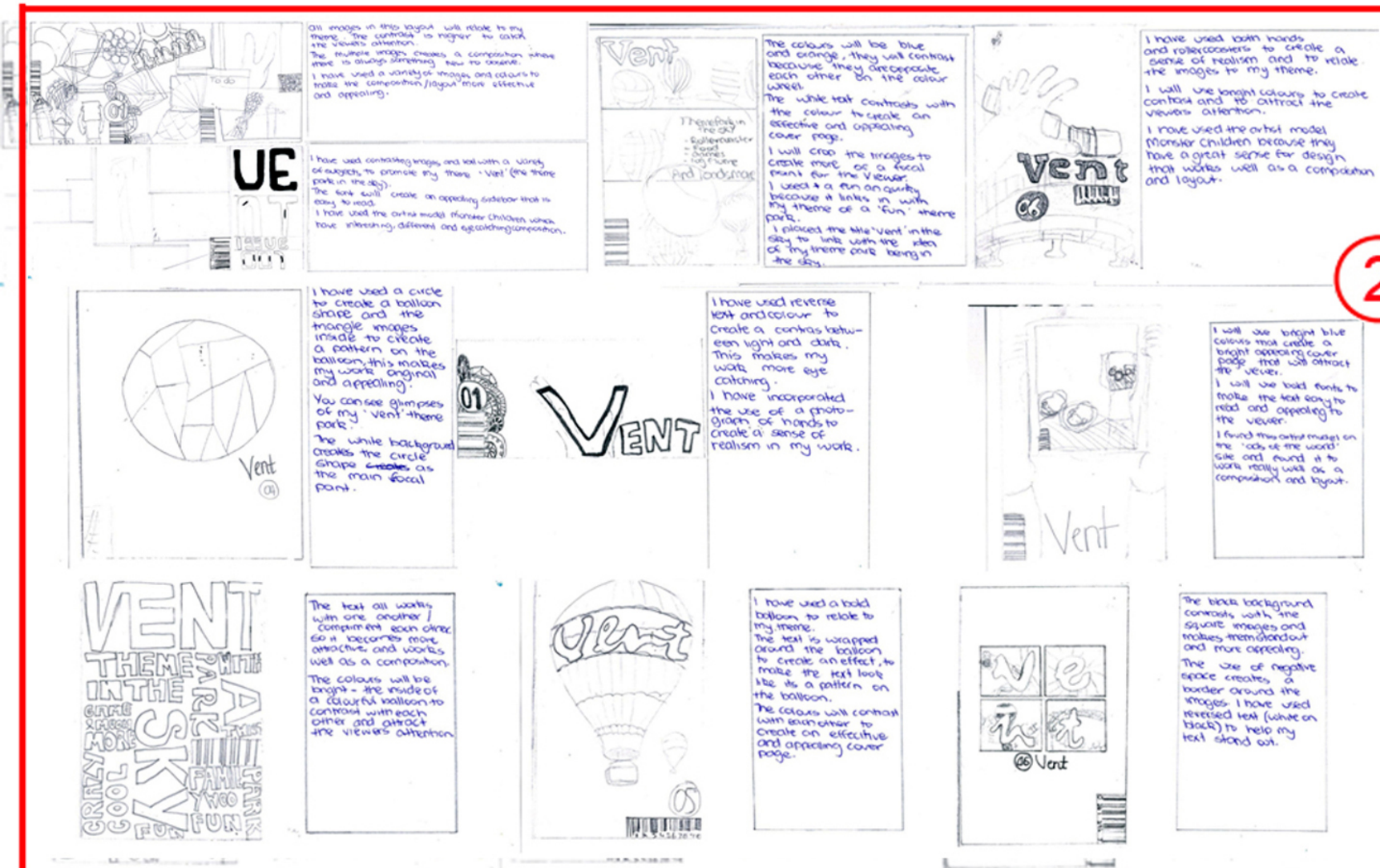
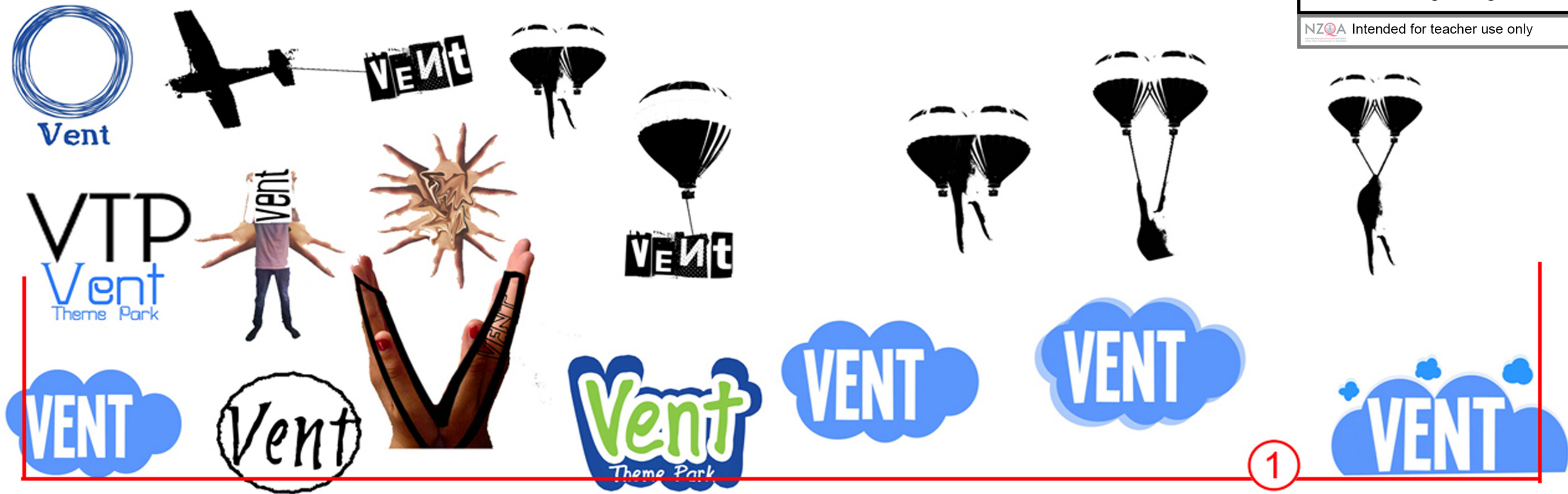
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	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to systematically extend ideas using drawing informed by established design practice.</p> <p>This involves critically analysing, evaluating and further developing concepts, subject matter, problems or situations, in drawings informed by established practice.</p> <p>This student has extended typographic and visual ideas through logo, masthead and double page spread outcomes for a theme park brochure.</p> <p>The outcomes are clearly informed by established contemporary practice. For example, the type as a structural element in the cover (5) and double page spread (7), reveals a strong influence of Neville Brody's use of typography. The concept drawing (2), digital development (3) (4) and final outcomes (5) follow an established systematic design practice.</p> <p>The balloon concept initially explored in the masthead investigation (1) is developed and extended in the second (2) (3) (4) (5) and third (6) (7) briefs. The use of defined visual elements such as rainbow colours and balloons, and consistent design principles such as typography as a structural element, support the systematic advancement of ideas.</p> <p>The annotations (2) (6) show the critical analysis and evaluation of design elements.</p> <p>To reach Excellence, the student could revisit the preceding outcomes with understanding gained from the later briefs. For example, the 'Vent' masthead (1) could be revised to feature more prominently in the cover outcomes (3) (4) (5).</p> <p>The landscape proportion of the double page spread could be also used to regenerate new cover outcomes. Reforming outcomes with knowledge gained through related studies enhances students' opportunity to show the sustained authentic regeneration needed for Excellence.</p>





4

cover pages



05



cover pages

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inside pages

6



I have used images and text to create the word 'Vent' to add something extra and different to my work. The colours might be chosen to attract viewers' attention.



I have used images that relate to my theme with a variety of subjects. The colours are bright and fun, making the design more appealing and attractive.



I have used small and large text to create a more appealing composition. The text is white and black which contrasts well with the background and sky.



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



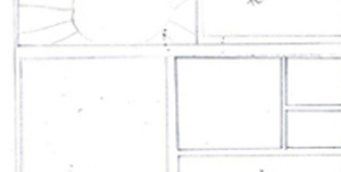
I have used black and white to contrast with each other. I have a white background to make the black text easy to read and appealing to the audience.



I will use the mix of images and text to create a more appealing composition. The main colour will be yellow to bring the whole 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 in the sky. The contrast is high to create a more appealing composition.

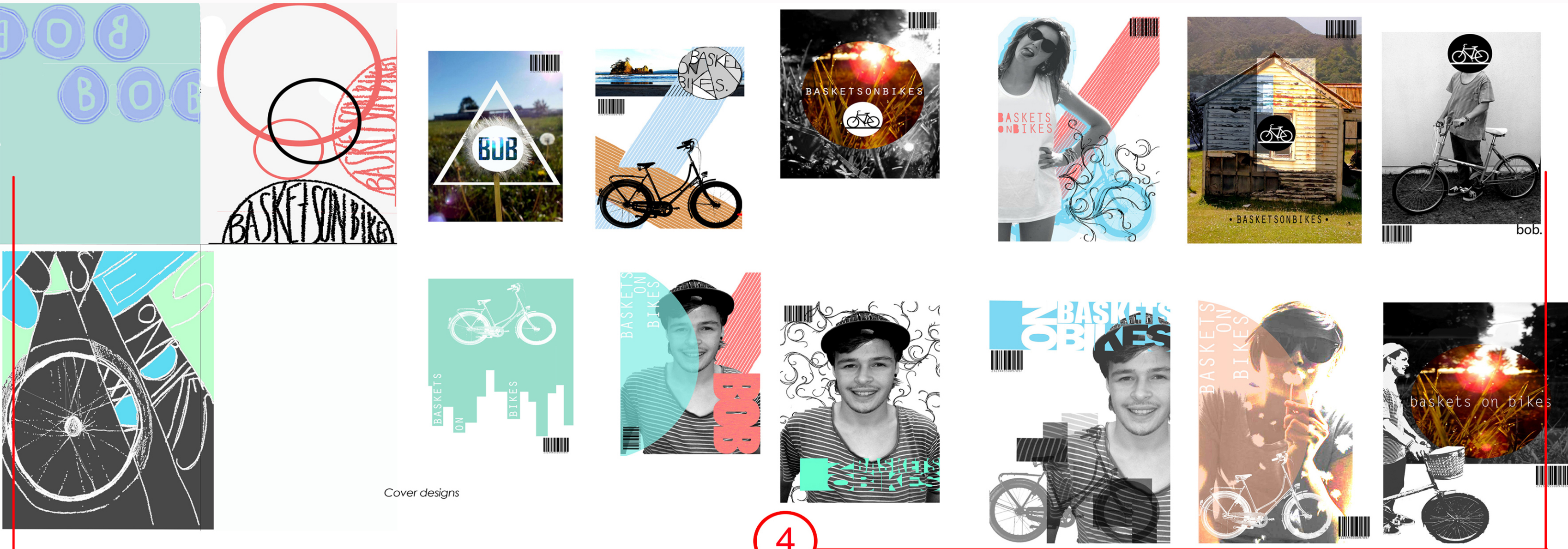


I have used images that relate to my work, that show a variety of subjects. The text will be grey as the composition is not to busy.



7

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to systematically extend ideas using drawing informed by established design practice.</p> <p>This involves critically analysing, evaluating and further developing concepts, subject matter, problems or situations, in drawings informed by established practice.</p> <p>This student has completed logo (3) and cover (5) designs that establish and then extend the idea of a pastoral sun soaked cycling activity.</p> <p>An aspect of extension is present within each brief with the wide range of ideas investigated (1) (2) (4). For example, the organic freehand typography (1) of the <i>'Baskets on Bikes'</i> masthead is extended by the geometric and photographic elements of the digital development (2). This clearly adheres to the systematic developmental approach of established design practice.</p> <p>The colour scheme of the masthead (3) is maintained in the final cover design (5) while the layout, typographic and visual elements are extended in new directions.</p> <p>For a more secure Merit, the student could integrate some of the innovative ideas emerging in the cover concept sequence (4) into the final cover design (5). This would lead to a more authentically distinct extension rather than simply further refining a clarified outcome.</p> <p>Alternatively the student could undertake a third related brief such as a double page spread. This would enable them to explore more complex relationships between image and text. A double page spread (DPS) would also provide opportunity to explore alternative visual and layout options that reintroduce the more successful ideas generated in the preceding investigation.</p>

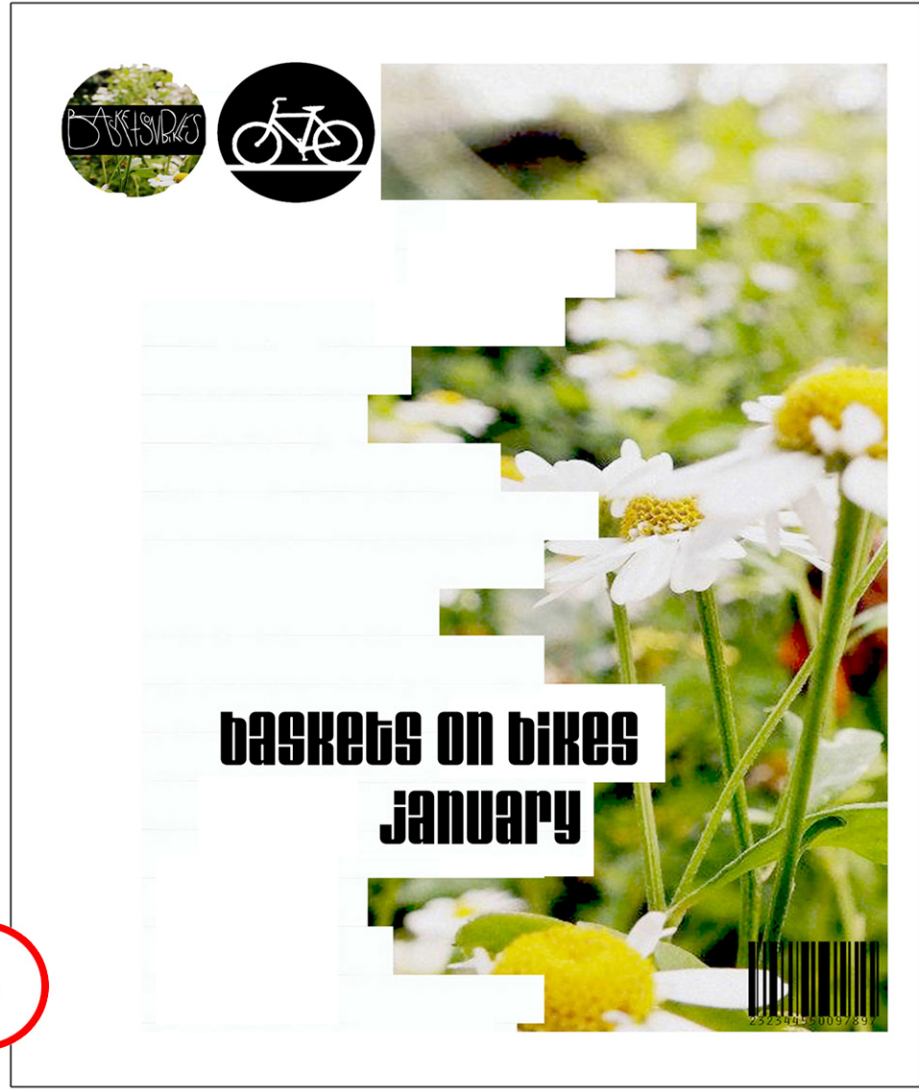
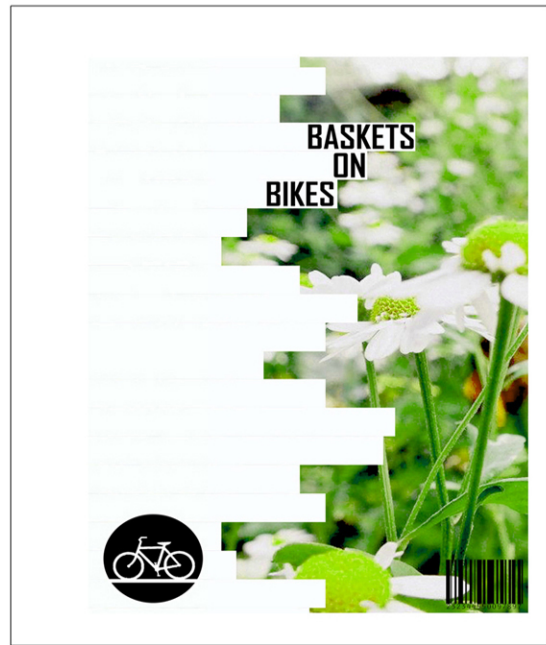


Cover designs

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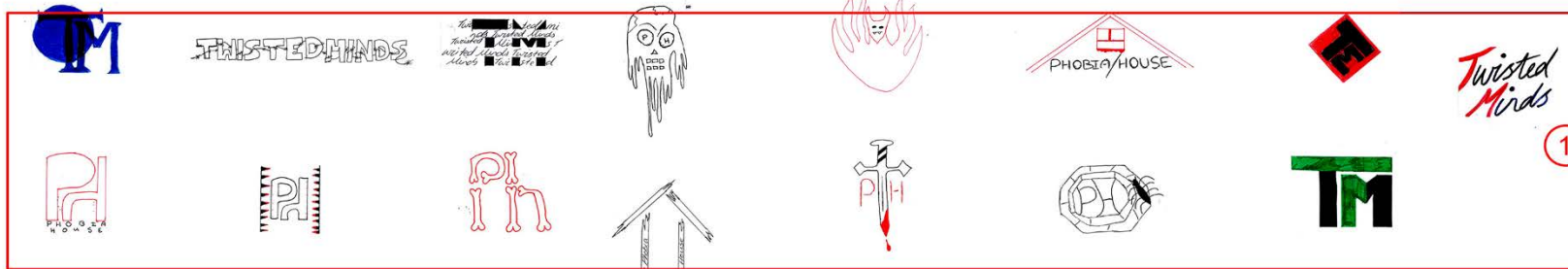


cover designs



5

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to systematically clarify ideas using drawing informed by established design practice.</p> <p>This involves analysing, reflecting on and further developing concepts, subject matter, problems or situations in drawings informed by established practice.</p> <p>This student has produced logo, cover and double page spread outcomes for mental health publication called <i>'Twisted Minds'</i> that helps clients confront their phobias. The student quickly moves past the more obvious brain/horror motifs (1) in favour of a more subtle abstracted twist graphic (3).</p> <p>The cover investigation progresses systematically through drawing (1) and digital developments (2) (3) which reflect upon the preceding ideas to advance towards a resolved masthead and cover (4). The strong black, white and red branding identity is clarified, while the distorted visual elements relate well to the <i>'twisted'</i> theme of the brief.</p> <p>To reach Merit, the student could extend the graphic ideas clarified in the cover outcome (4) by completing a more sustained investigation of double page spread options. A series of concept drawings followed by digital developments, rather than two unsupported outcomes (5), would provide the more convincing extension needed for Merit.</p> <p>A sustained DPS investigation would also include further opportunity for consideration of new visual elements or more complex relationships between text and image.</p> <p>The inclusion of evaluative annotations may also enhance the students' opportunity to identify areas of strength for potential extension in later outcomes.</p>



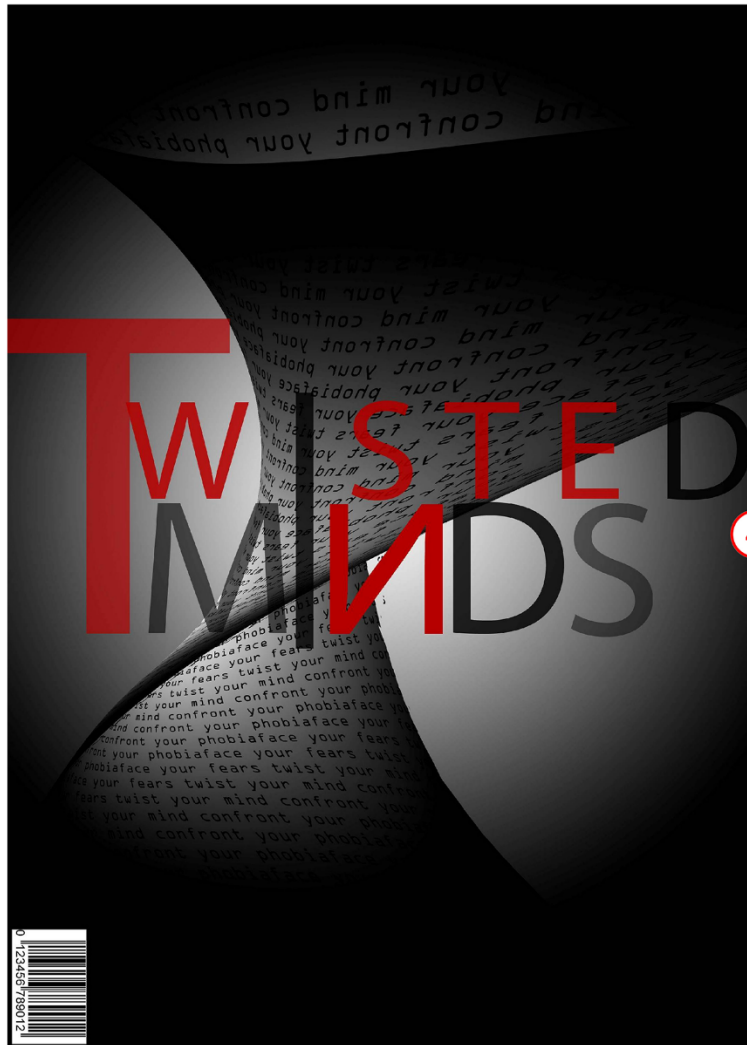
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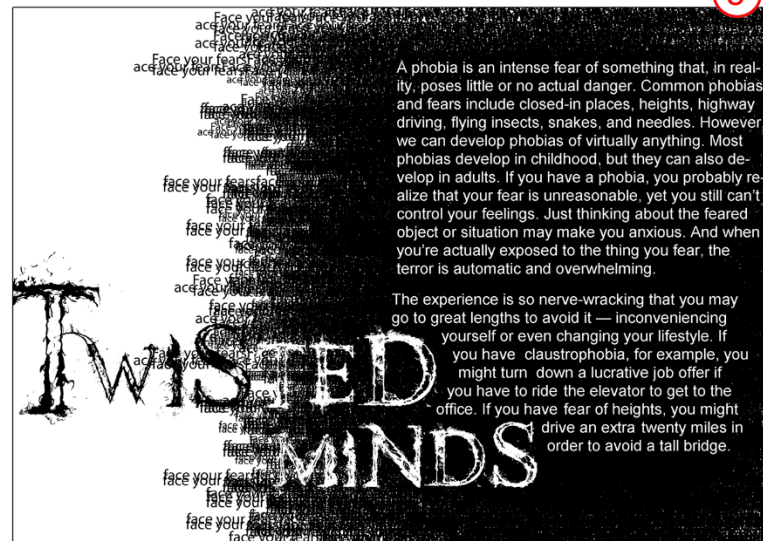
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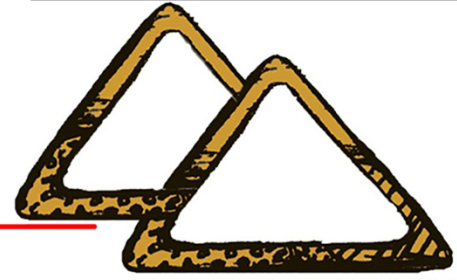
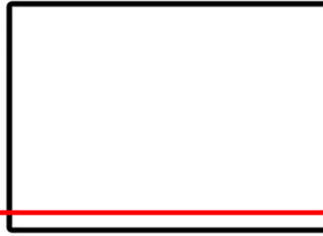


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	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to systematically clarify ideas using drawing informed by established design practice.</p> <p>This involves analysing, reflecting on and further developing concepts, subject matter, problems or situations in drawings informed by established practice.</p> <p>This student has developed masthead, cover and double page spread options for an interior design company called <i>Raw Design</i>.</p> <p>The student works systematically through drawing concepts (2) and digital developments (3) to produce a clarified cover outcome (4). The initial masthead designs (1) are reflected upon and further developed in the cover context (3) (4).</p> <p>The final outcome demonstrates clarification of stylistic decisions including colour values, informal lettering, contemporary typographic layout and handmade decorative elements. The roughly painted brown triangles present an organic quality that adheres well to the '<i>Raw Design</i>' branding identity.</p> <p>For a more secure Achieved, the student could further develop the double page spread outcomes (5) by integrating some of the strong visual ideas on the cover. This may reinforce the organic '<i>raw</i>' character of the client and create a more cohesive branding identity between cover and DPS outcomes.</p> <p>A fully clarified outcome for a DPS would also show greater understanding of the characteristic and constraints of the context, such as not having body text running across the central gutter.</p> <p>The student could also further refine the final cover design (4) to ensure that the letter 'n' was not cropped from the masthead and reconsidering the prominent placement of the barcode.</p>

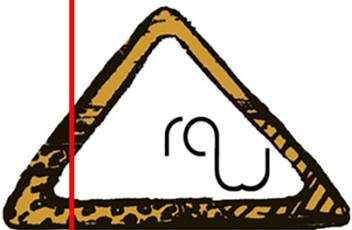
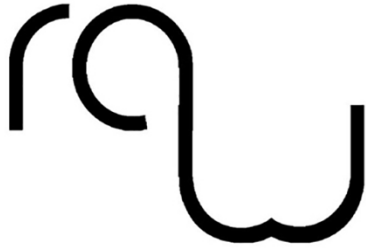
RAW DESIGN IS
A DESIGN MOVING COMPONEY
WHICH CAN CHANGE YOUR HOME LIFE
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RAW DESIGNEN

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RAW
DESIGN



RAW DESIGNEN



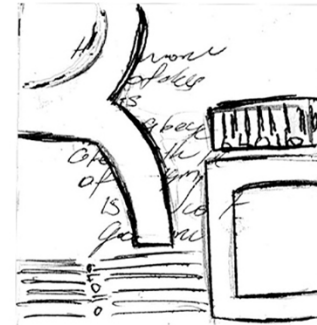
RAW DESIGN



The world is coming
 No dust tests on
 Best of the life
 will emerge the
 new year
 the world
 the night

RAW
 DESIGN

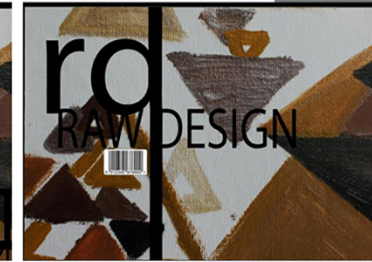
RAW DESIGN
 DESIGN IS
 OUR WORLD



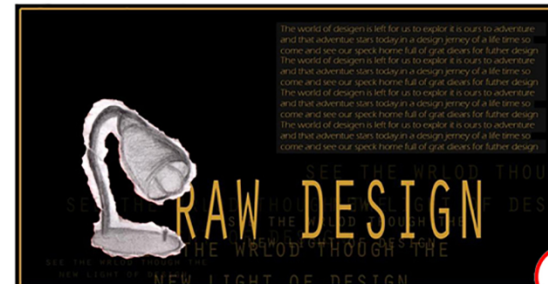
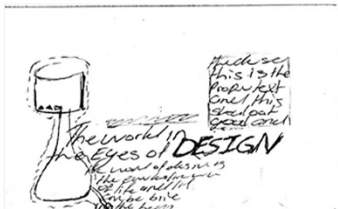
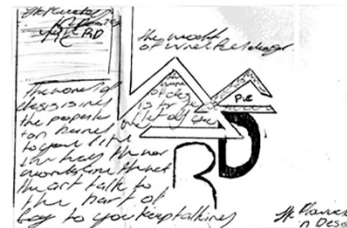
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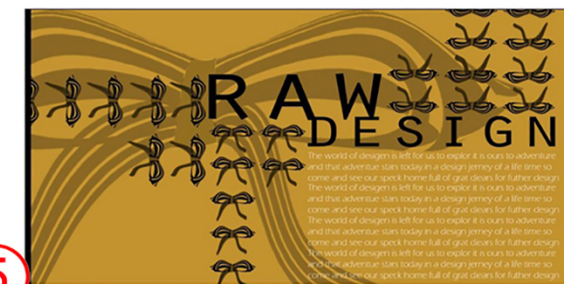
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4



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 systematically clarify ideas using drawing informed by established design practice.</p> <p>This involves analysing, reflecting on and further developing concepts, subject matter, problems or situations in drawings informed by established practice.</p> <p>This student has generated masthead and cover options for a cloud data storage publication. Visual references appropriate to the theme such as locks, keys and concealment occur throughout both projects.</p> <p>The development of the masthead outcome is relatively systematic with the student working through freehand (1) and digital (2) developments. The accompanying annotations (3) indicate that visual ideas have been reflected upon and evaluated. The final outcome for the masthead (4) functions appropriately in the cover context (5).</p> <p>To reach Achieved, the student could clarify the cover context to the same level of resolution as the masthead. This could mean selecting one of the four digital cover options (5) and further resolving it to produce a magazine cover that adheres to established practice. A clarified cover outcome should show consideration of key elements such as the form and placement of selling line, dateline, bar code, etc.</p> <p>The student could also combine elements of the cover investigation to more effectively communicate the cloud storage message. For example, the electronic components of the first digital cover concept (5) could be transposed onto the cloud forms of the third concept (5).</p>

MASTHEAD SKETCHES

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

hide

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.



hide hide

This was based on a calligraphy font. The design hides the 'i' inside the 'h' 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.

hide

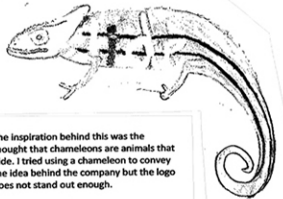
Has its roots in the android logo, has a futuristic font. Man fading into the background illustrates the concept of hiding. I like this but it doesn't really work here.

hide

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 hide. 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

HIDE

HIDE

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.

HIDE

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.



HIDE

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

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.

HIDE

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.

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.



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.

3

HIDE

2

HIDE

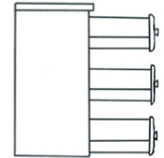
hide

HIDE

HIDE hide



hide.

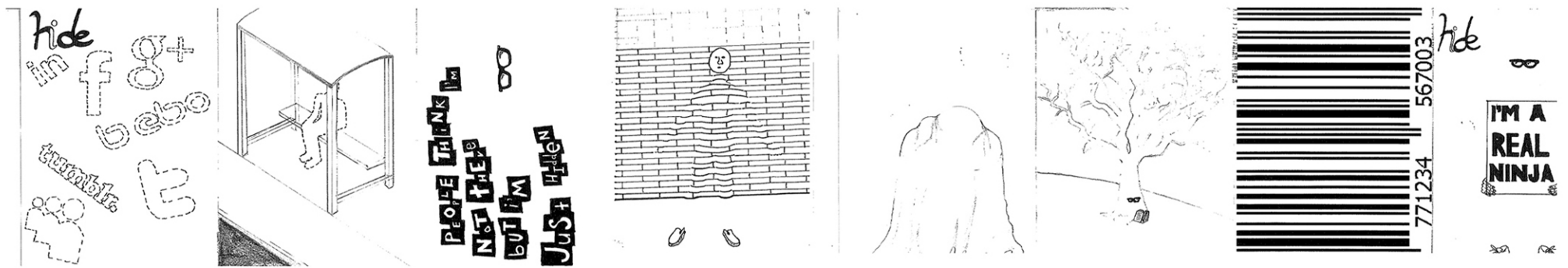
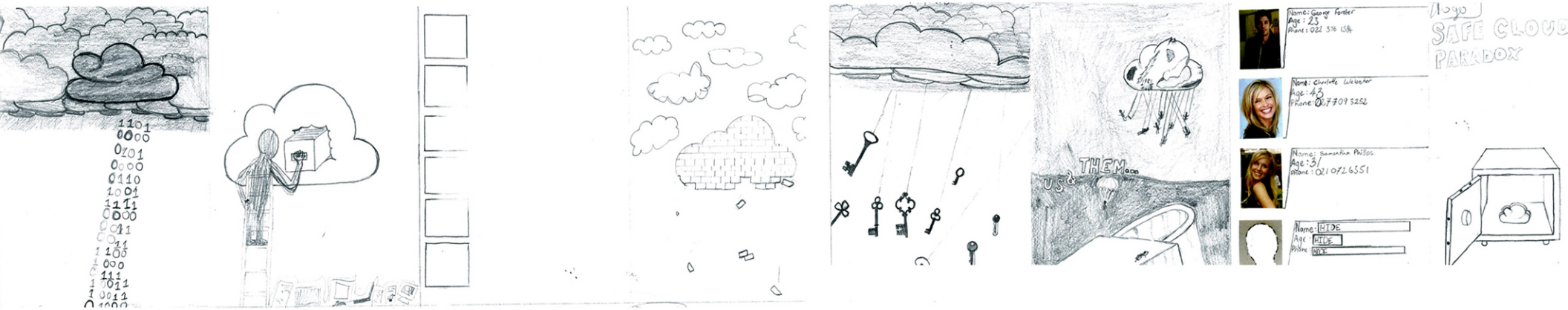


[hide]

4

HIDE

HIDE



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5

