

**AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2015**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Use visual communication techniques to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques skilfully to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques effectively to generate design ideas.</li> </ul>

<p><b>Visual communication techniques</b> are used to generate ideas to show design qualities.</p> <hr/>	<p>Visual communication techniques are used <b>skilfully</b> to generate ideas to show design qualities with <b>clarity</b> through well-articulated visual means.</p> <hr/>	<p>Visual communication techniques are used <b>effectively</b> to generate ideas to show design qualities with clarity and a <b>depth of understanding</b> through well-articulated visual means.</p> <hr/>
<p>Design ideas are produced that <b>explore</b> identifiable design qualities</p> <hr/>	<p><b>Divergent</b> design ideas are produced that explore identifiable design qualities</p> <hr/>	<p>Divergent design ideas are produced that are explored and <b>extended</b> to show identifiable design qualities.</p> <hr/>

Commentary:

Vis Com – E

Des Ideas – E

E

An Excellence exemplar where the strength of the Visual Communication is exemplified through freehand sketching and rendering.

Early generation of ideas consist of collaging research images, drawings and photographed mock-ups to inspire and extend on a set of divergent possibilities.

When the design work moves into considering the actual site context, the student uses effective marker rendering and a series of 2D and 3D sketches to explain the evolving idea as a form. Use of cross-sections and detail drawings support the whole package and this results in a level of Visual Communication that attains the highest grade. Supporting digital modelling helps with the communicating of the interior to confirm that this is a high quality submission overall.

Clear Excellence.

• THE DEGREE OF DIFFERENCE BETWEEN TONES IN A TELEVISION PICTURE, PHOTOGRAPH OR OTHER IMAGE.

CONTRAST

• MEETING  
• AN ACTION OF INTERSECTING

• A POINT OR LINE COMMON TO LINES OR SURFACES THAT INTERSECT.

• CROSSING

• DIFFER STRIKINGLY  
• THE STATE OF BEING STRIKINGLY DIFFERENT FROM SOMETHING ELSE, TYPICALLY SOMETHING IN JUXTAPOSITION OR CLOSE ASSOCIATION

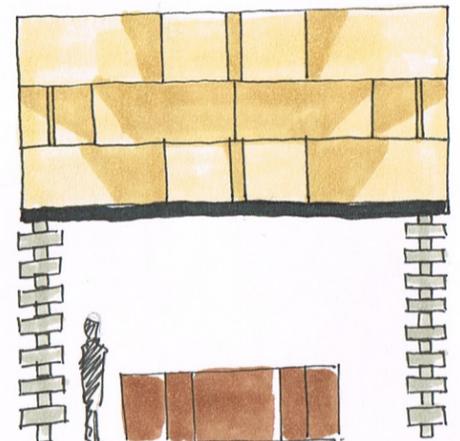
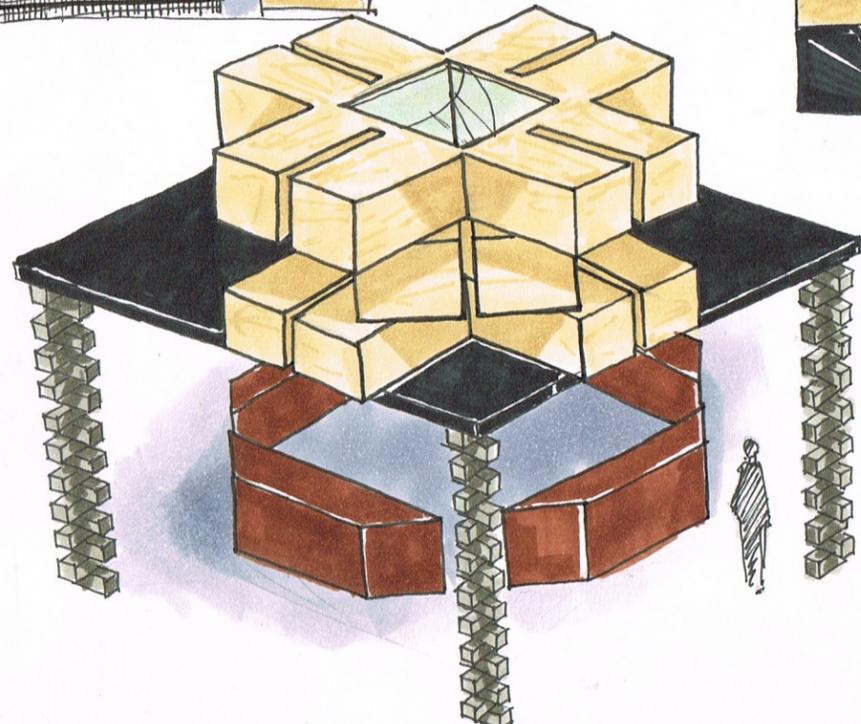
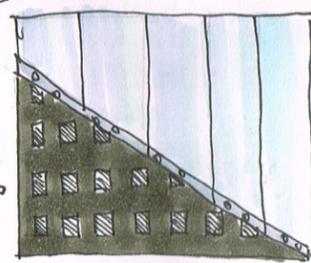
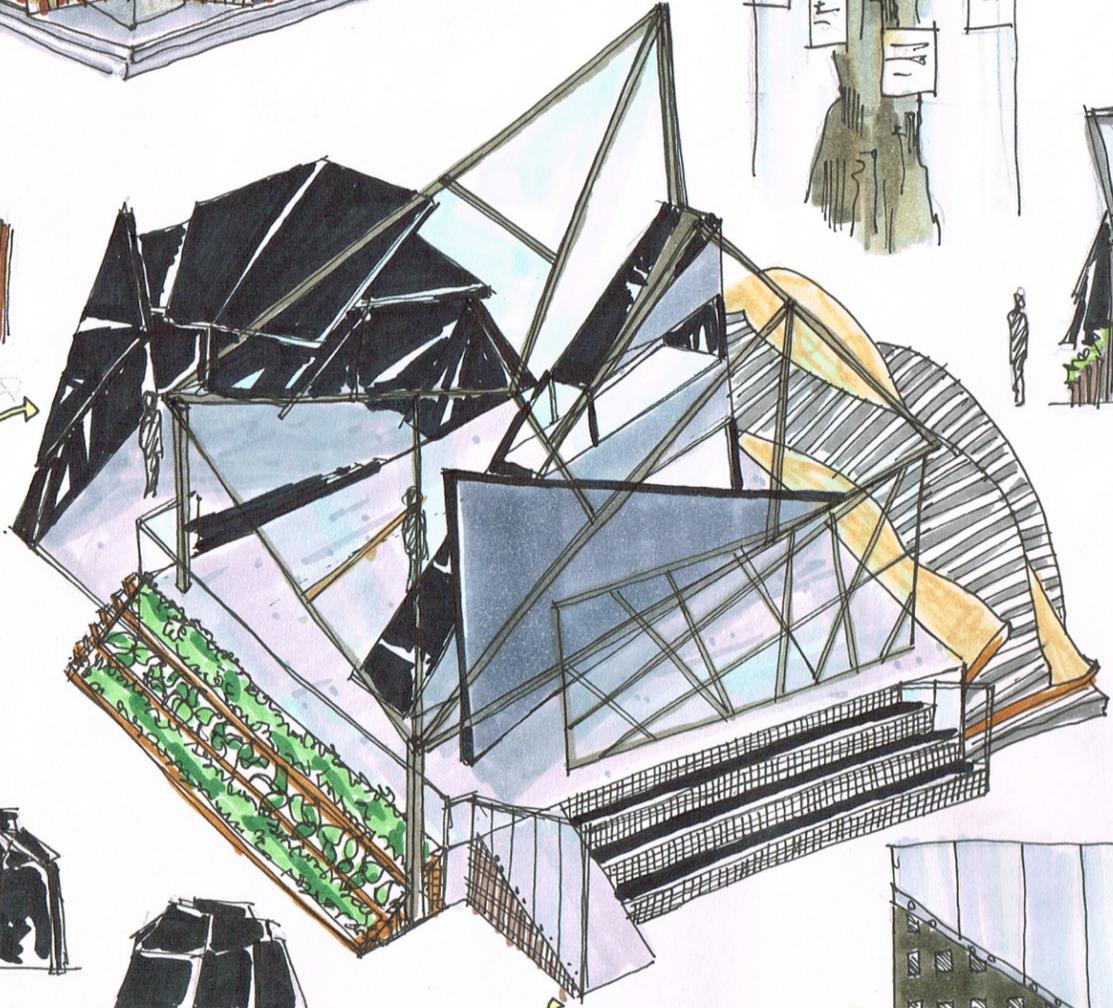
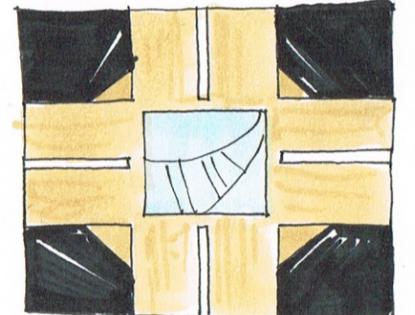
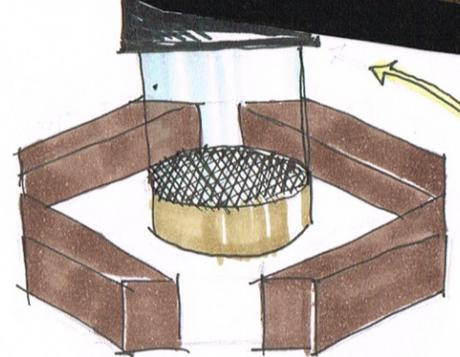
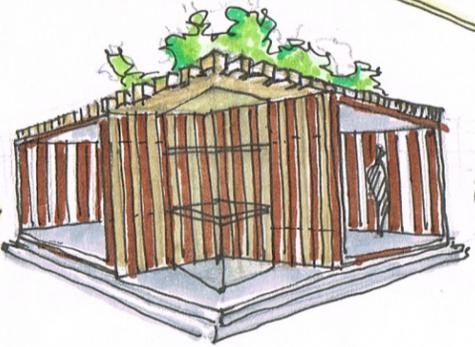
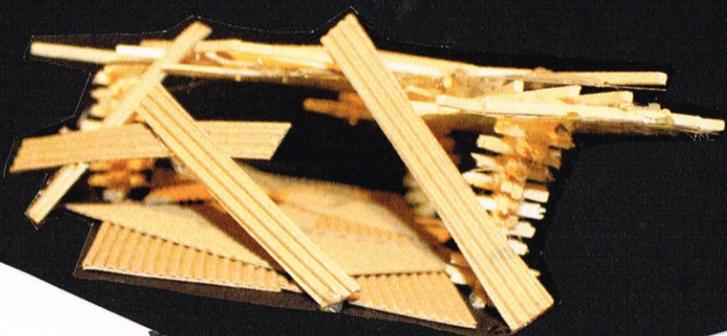
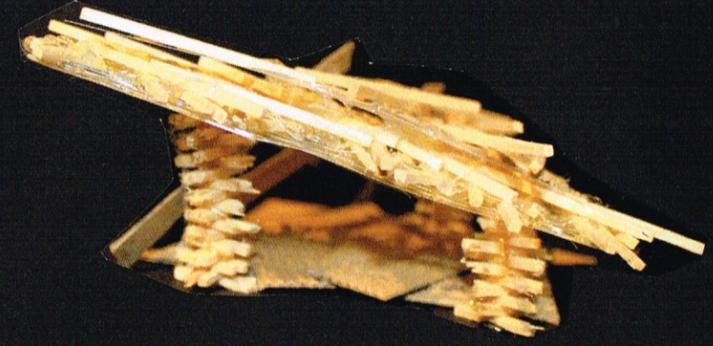
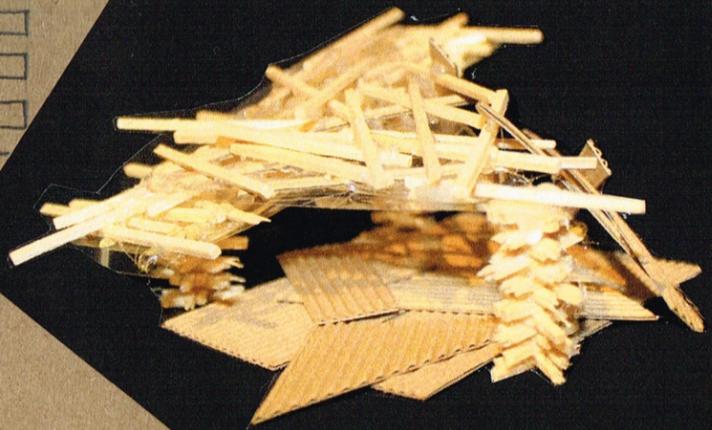
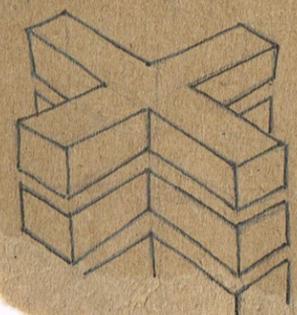
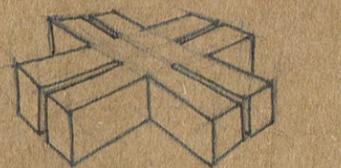
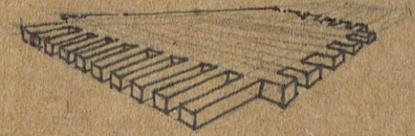
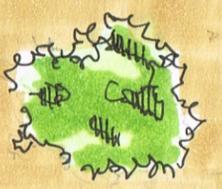
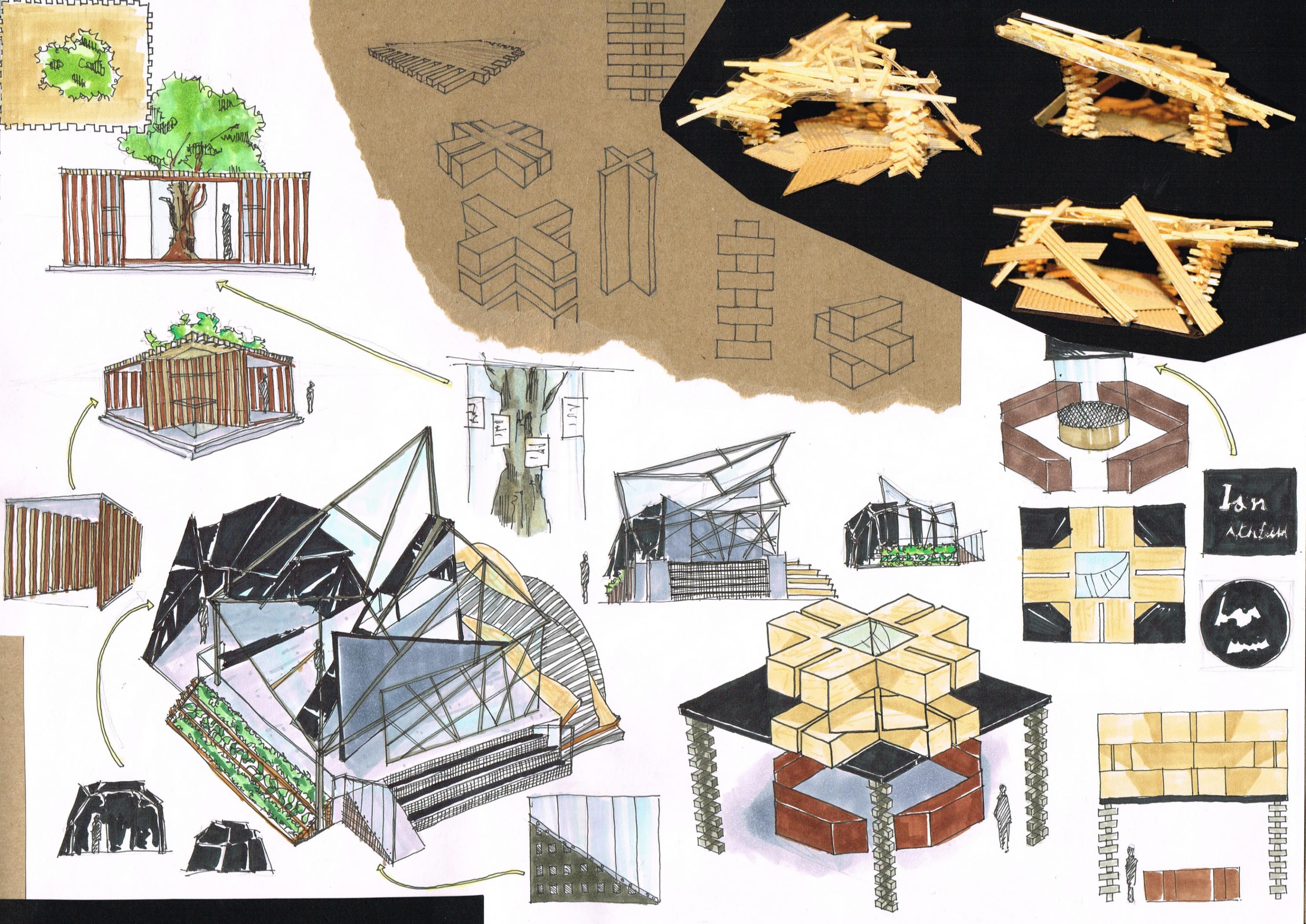
• A POINT AT WHICH TWO OR MORE THINGS INTERSECT

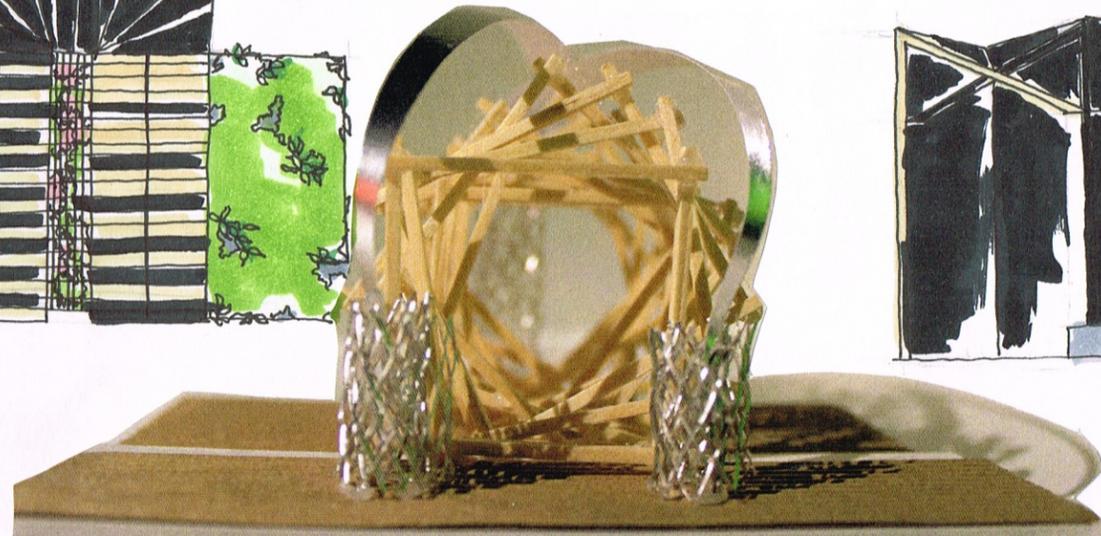
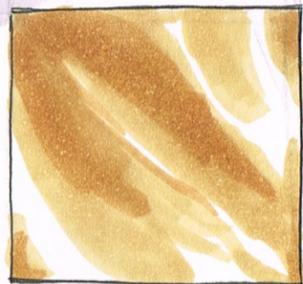
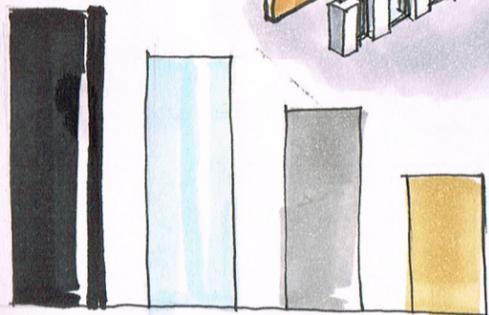
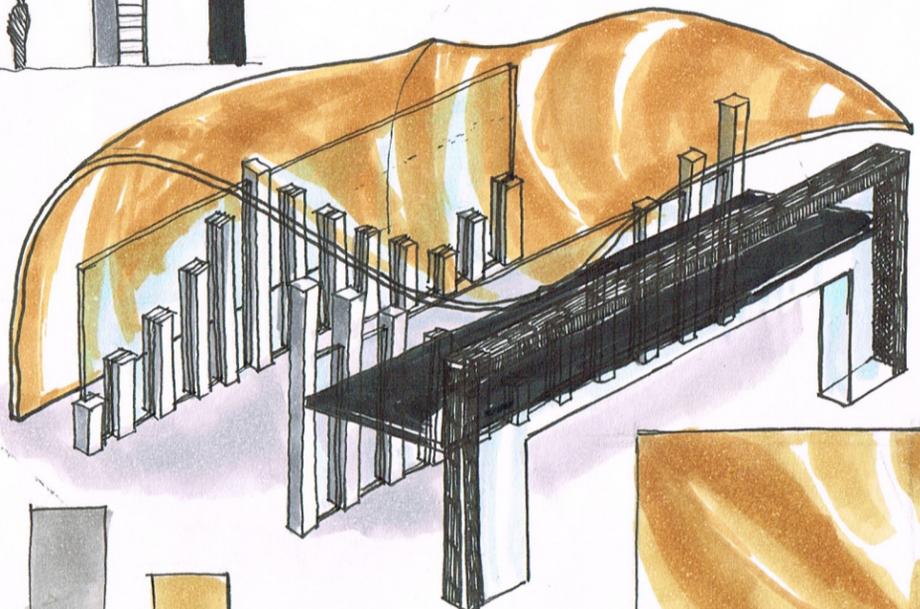
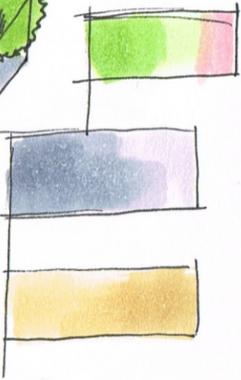
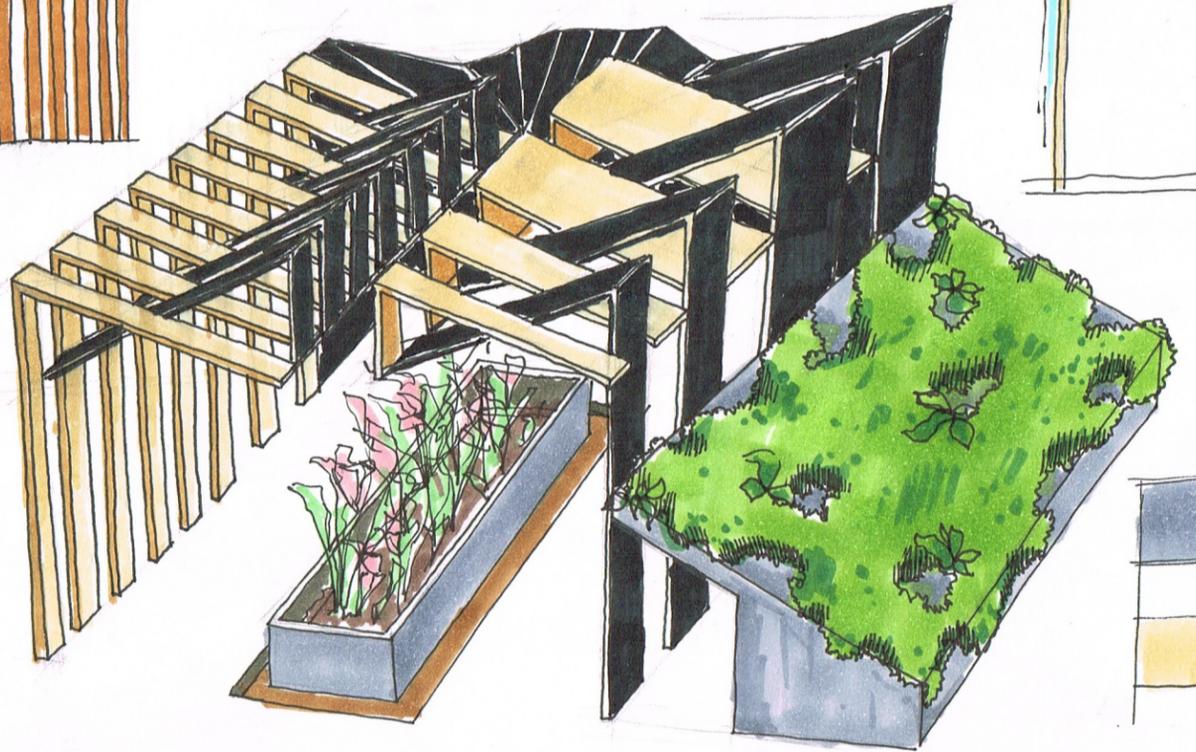
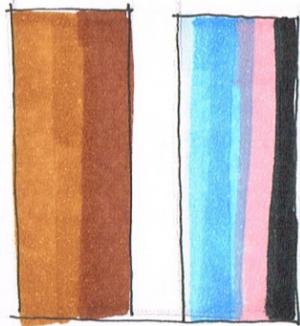
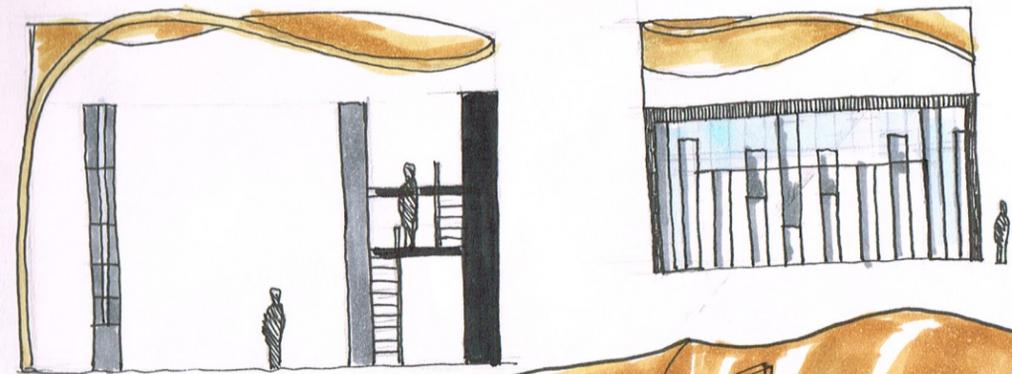
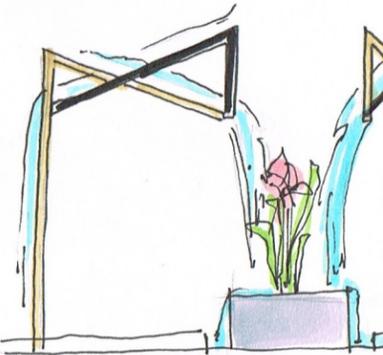
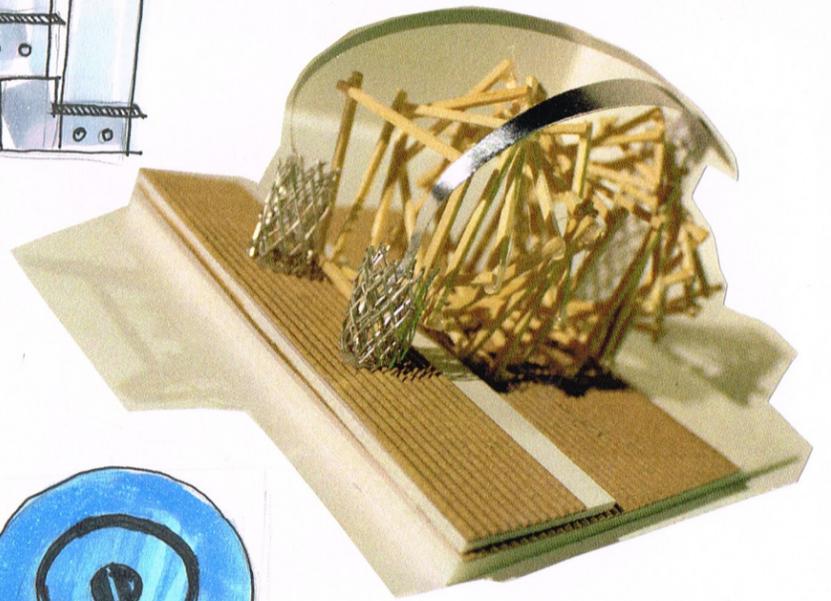
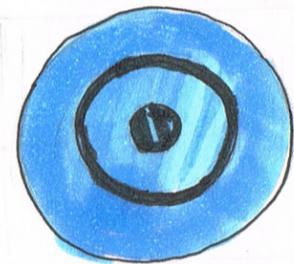
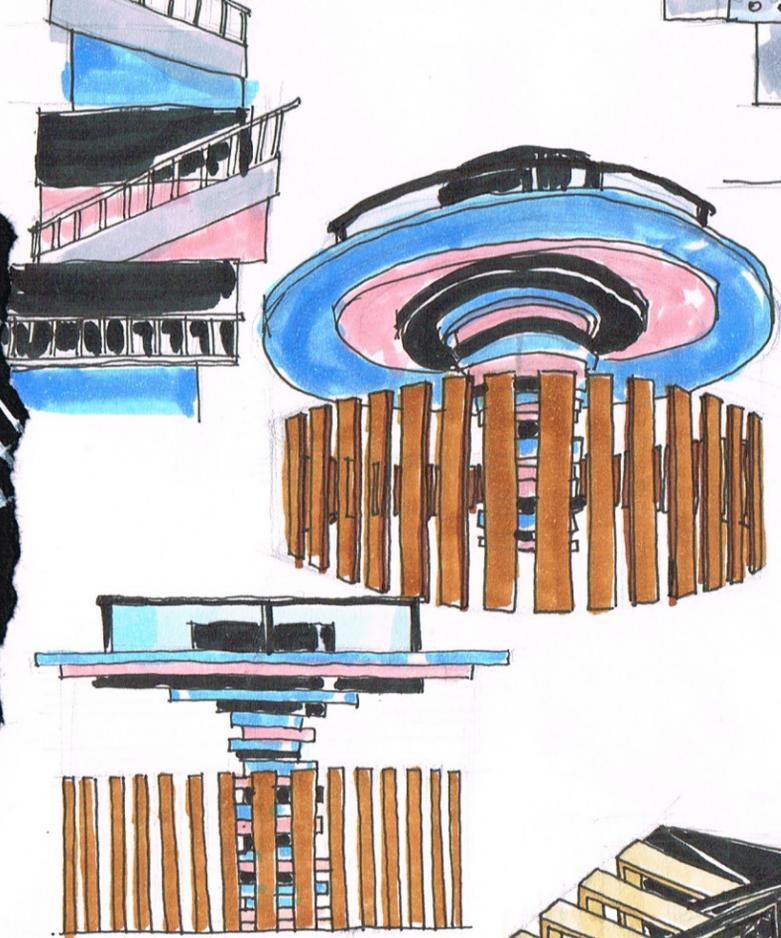
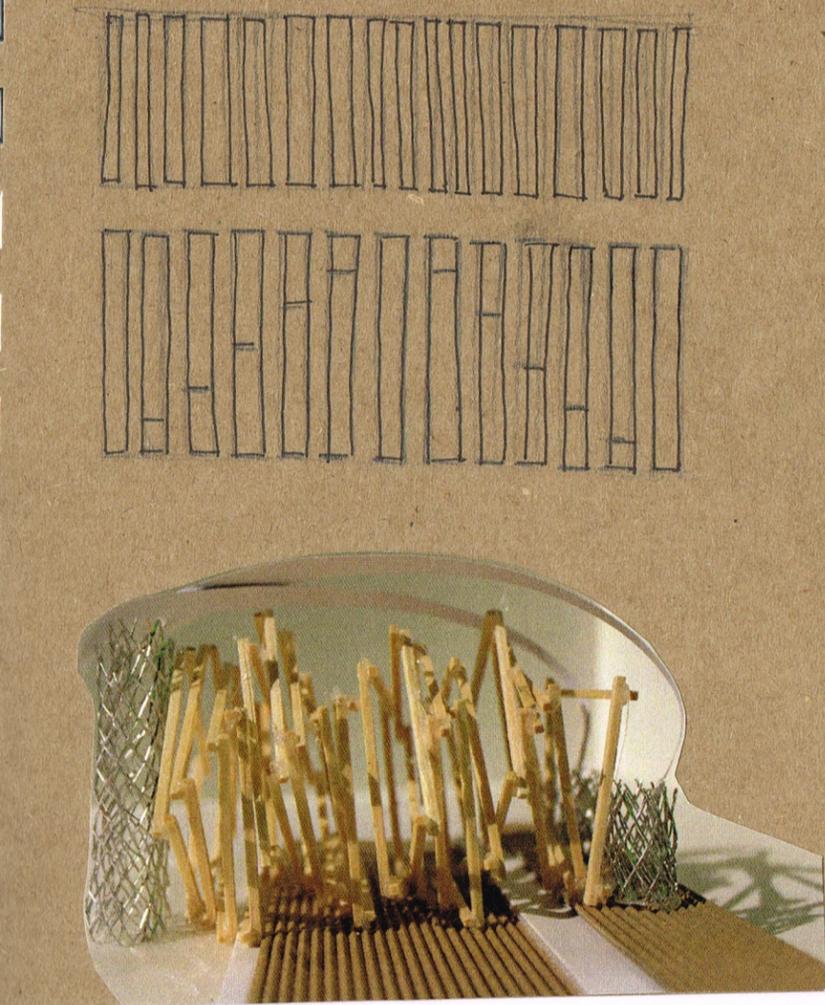
• ESPECIALLY ROADS

INTERSECT













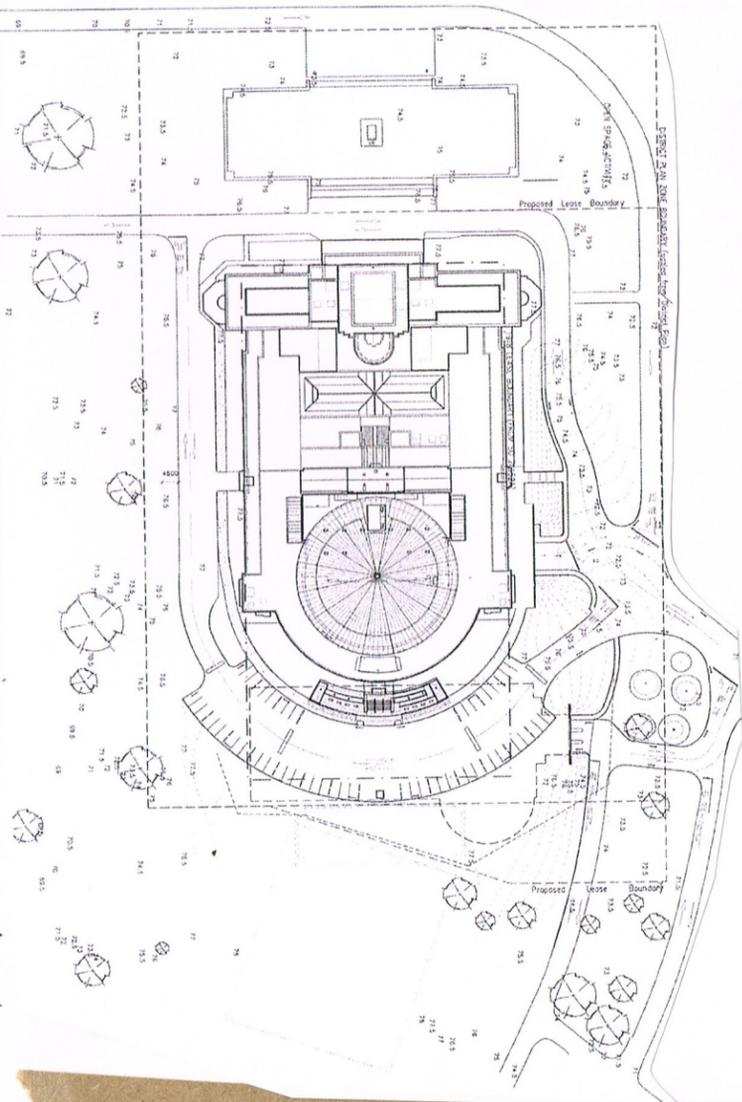
Glass with concrete

The use of rhythm

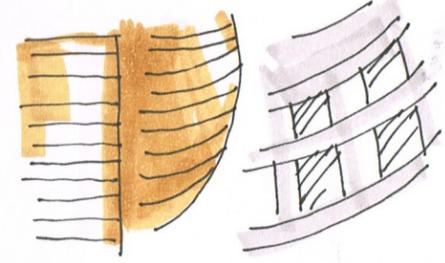
The round outsider part

- Giving the balance look with the inside part

- connecting to the round shape inside.



The use of wood and rhythm  
- circular & round elements  
- Contrast with straight stripes and also grids  
- Contrast between glass and wood  
→ modern and classic

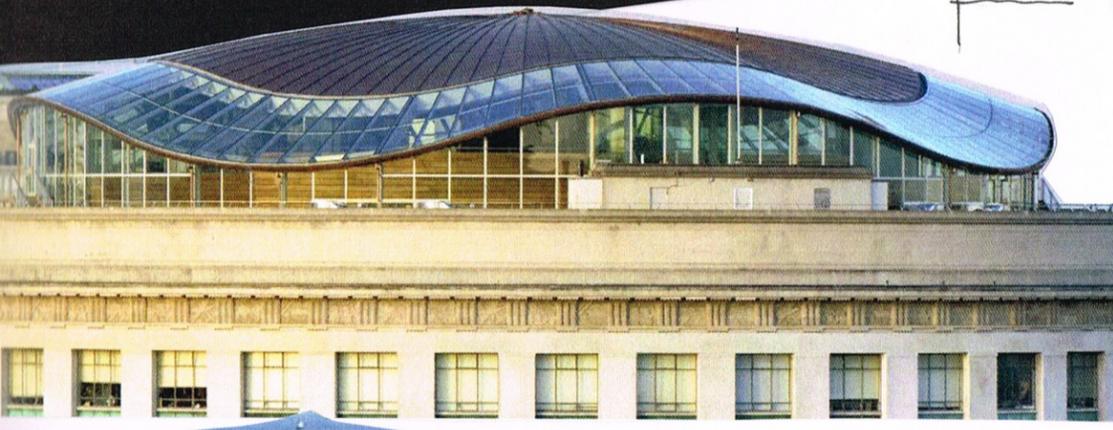


The use of concrete and glass

Some plants inside  
balancing the nature ↓ and manmade

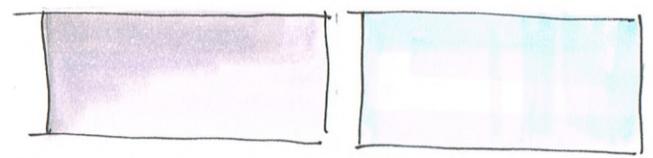
A lot of space around the building

symmetrical shape of the museum



The use of glass and concrete

- showing the new style together with the old style



locates in Auckland Domain

The look of old classic

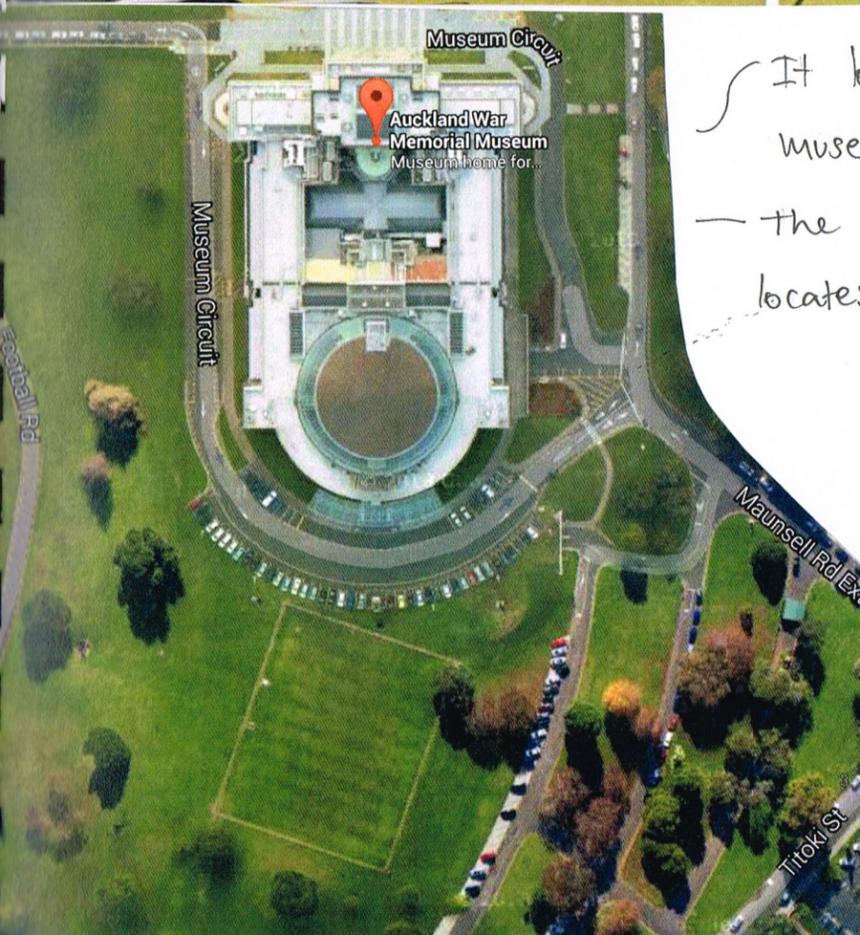
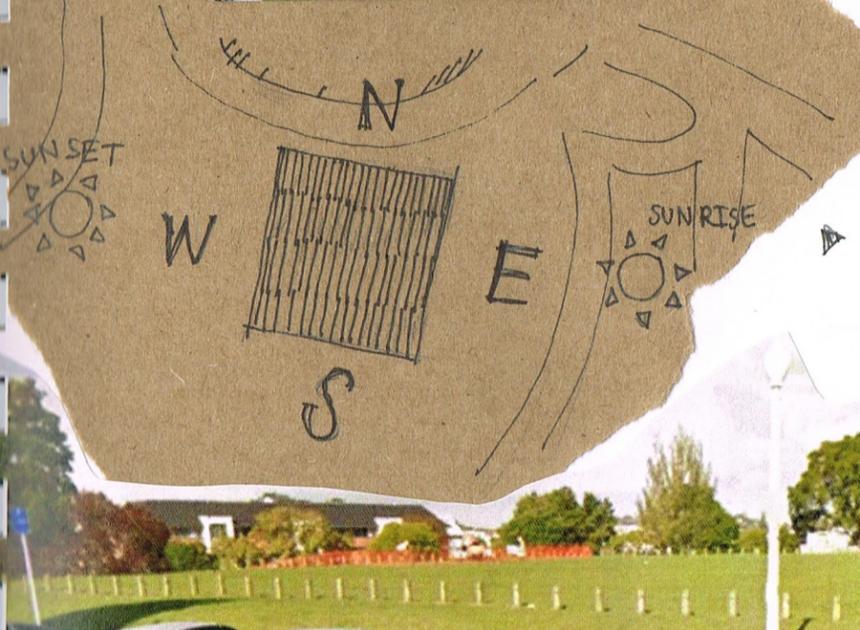
- large space

symmetrical shape



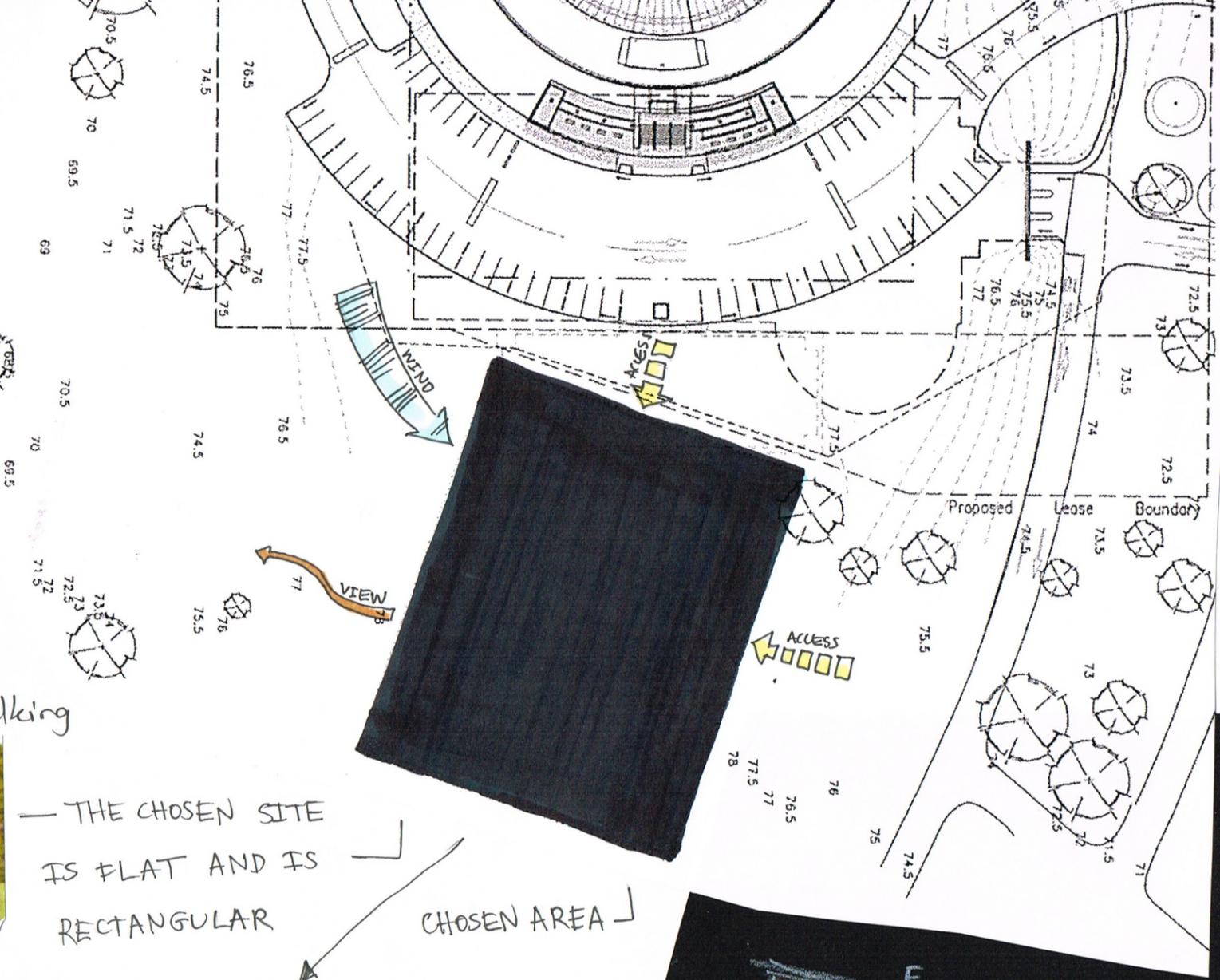
# OVERALL SITE CONTEXT

- ▶ THE CONTRAST BETWEEN CLASSIC OLD STYLE AND NEW MODERN STYLE
- ▶ SYMMETRICAL SHAPE
- ▶ A LOT OF FREE SPACE AROUND
- ▶ ROUND WITH STRAIGHT
- ▶ CONCRETE, WOOD, AND GLASS



- Location

- ▶ near ACG Parnell College
  - ↳ students can come and visit during their interval
- ▶ The road access connected to Maunsell Rd → Parnell Rd
- ▶ 1.0-1.5 km from Auckland City Hospital or around 15 minutes walking
- ▶ 1.1-1.2 km from University of Auckland (Grafton Campus) or around 15 minutes walking



— THE CHOSEN SITE IS FLAT AND IS RECTANGULAR

AREA: 2983.72 sq m  
 ≈ 3,000 sq m  
 PERIMETER: 219.94 m  
 ≈ 220 m

THE WEST SIDE can be view point for sunset in winter (as the museum closes at 5:00 pm)

SITE IS ON TOP OF THE SLOPE  
 ▶ It needs to be tall

It locates at an angle to the museum

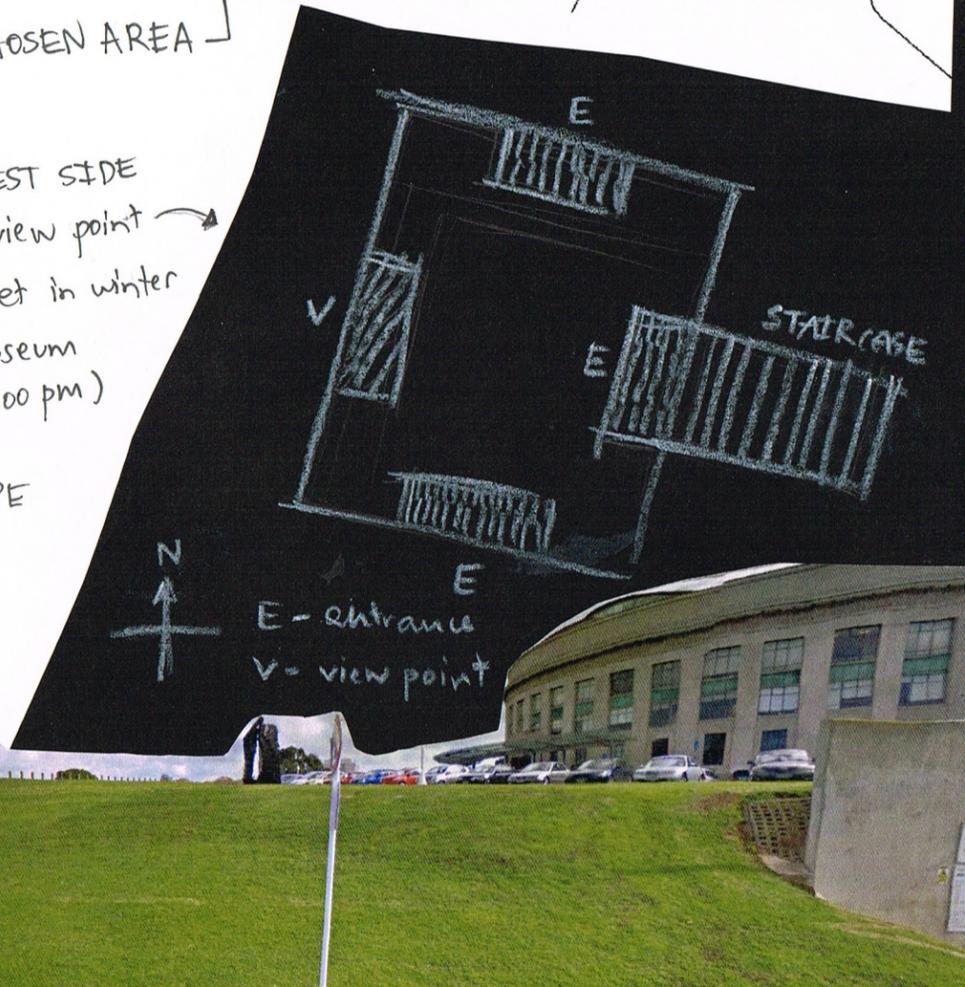
— the car park or dropping point locates at the north of the site

- ▶ THE NORTH ENTRANCE
- ▶ THE SOUTH ENTRANCE
  - ↳ for students from ACG Parnell College

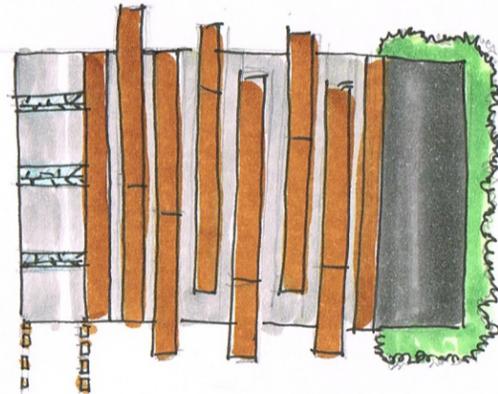
— Auckland Domain Sports fields is at the south west

View from George St to the site →

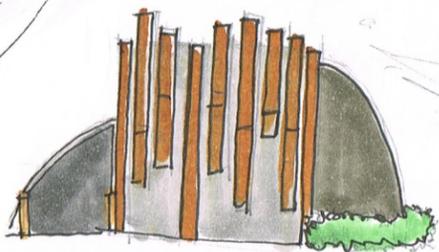
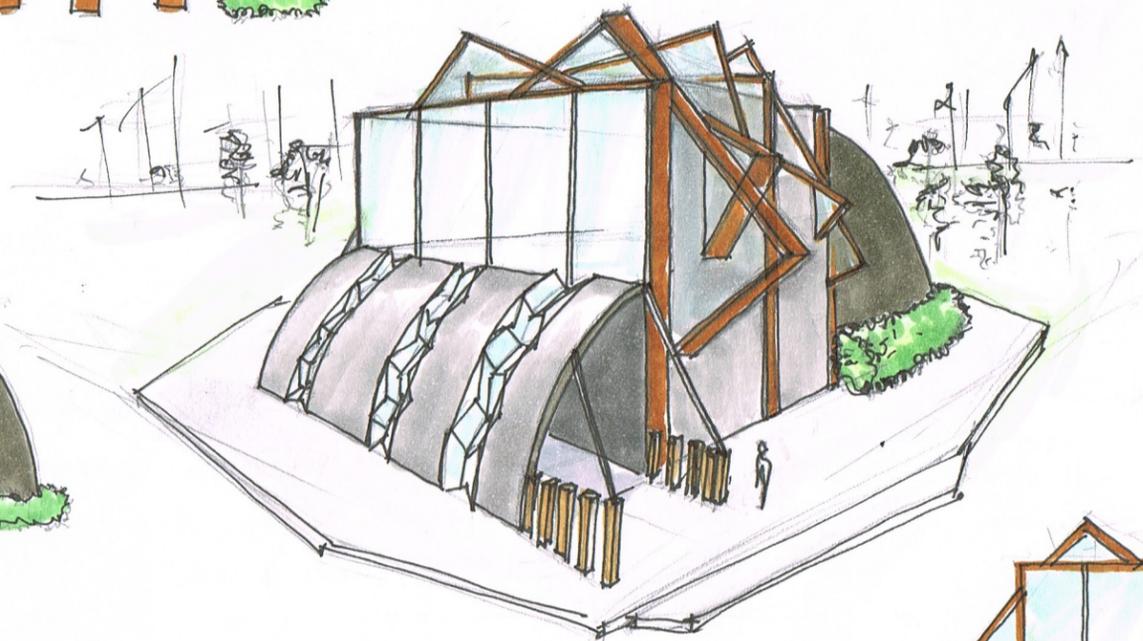
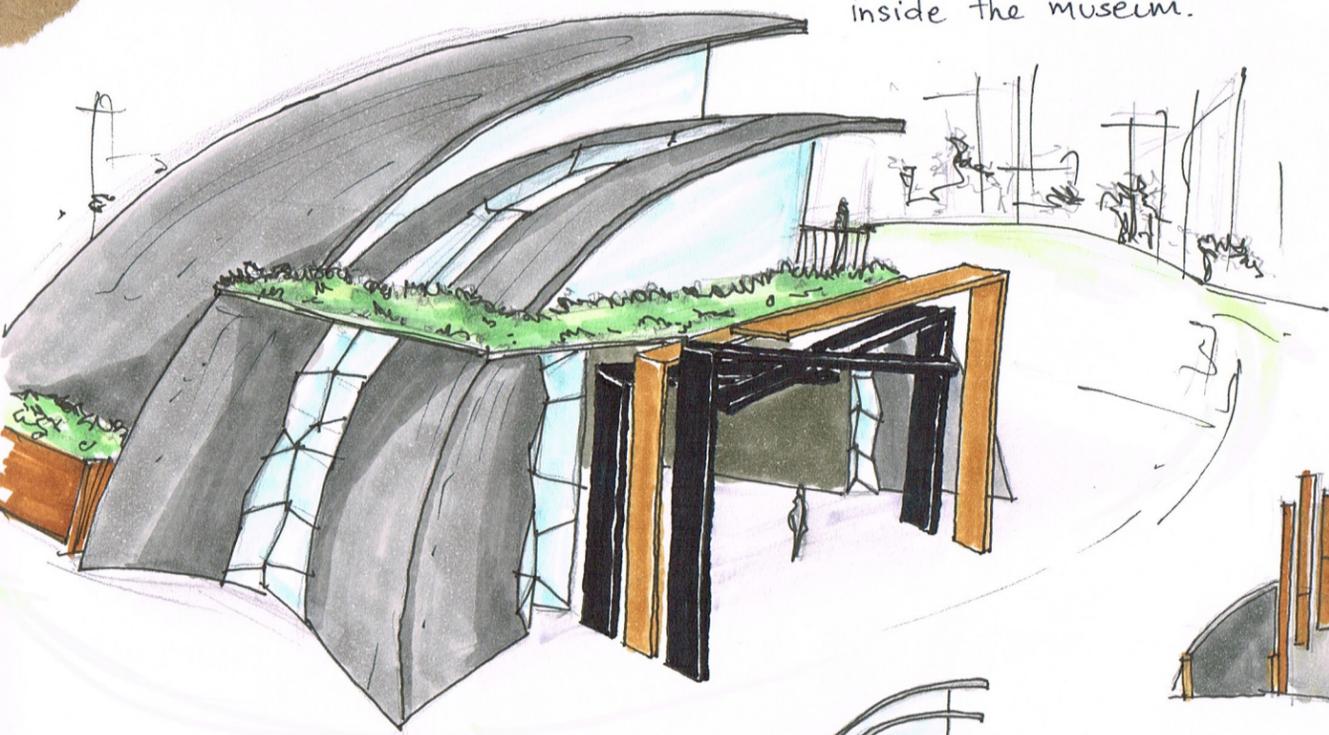
- ▶ It is the slope
  - ↳ could have the link steps down to this street.



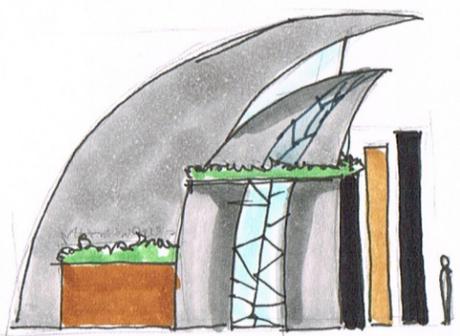
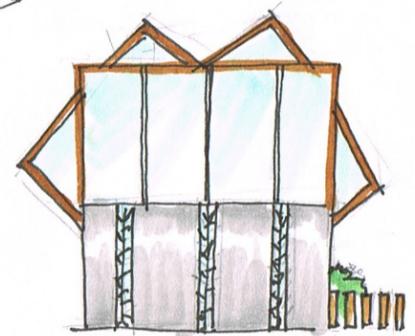
└ curved shape links to the interior inside the museum.



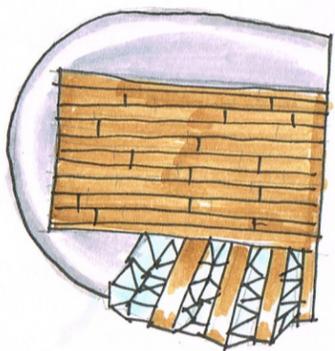
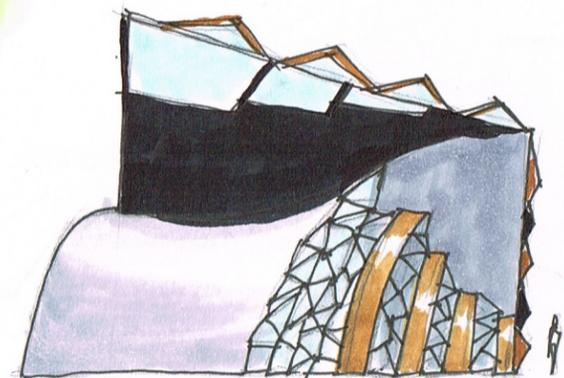
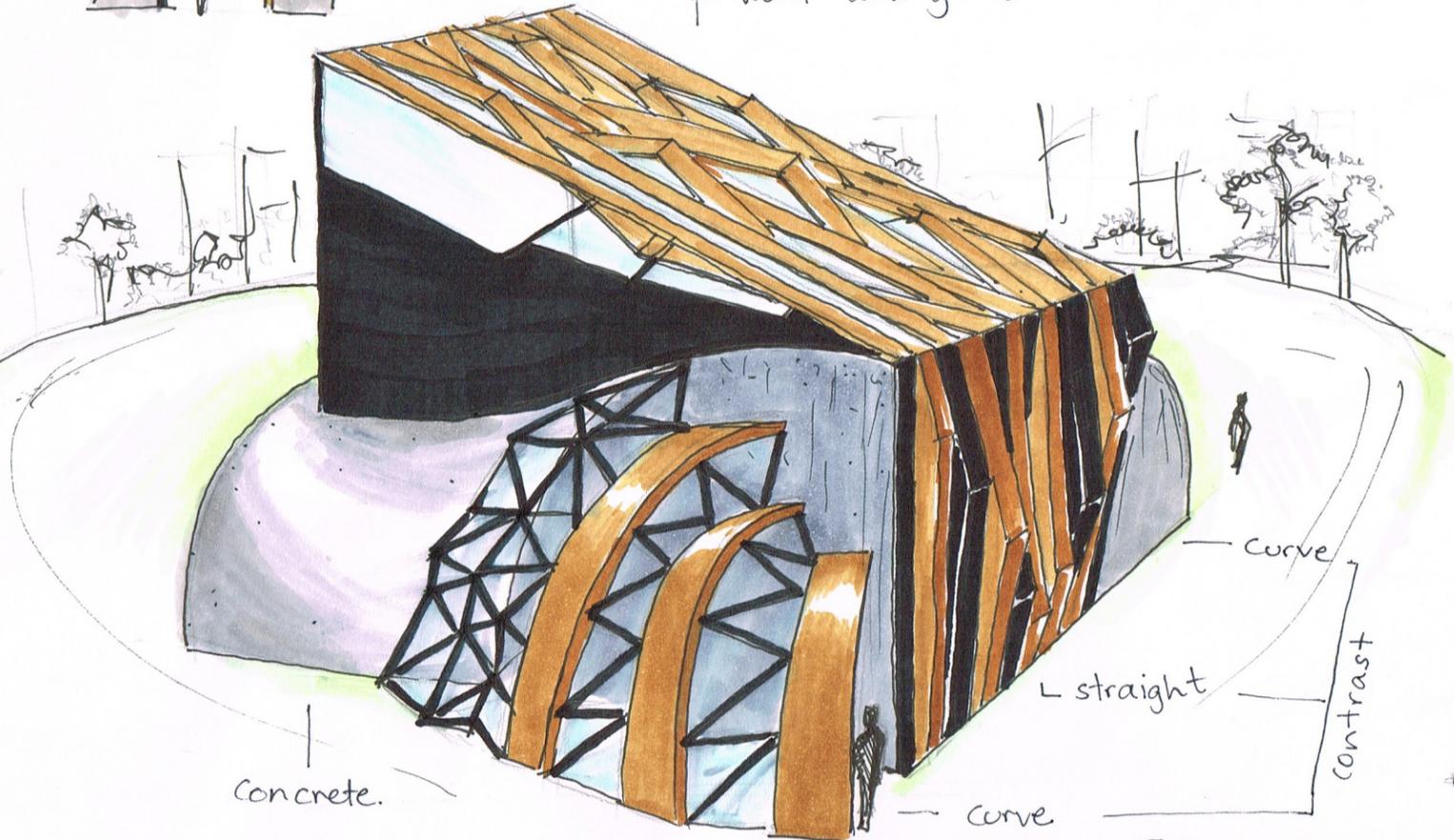
wood, glass, and concrete show contrast between classic and modern

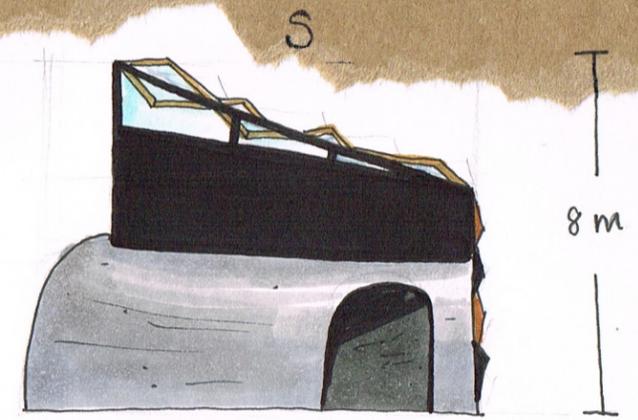
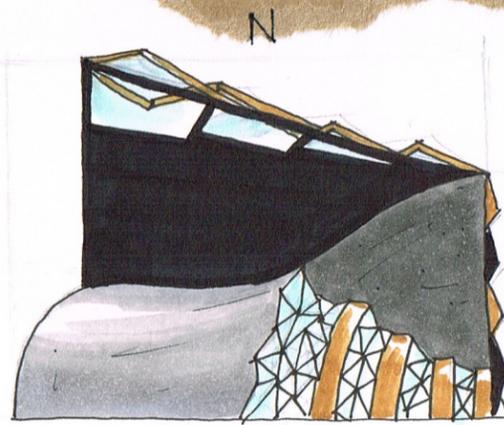
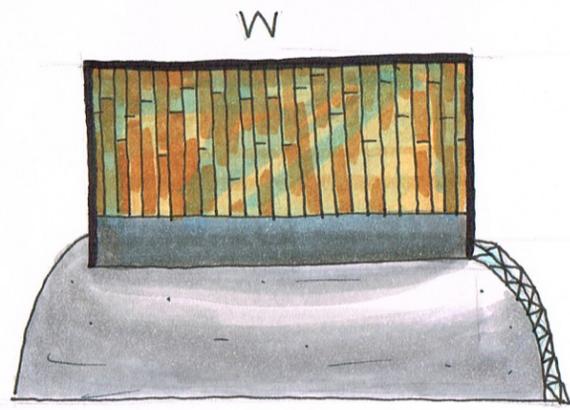


└ wood and glass

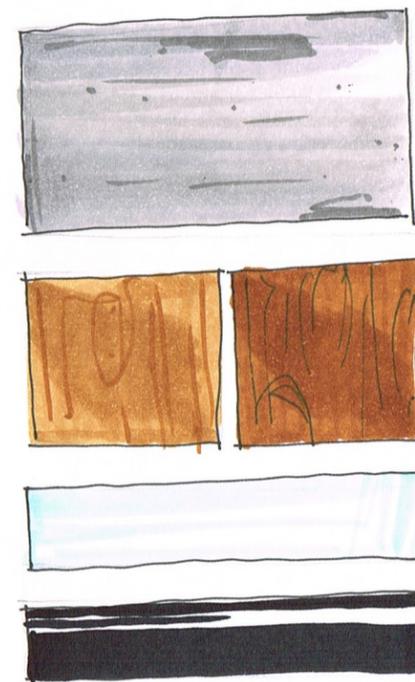
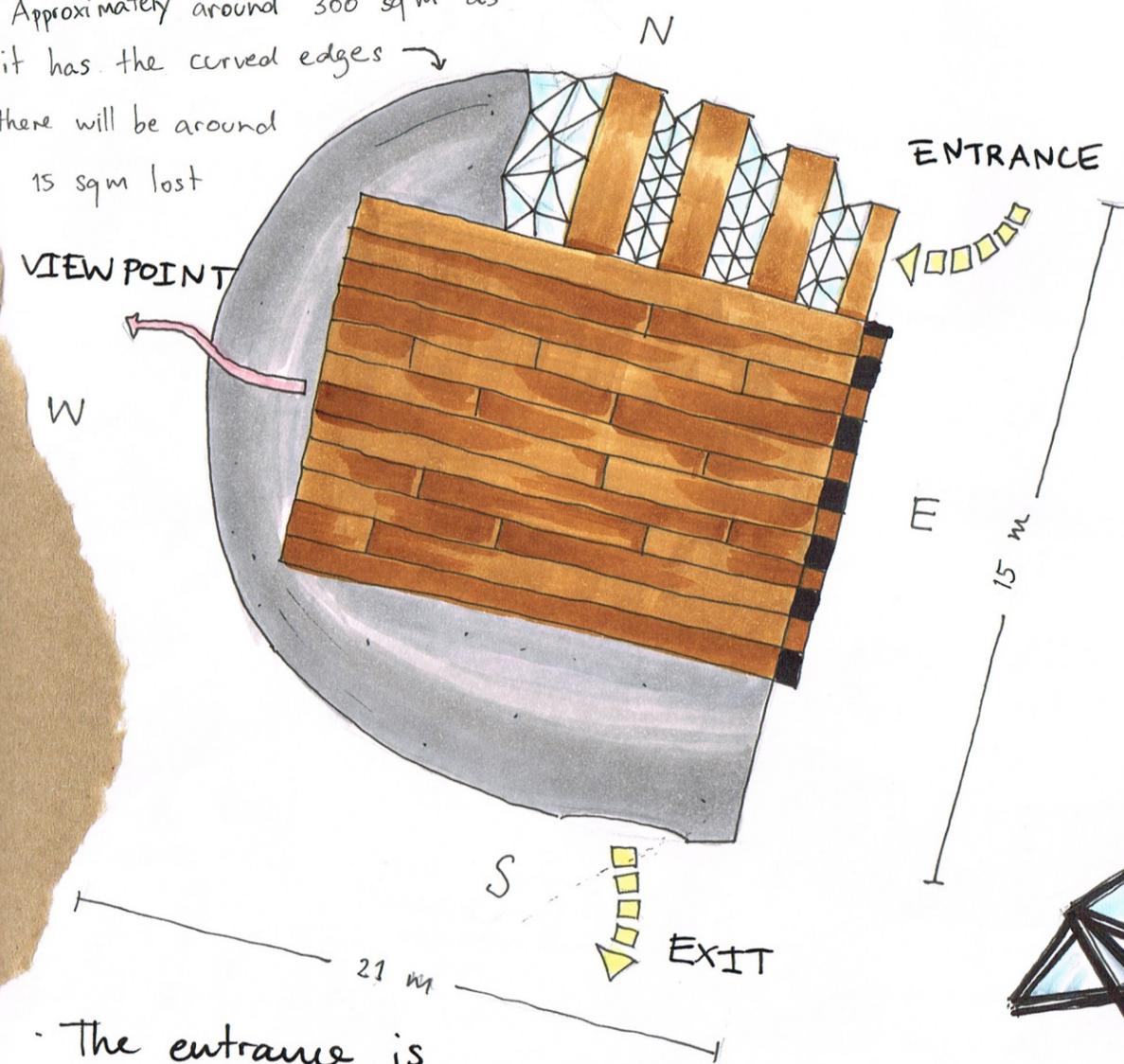


Dark/black steel gives the modern look

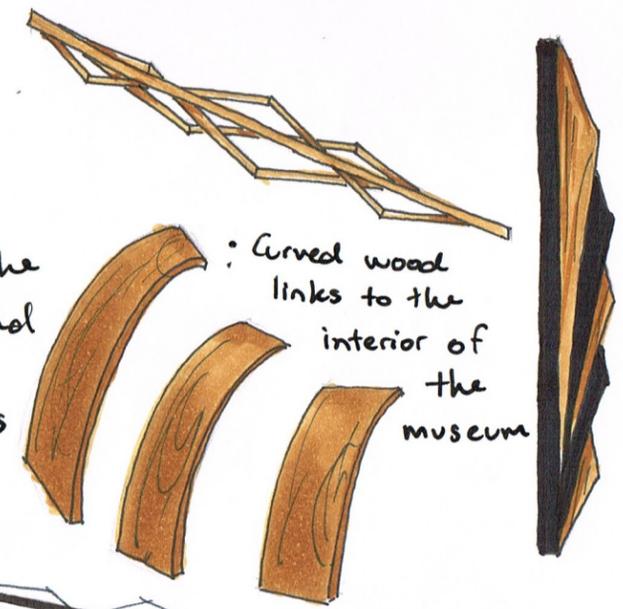




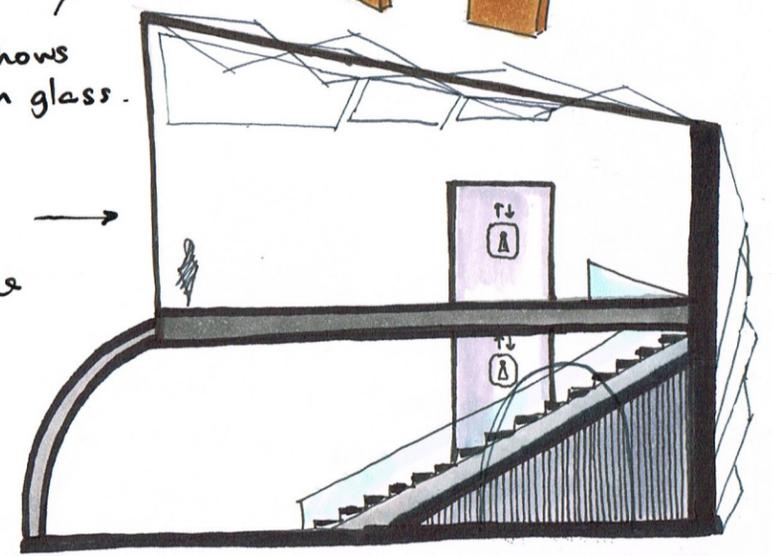
Approximately around 300 sqm as it has the curved edges there will be around 15 sqm lost



- The use of concrete to link to the exterior of the museum
- Giving the classic style
- The use of wood links to the interior of the museum and shows contrast with the concrete body and glass
- The use of glass brings in the contemporary look
- The dark steel shows contrast between glass.

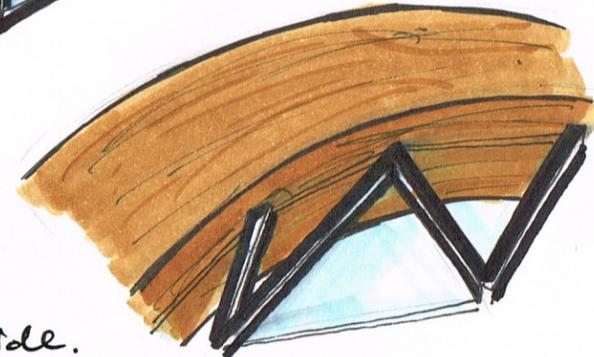
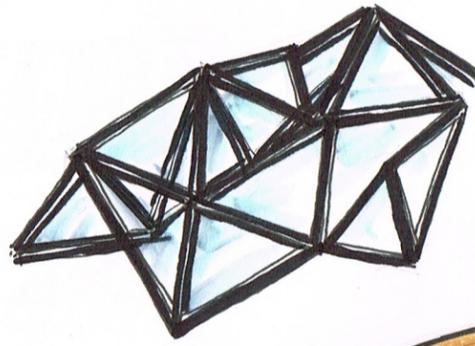


The pavilion has 2 floors with the staircase and elevator for disabled.



The entrance is on the north as it is the side connected to the museum

The exit on the south is opened to the grass field, hence the visitors can relax and take longer time on the field after being inside.



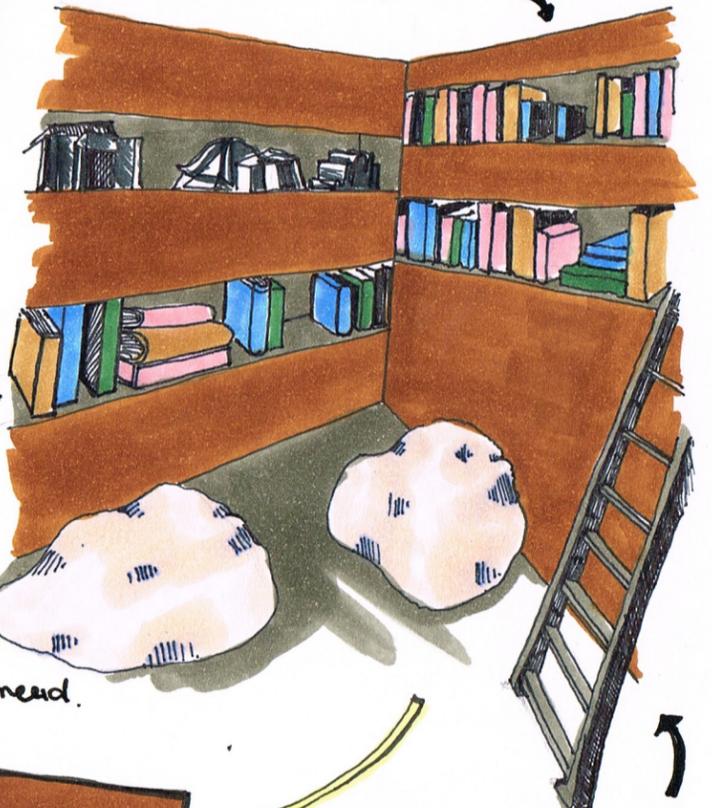
Using the steel as the link for pieces of glass and then link (embedded) into the main body wood.

boards  
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display  
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The bookshelf is wooden to link with the exterior outside.

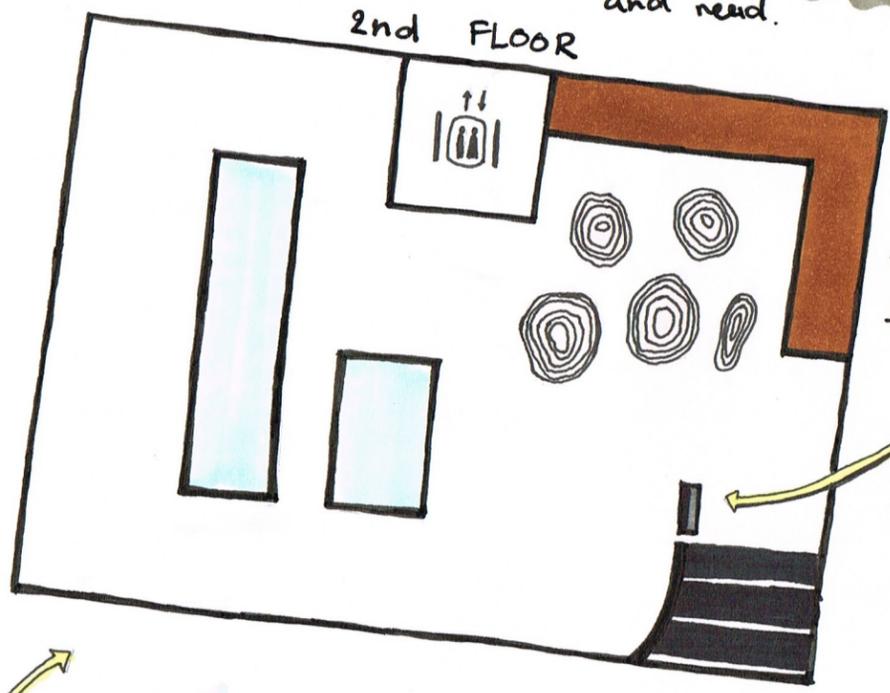
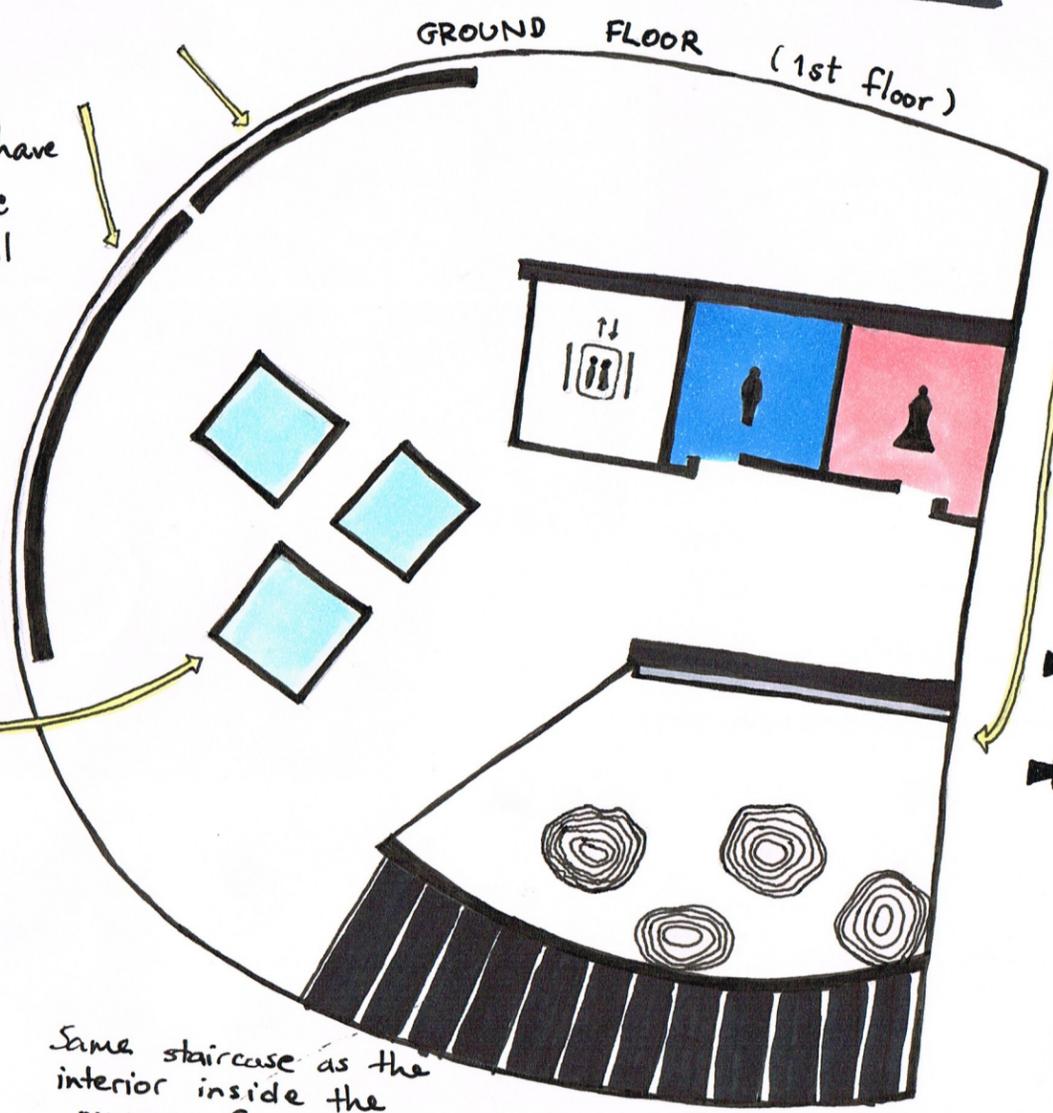


Dark room for showing documentary about Ian Athfield in film version, as well as his digital models.  
bean bags for visitors as seats.



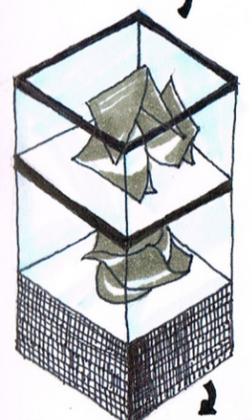
The boards have to be curve as the wall is curve

bean bags for visitors to sit and read.



The bookshelf in the corner provides for visitors to read books and find out about architects.

Glass block



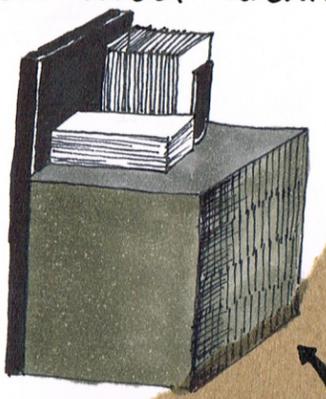
For display the physical models

Same staircase as the interior inside the museum for linking

placed along the curve of the building

The glass window is open out for the view

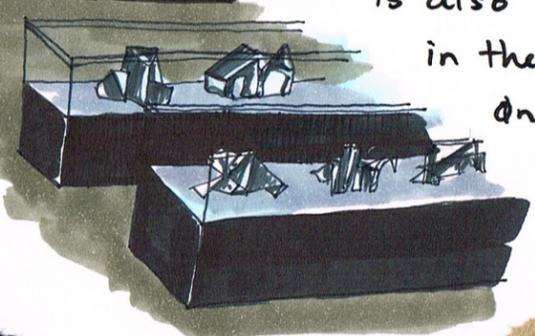
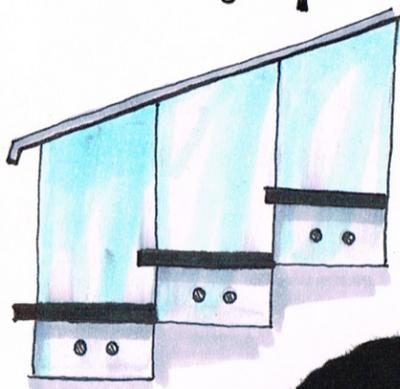
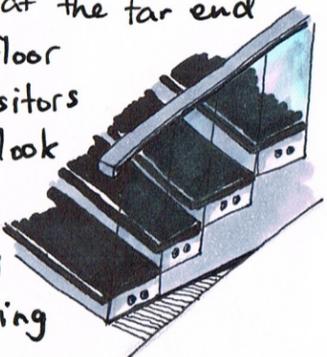
The collection of physical models by Ian Athfield is also shown in the glass stand on level 2.



stand for leaflets or pamphlets that visitors can take home

information about Ian Athfield, his work, this pavilion, and the museum.  
placed at the exit from the stair so that visitor can spend time upstairs reading them as option.

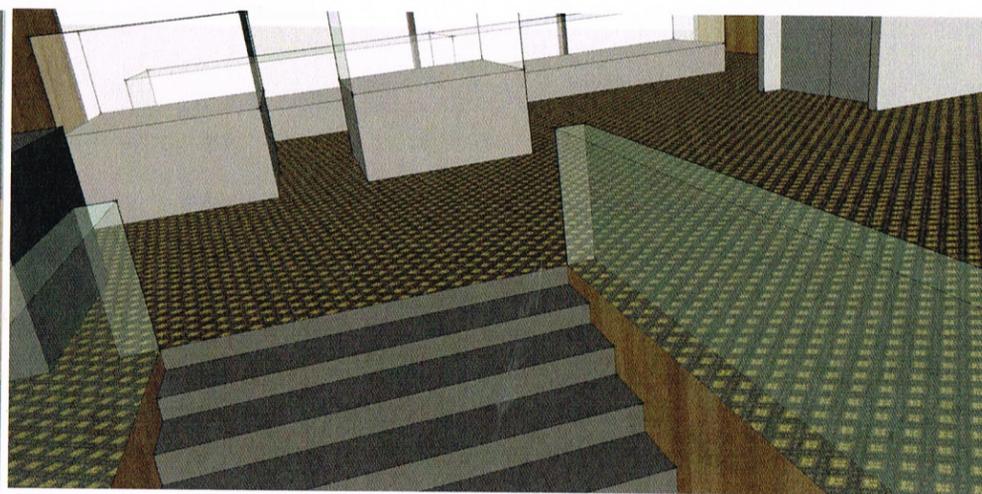
placed at the far end 1st floor the visitors have a look through anything more going stair



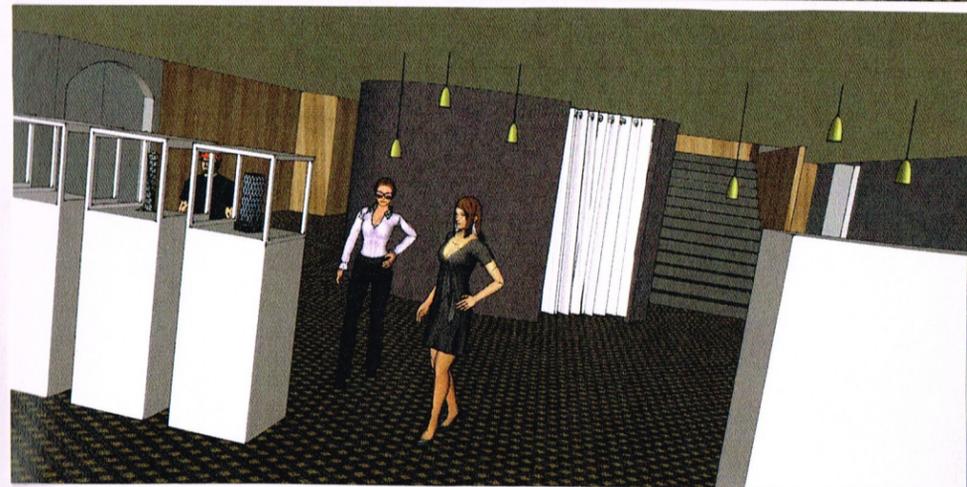
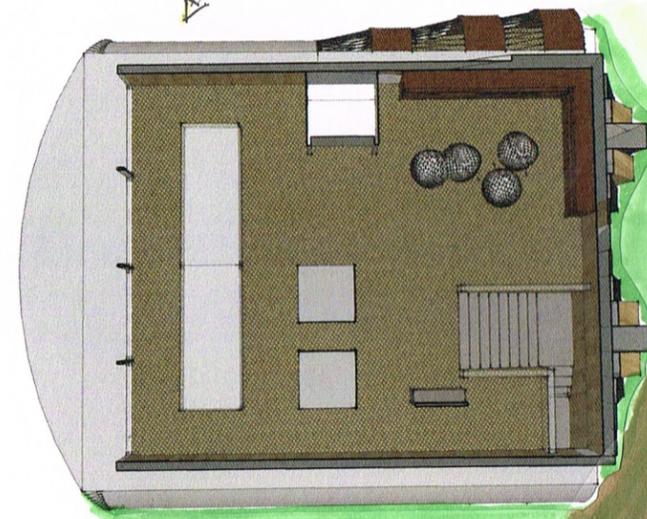
Reading corner for visitors



the first view when going upstairs



Second floor plan



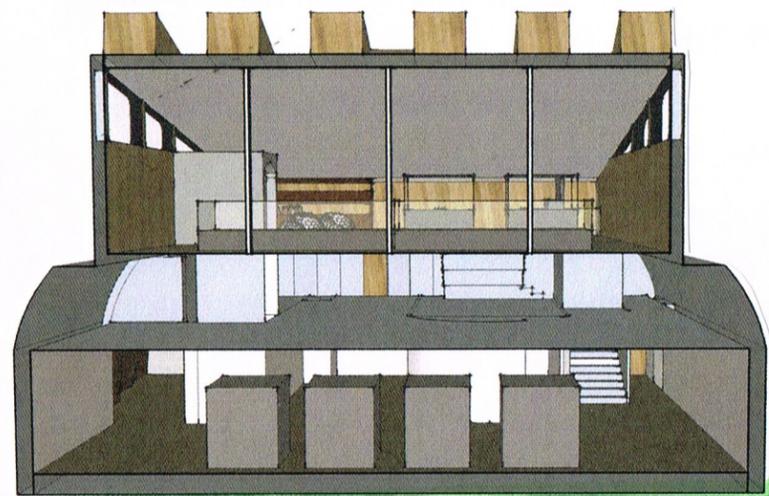
1st floor

- Displayed physical models
- Dark room for documentary film
- Elevator
- Male, Female, disabled bathrooms
- Displayed information boards.

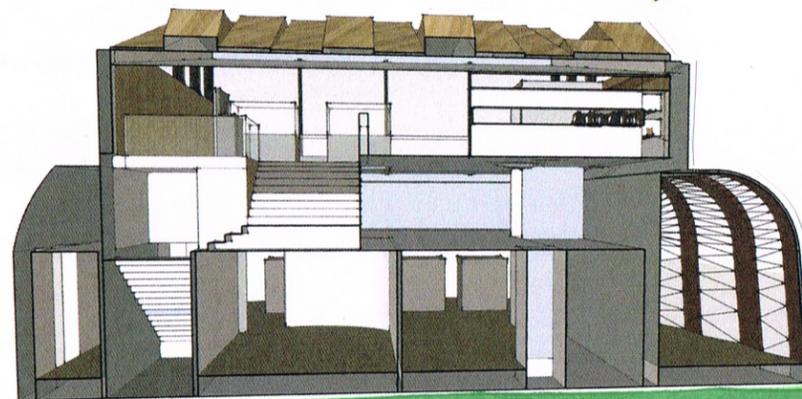
2nd floor

- Larger displayed physical models
- Handouts for information
- Reading corner
- View point
- Elevator

Western section view



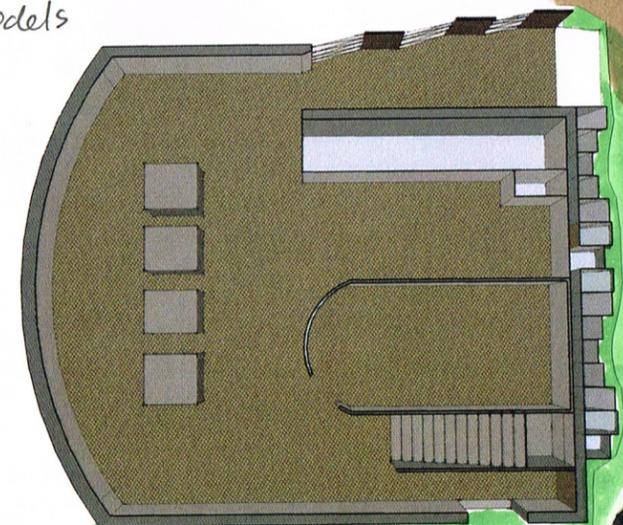
Eastern section view

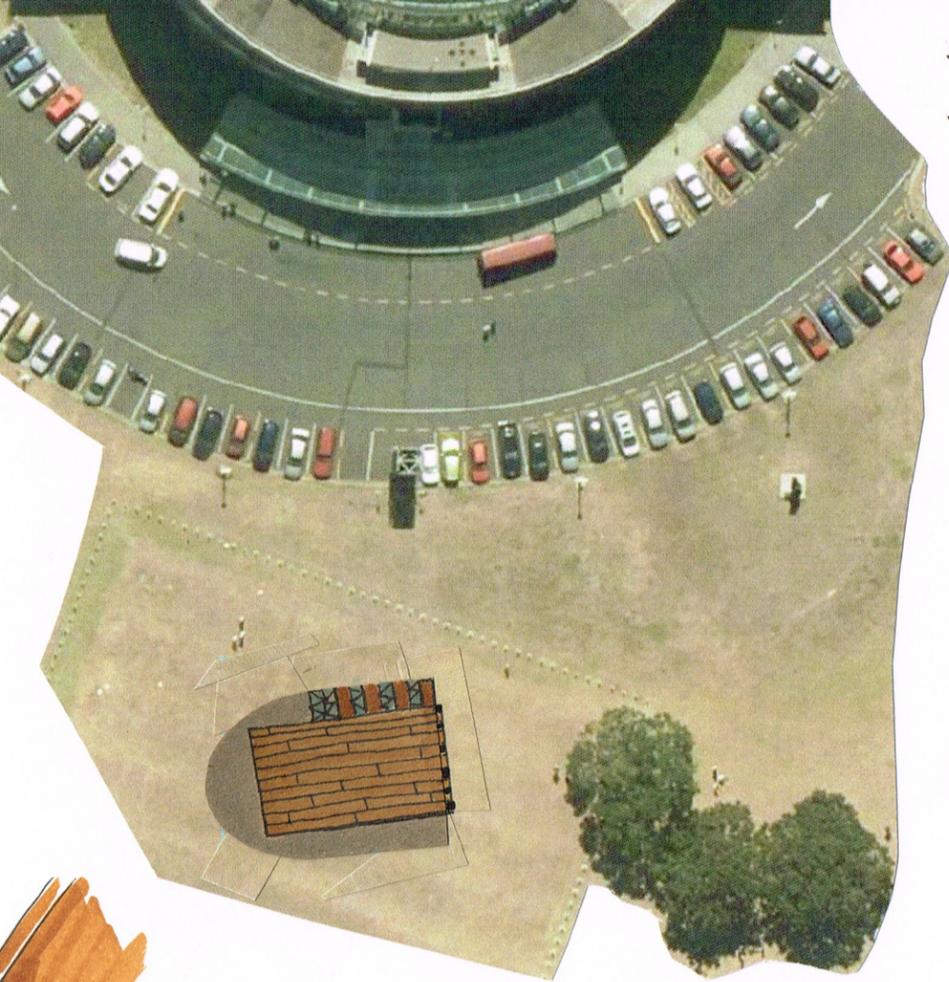


Displayed space on the first floor.

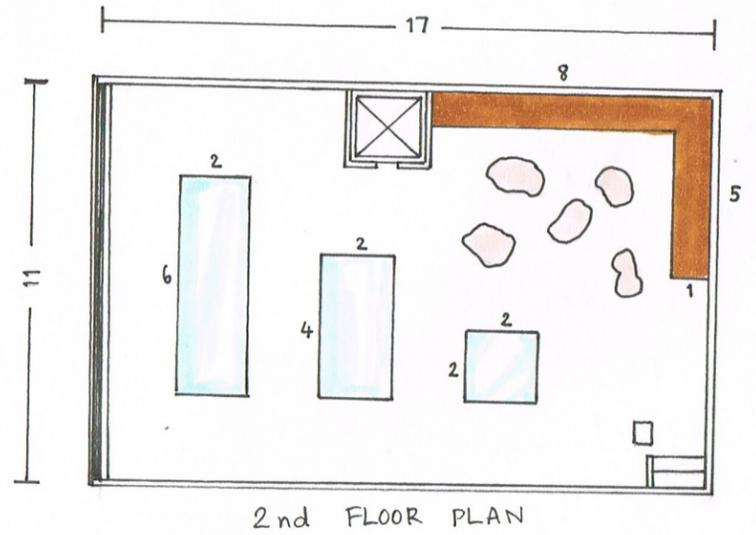
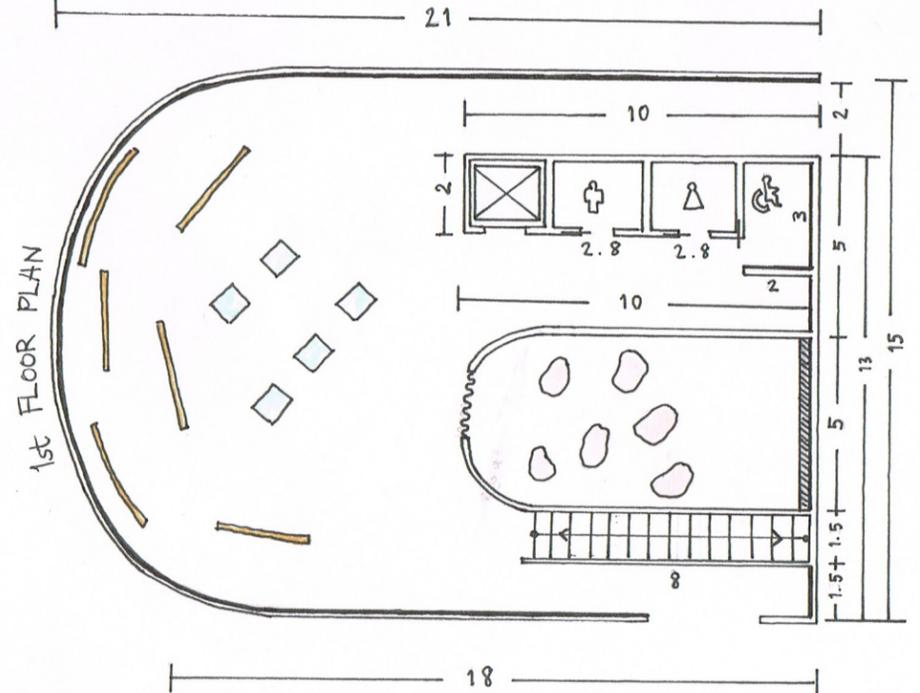


First floor plan

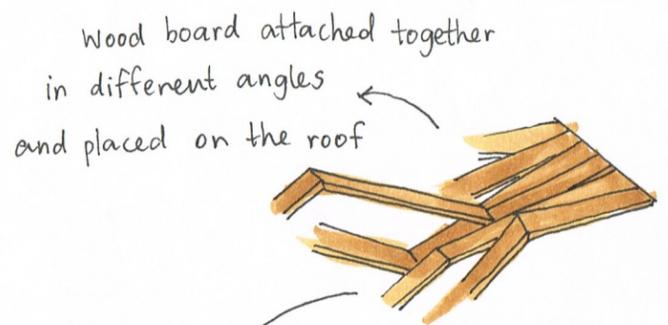
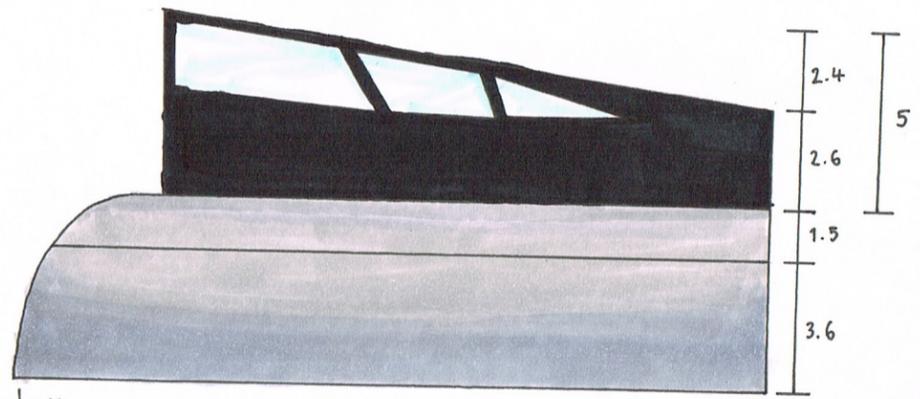
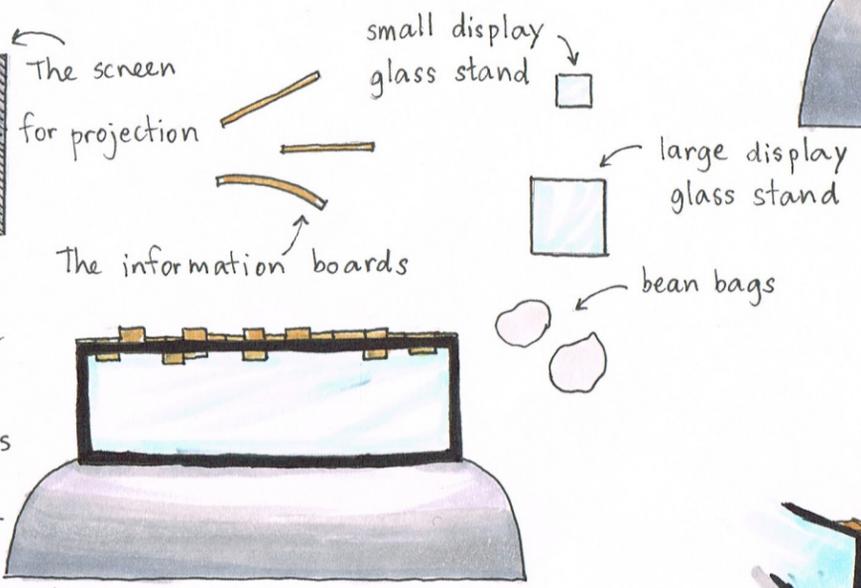
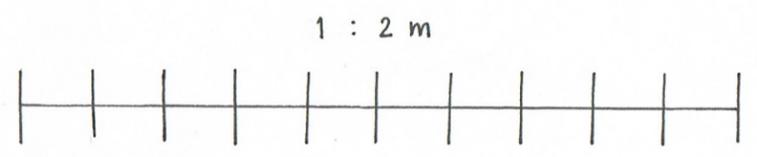
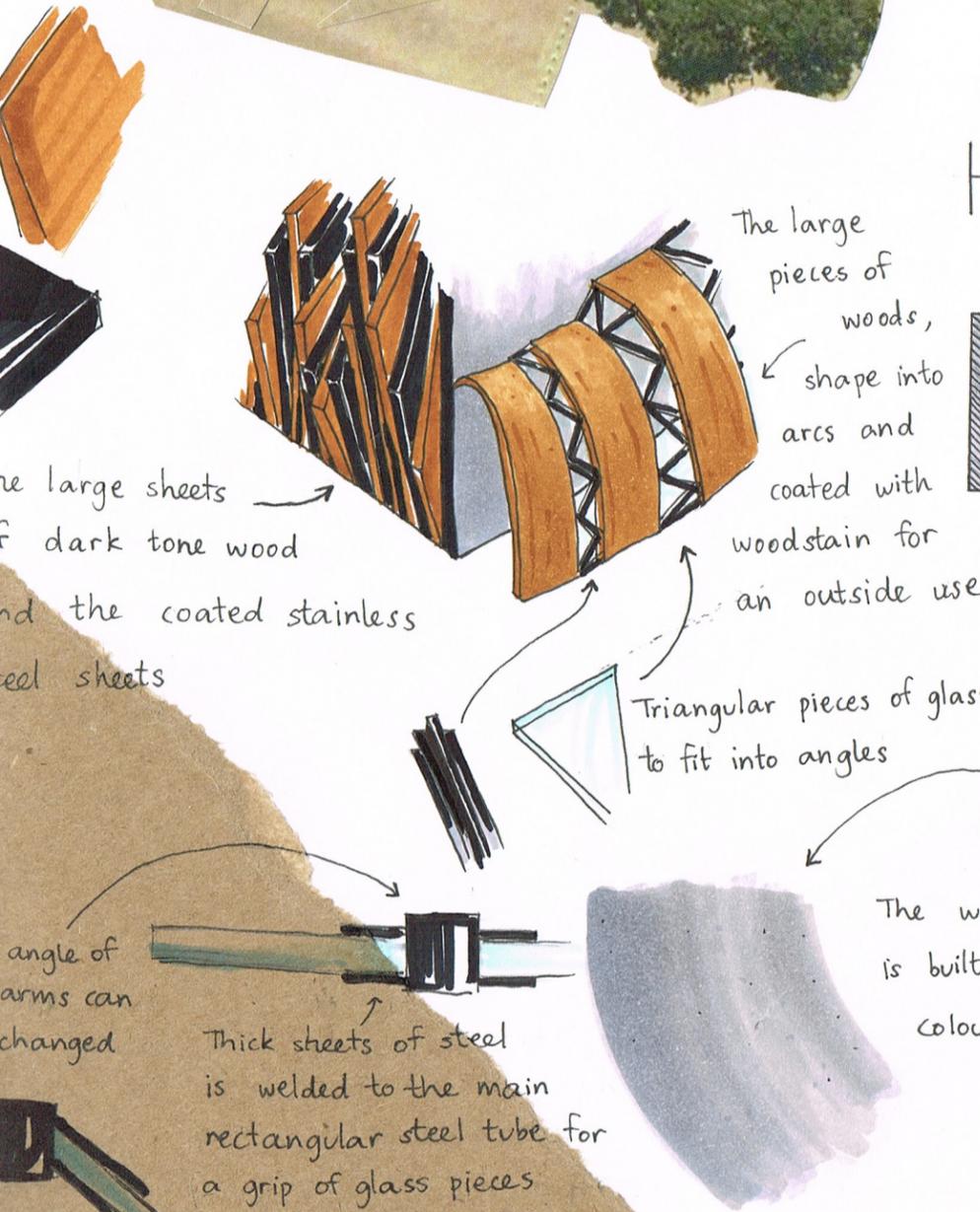




- Display small physical models in the small display glass stands
- Display information about Ian Athfield and his work on the boards
- Project the film and video onto the screen in the dark room



- The corner for reading and exploring from books
- The big or collection of physical models are displayed in the large display glass stands.
- The large window as the view point.



The wall of the ground floor is built in concrete without colour on top

The wall of second floor is concrete that is painted in black