

No part of the candidate's evidence in this exemplar material  
may be presented in an external assessment for the purpose  
of gaining an NZQA qualification or award.

# **OUTSTANDING SCHOLARSHIP EXEMPLAR**



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

**QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!**

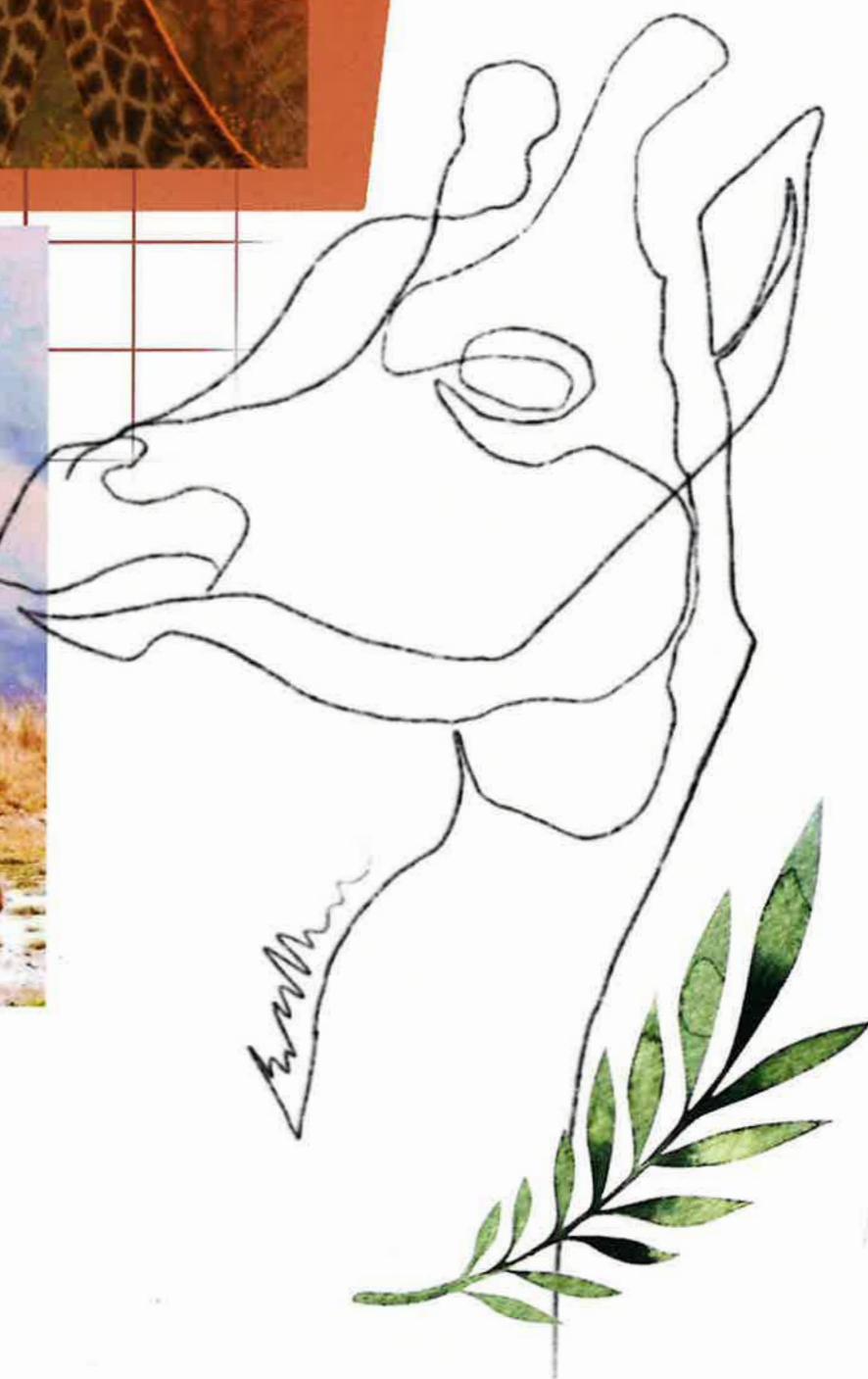
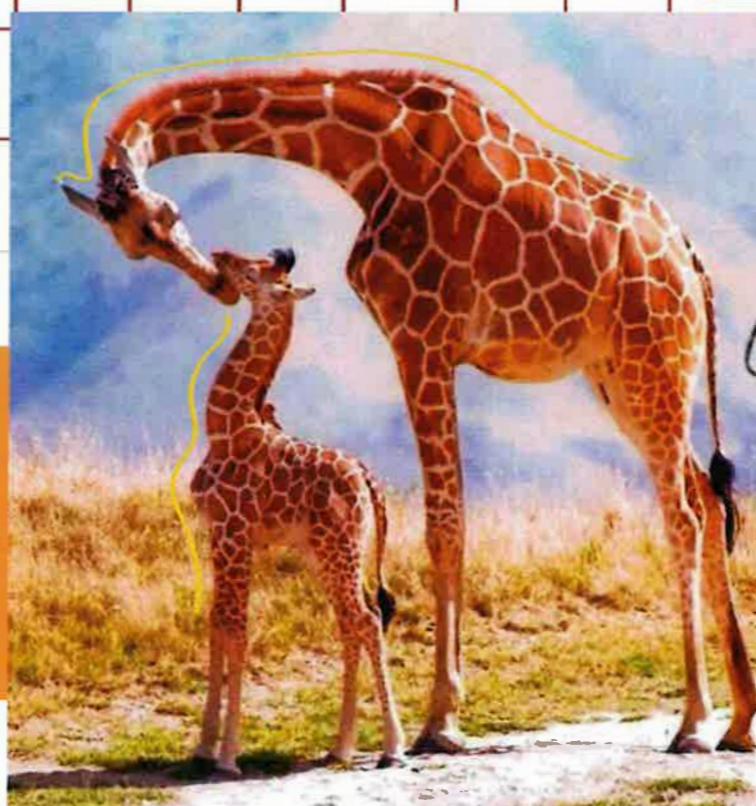
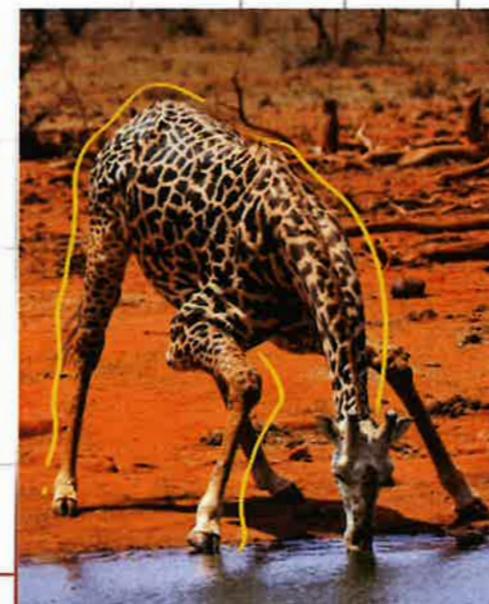
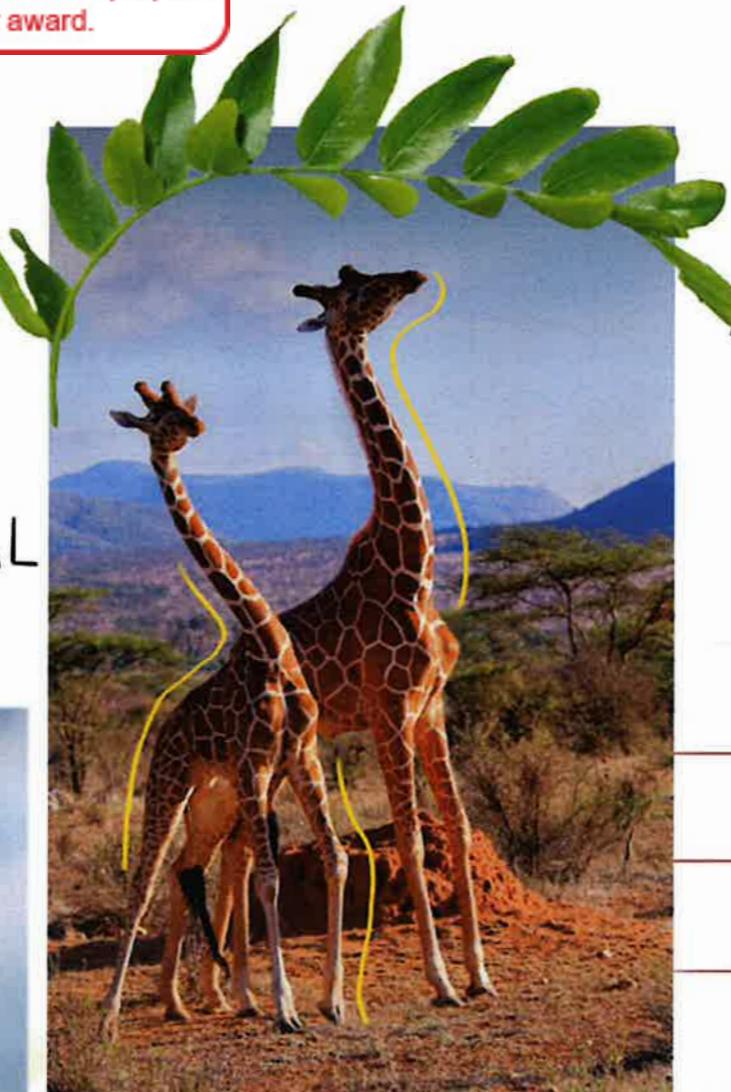
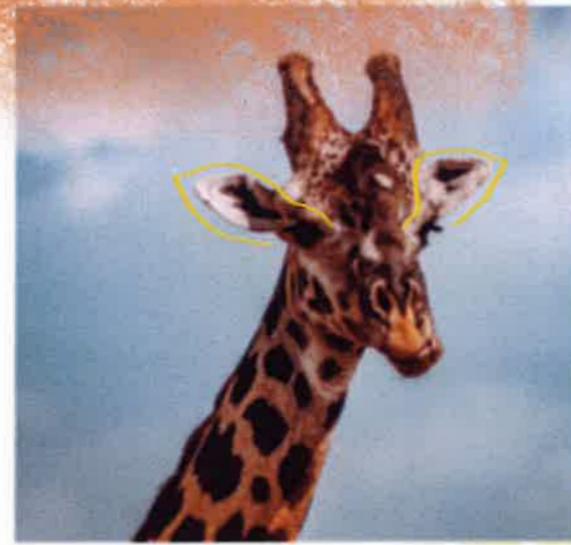
**Scholarship 2022**

**Design and Visual Communication**

No part of the candidate's evidence in this exemplar material  
may be presented in an external assessment for the purpose  
of gaining an NZQA qualification or award.

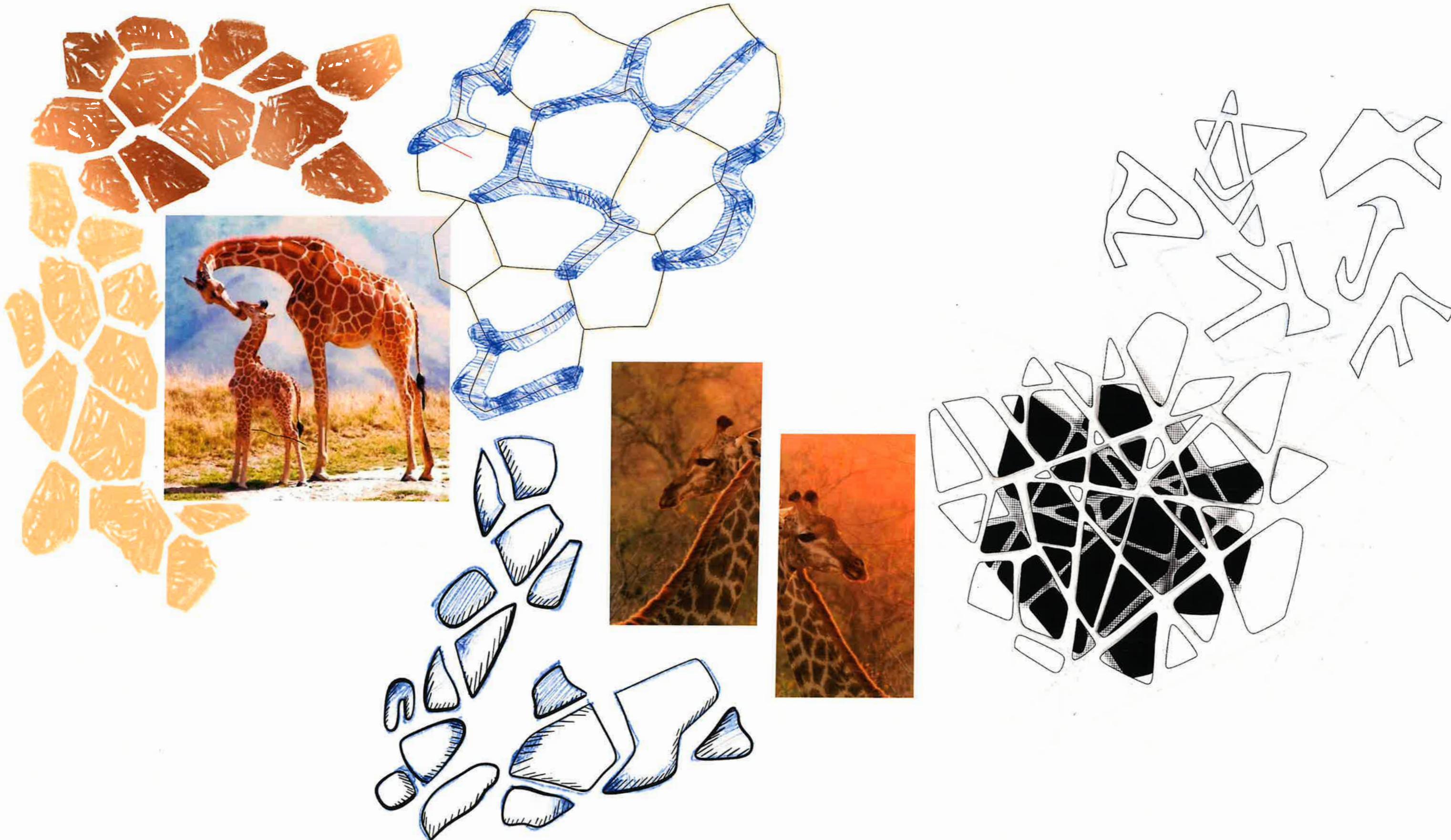
# Giraffe

WILD ANIMAL



# OBSERVATIONAL DRAWING

## PATTERN

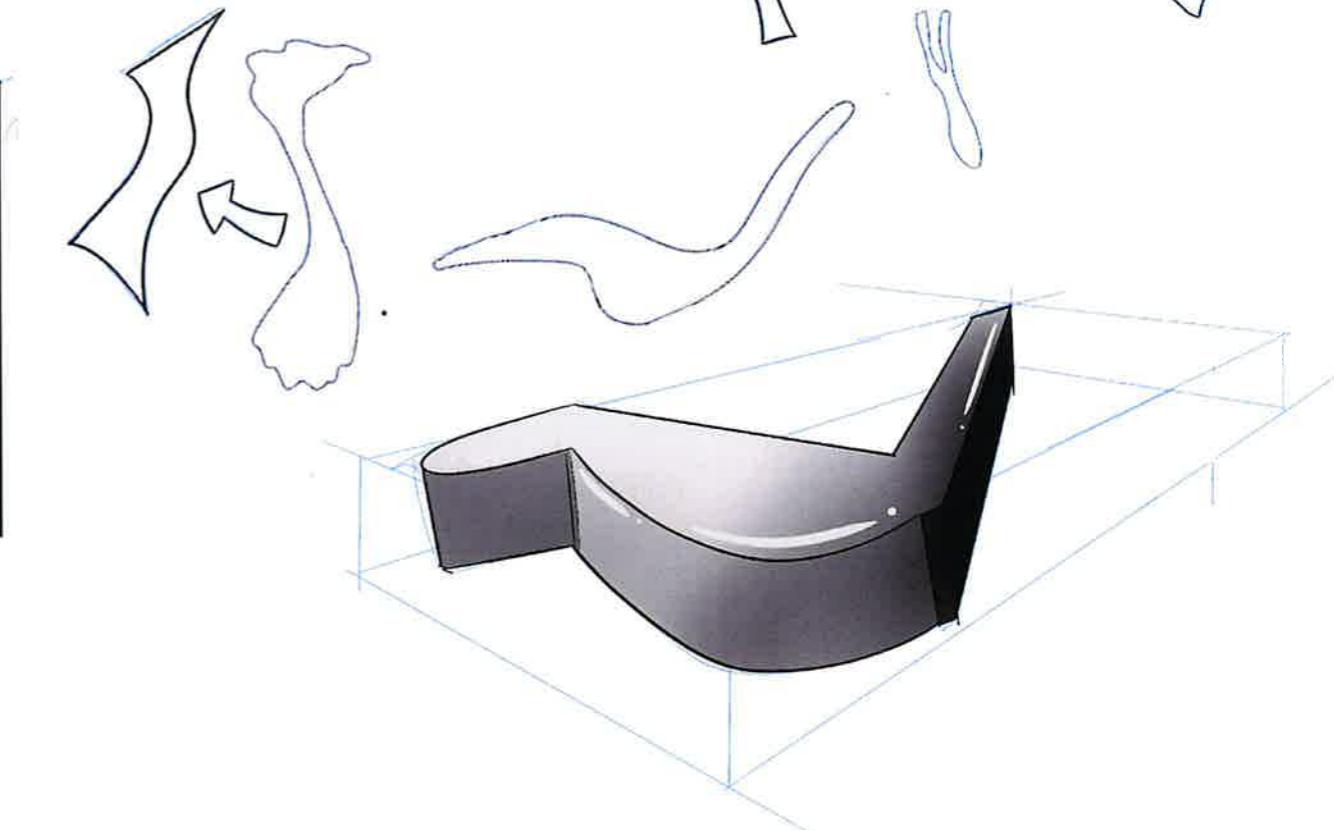
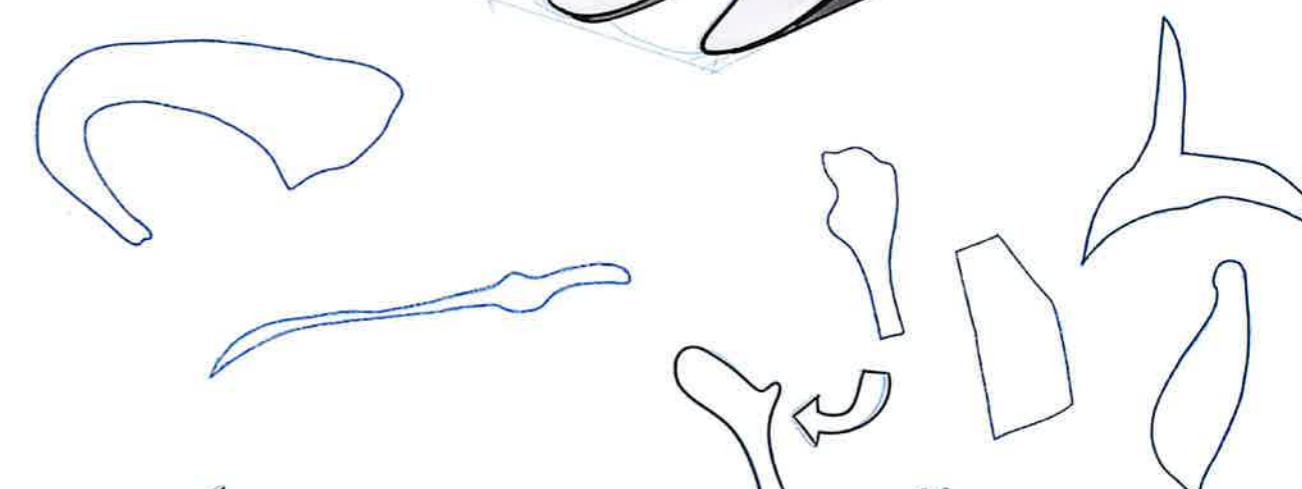
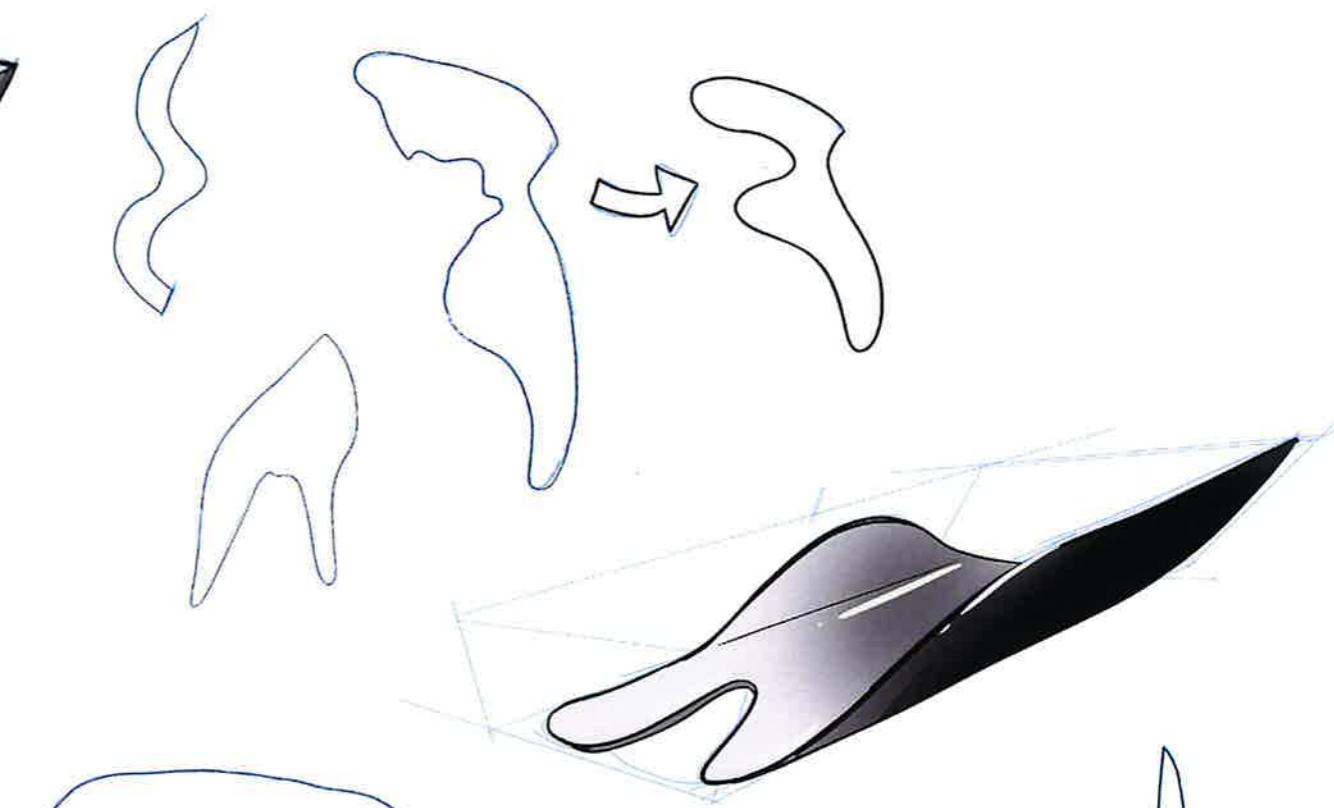
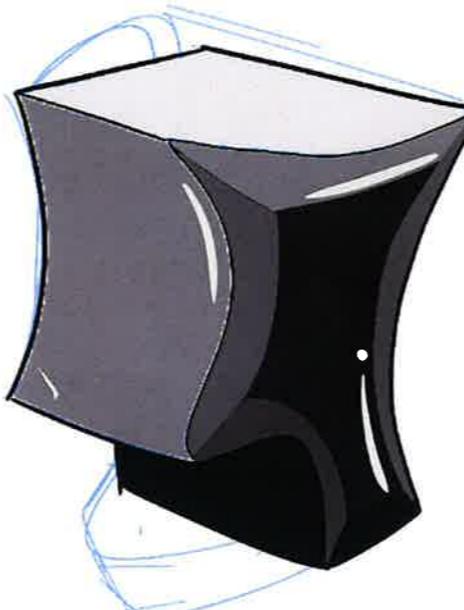
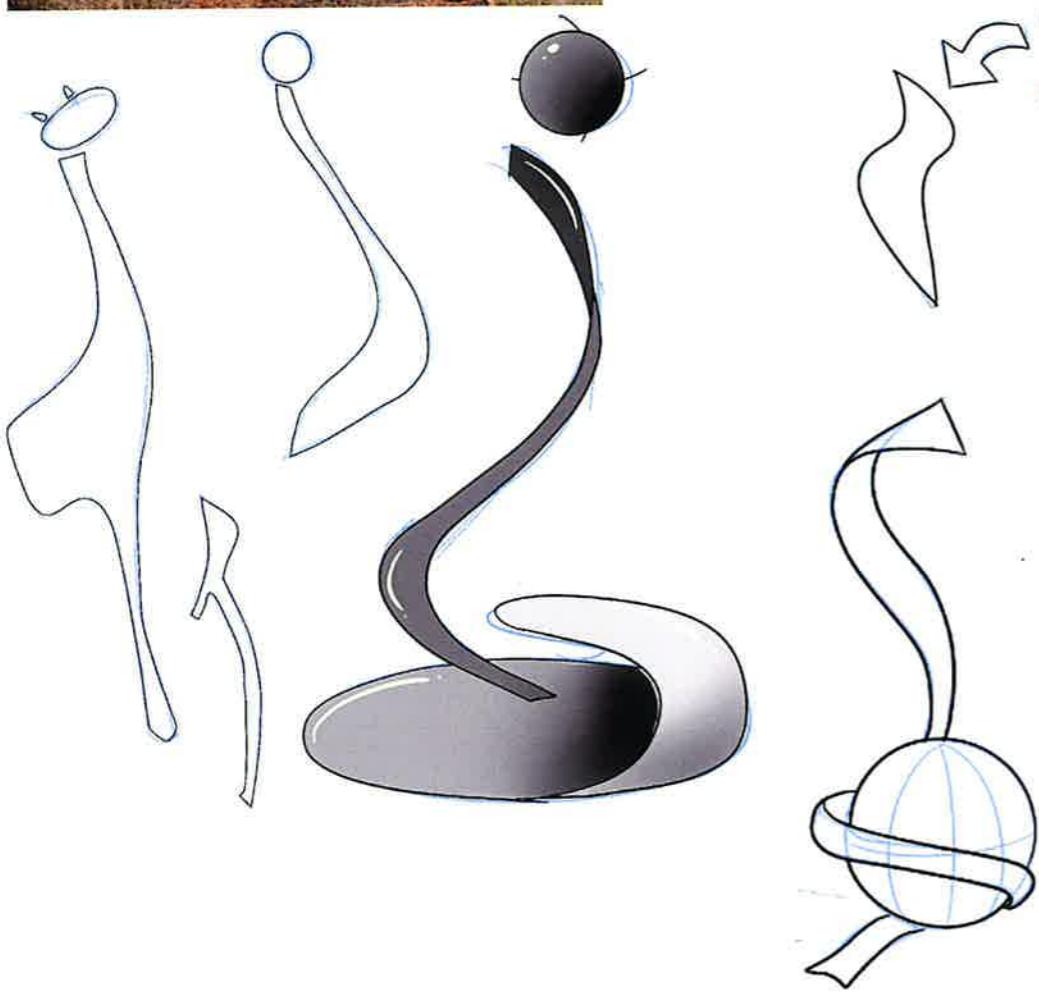
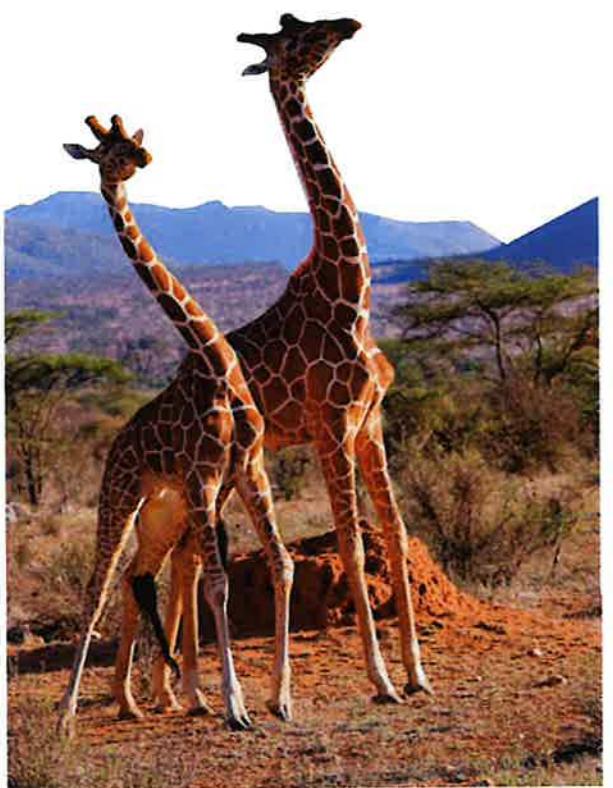


# OBSERVATIONAL DRAWING

## HEAD & EYES

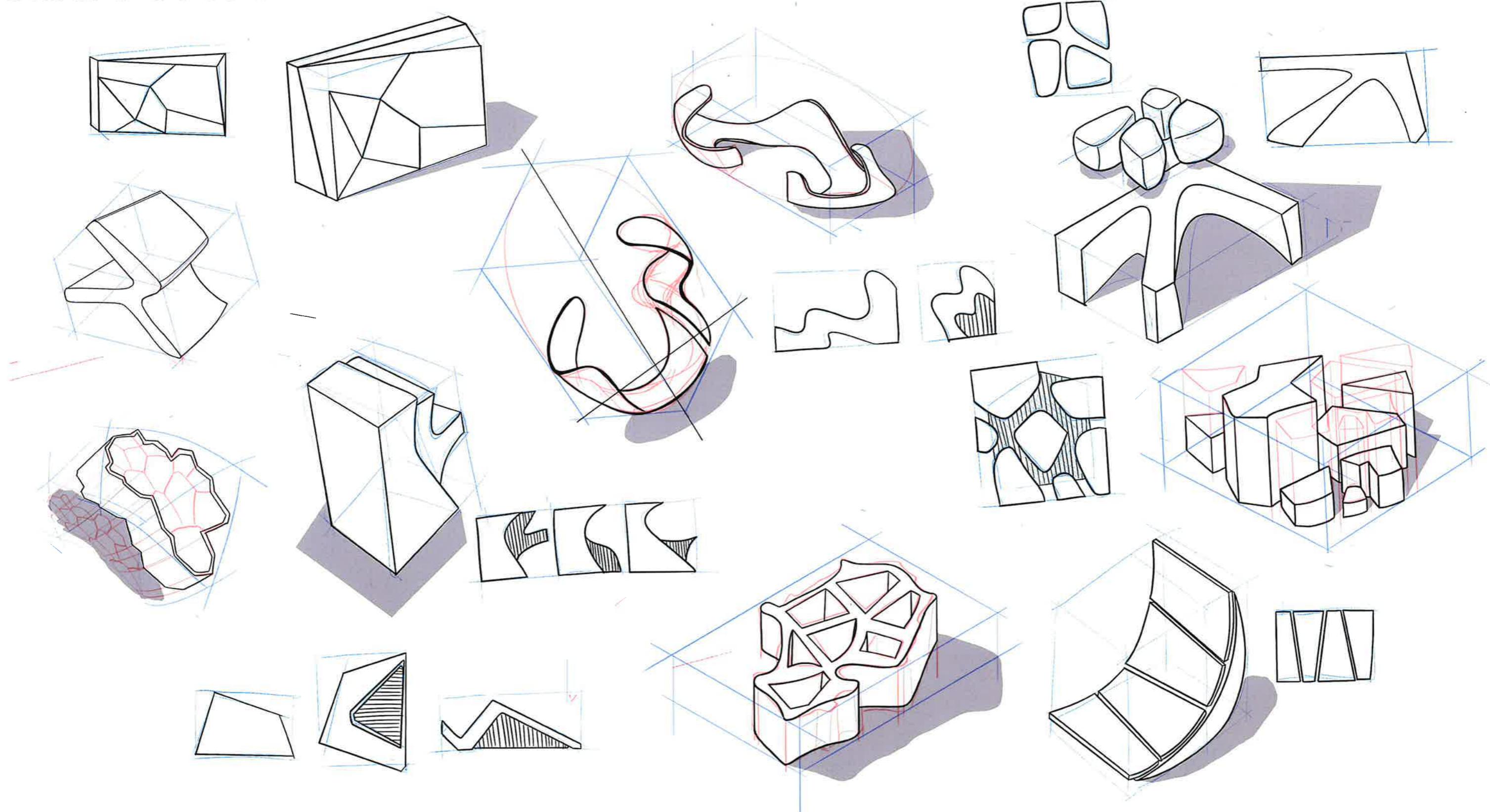


# IDEATION SHAPE STUDY-BODY



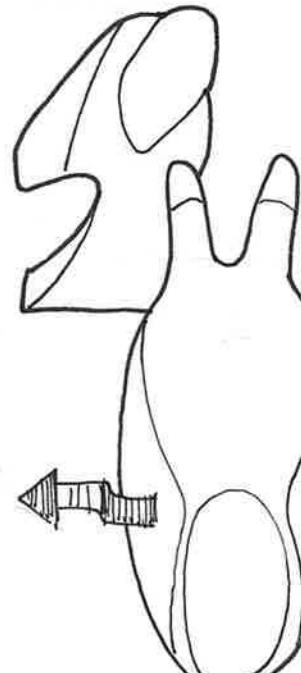
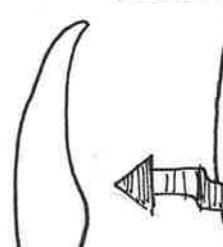
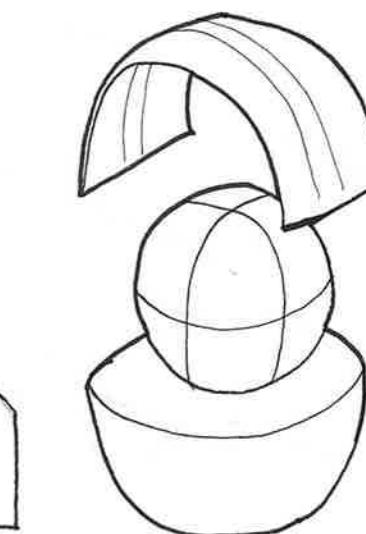
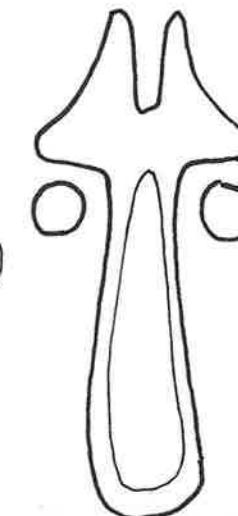
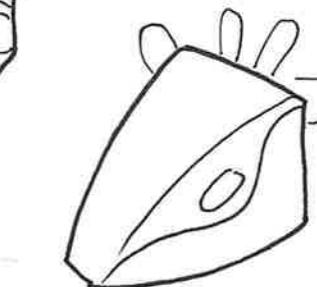
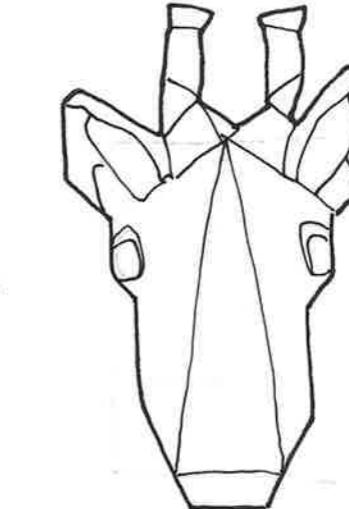
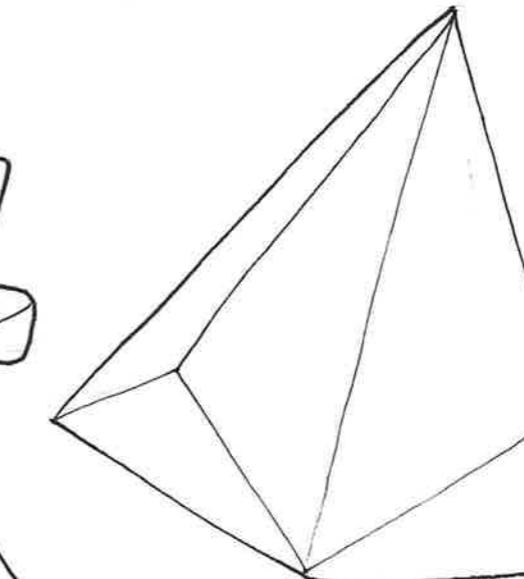
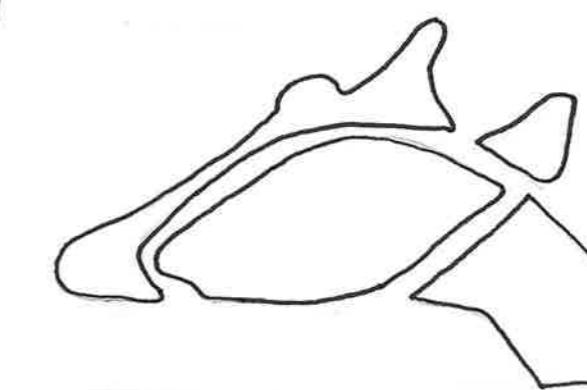
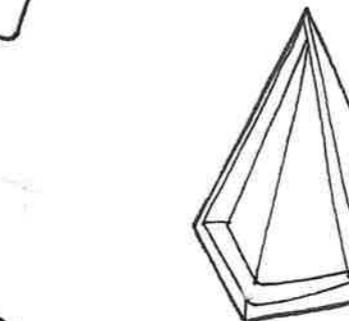
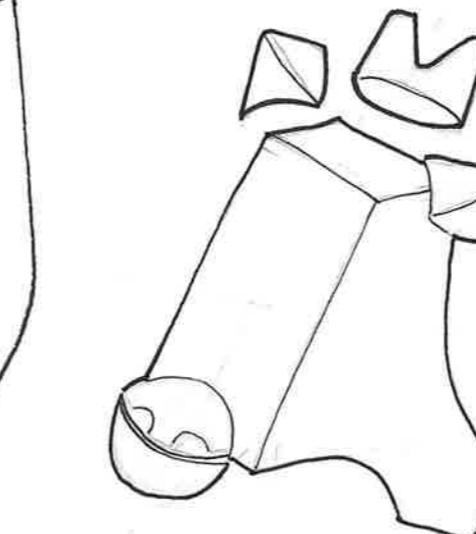
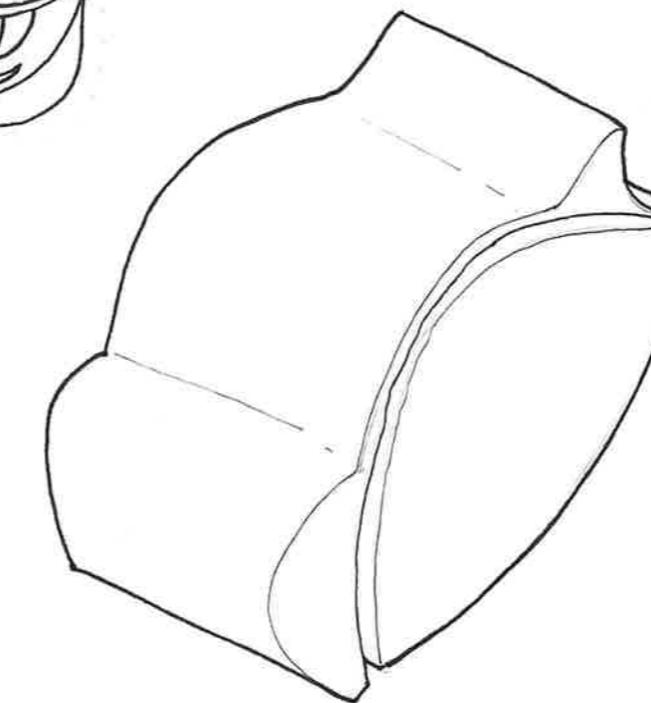
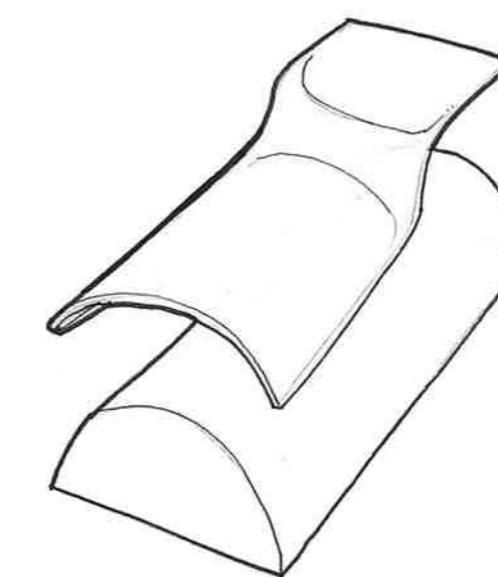
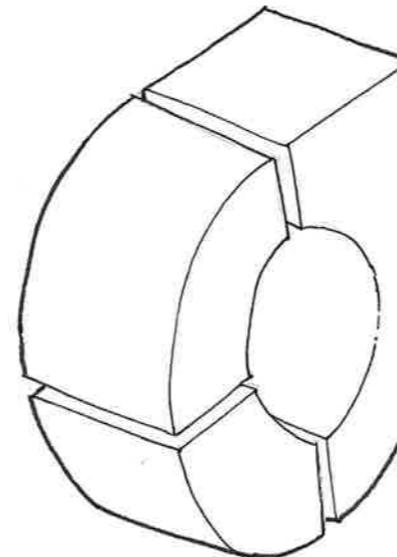
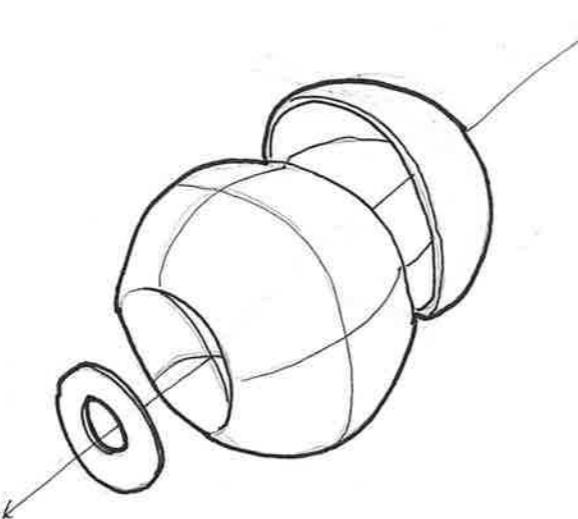
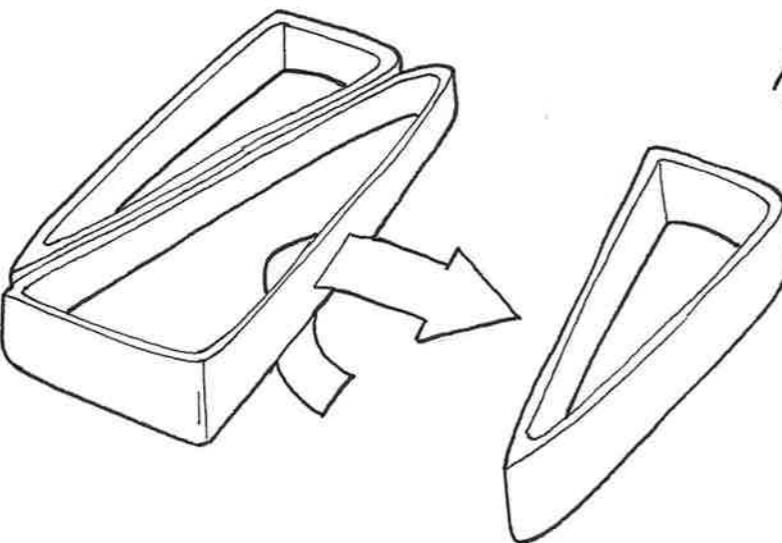
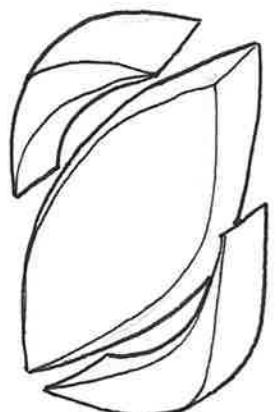
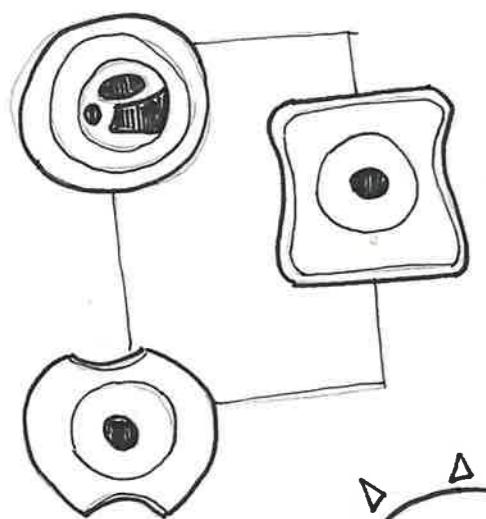
# **IDEATION 2**

## **SHAPE STUDY-BODY PATTERN**



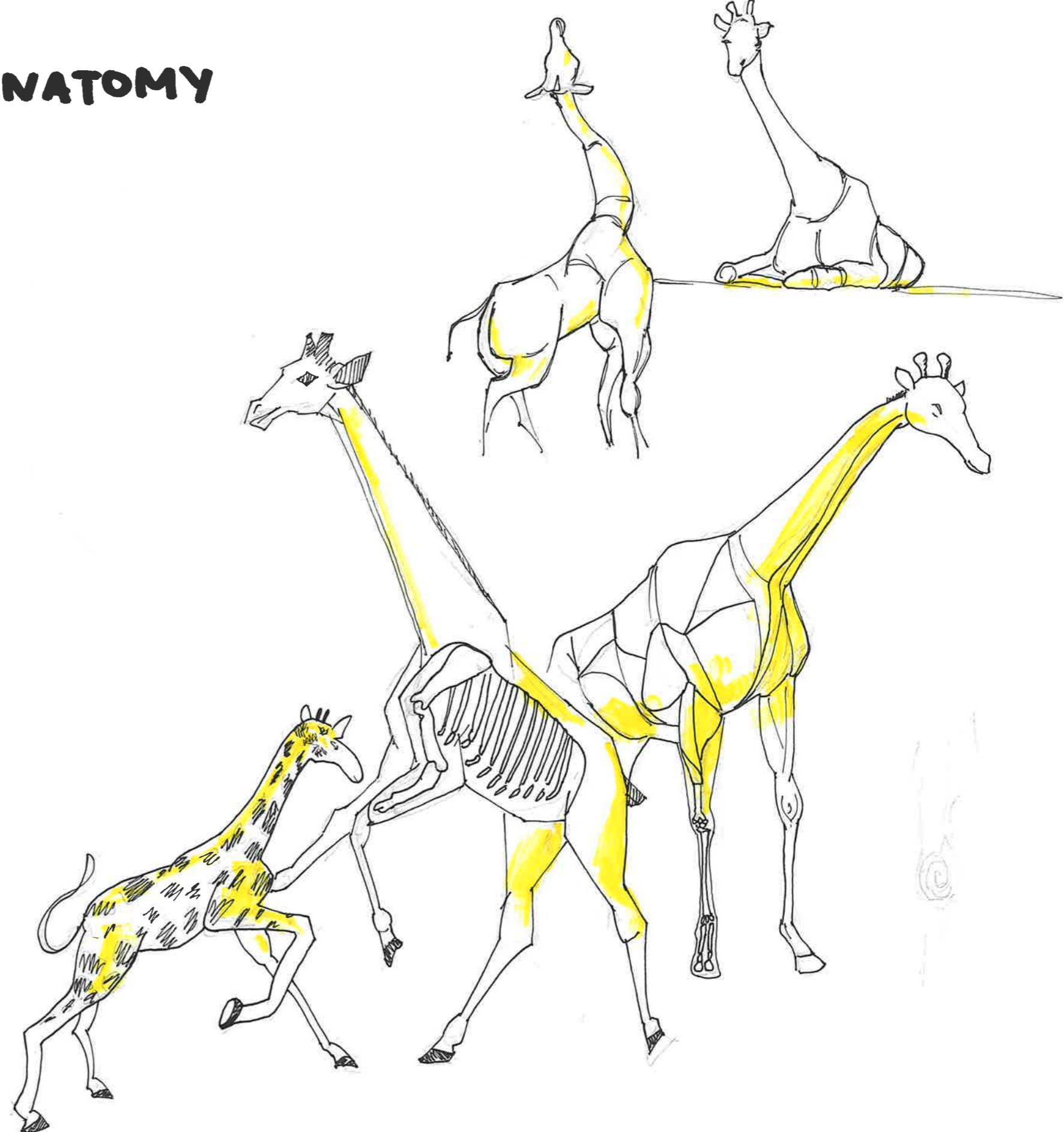
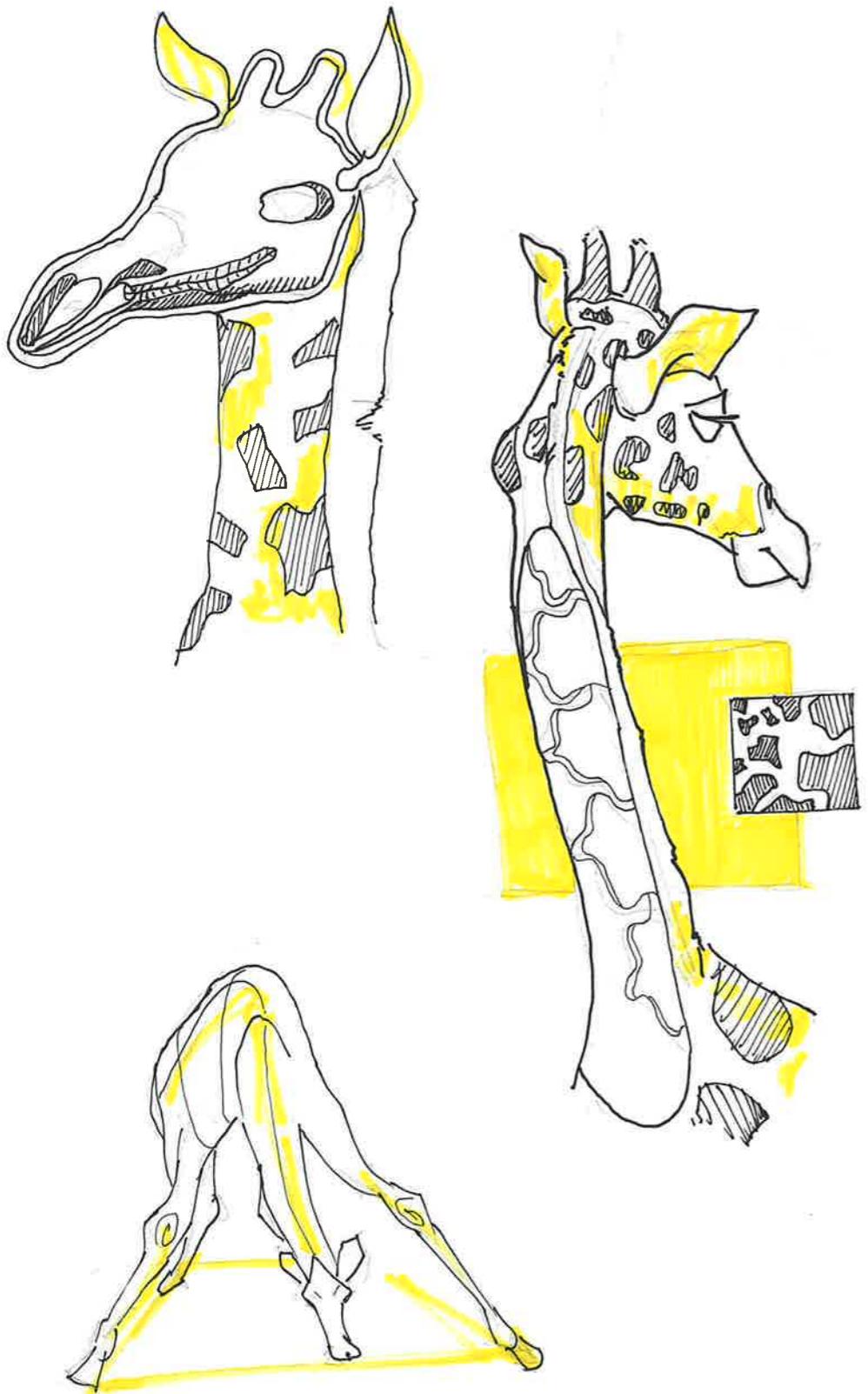
# IDEATION 3

DECONSTRUCTION - EYE & FACE



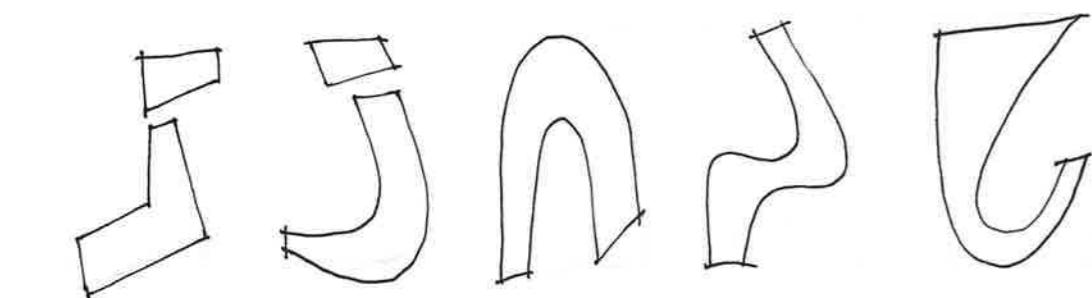
# IDEATION 4

## SUBJECT DESTRUCTION: GIRAFFE ANATOMY

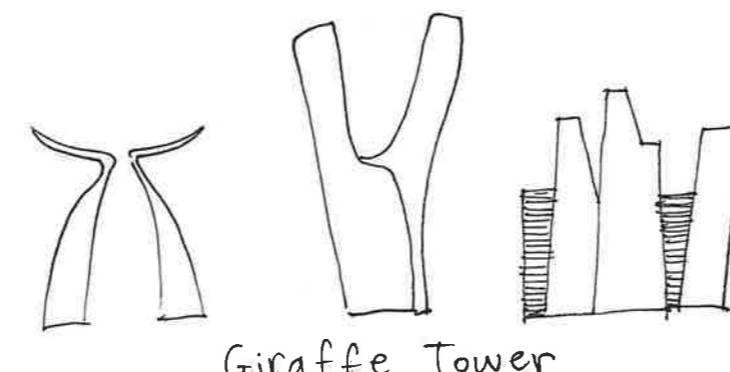
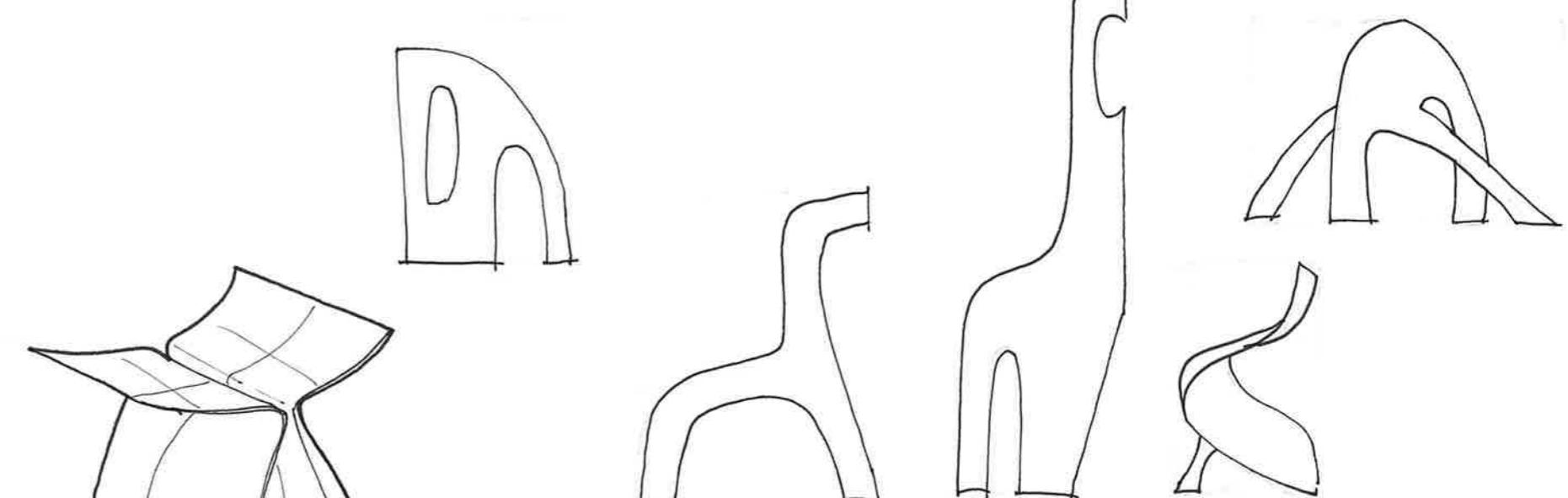
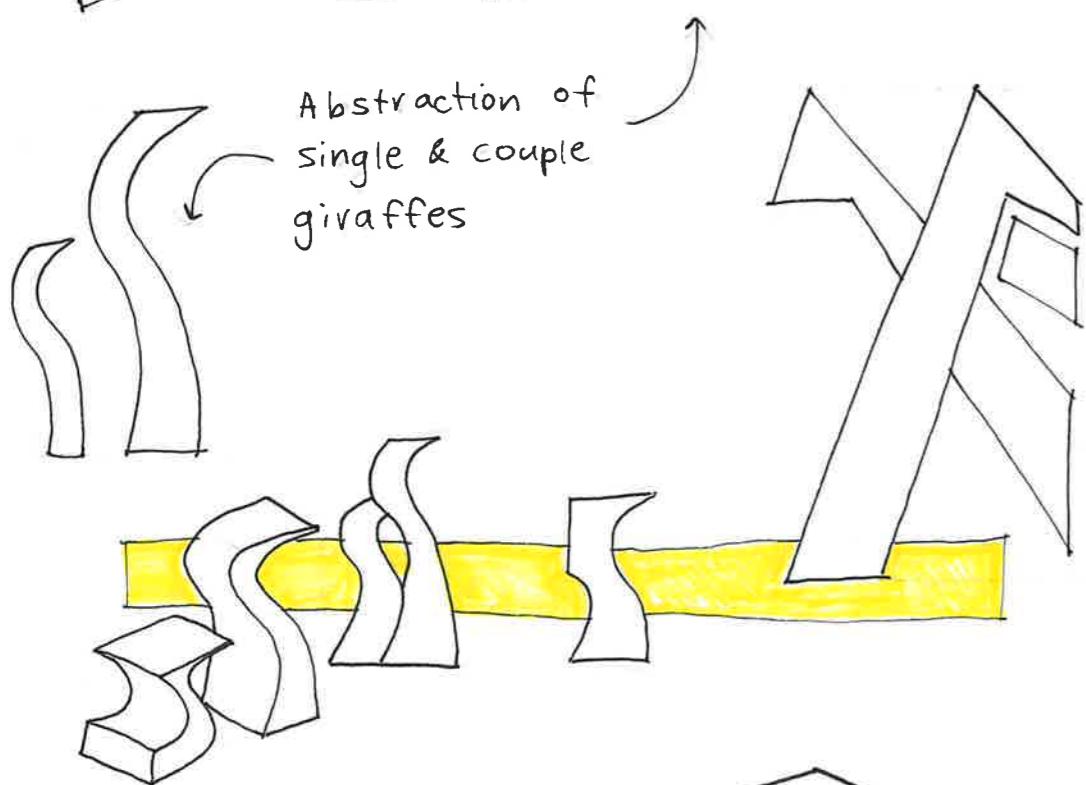


# IDEATION 5

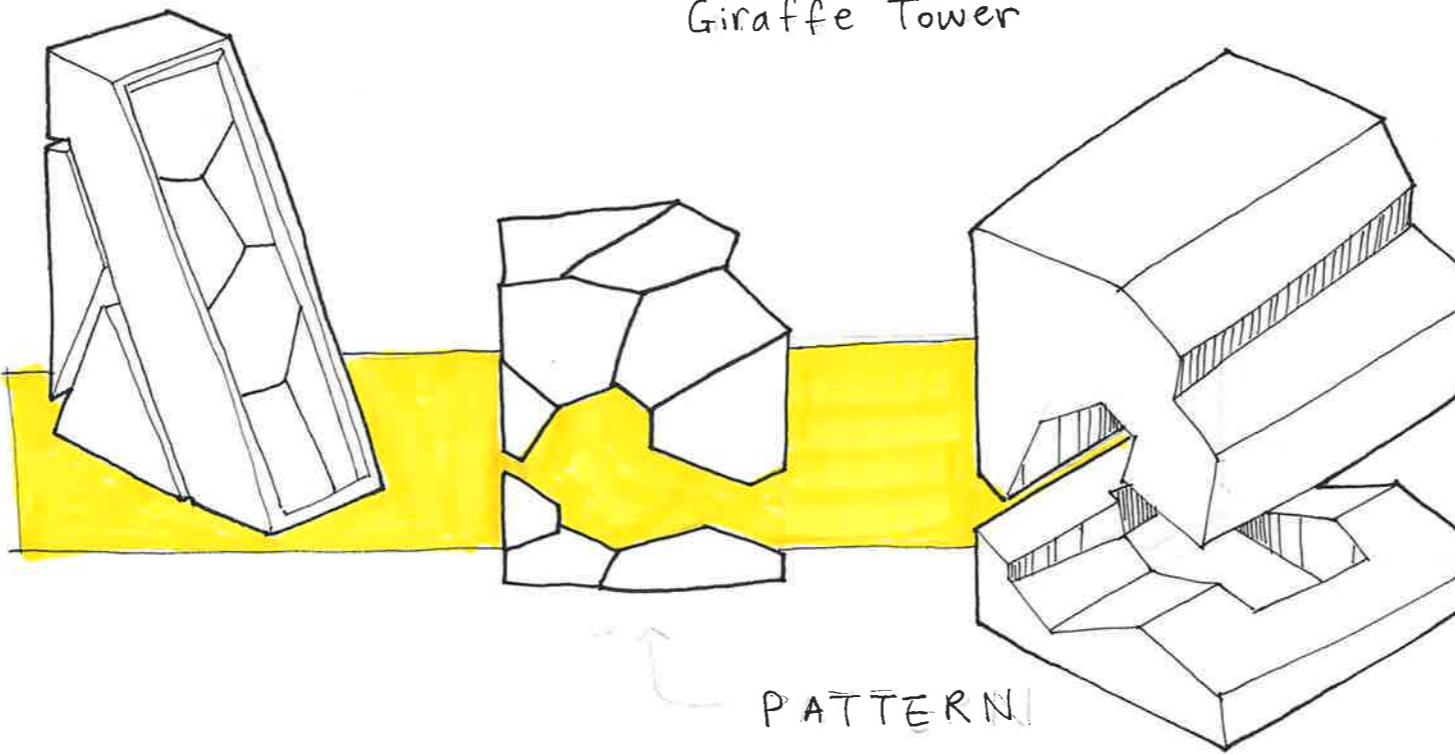
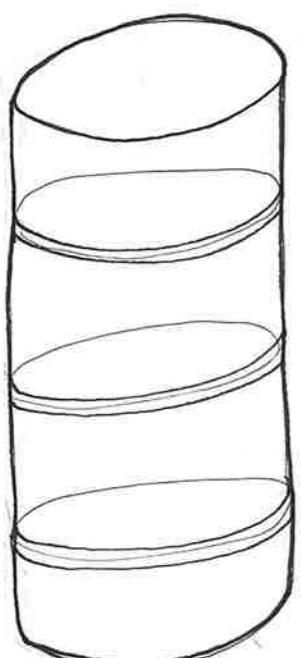
## DESTRUCTION · ABSTRACTION



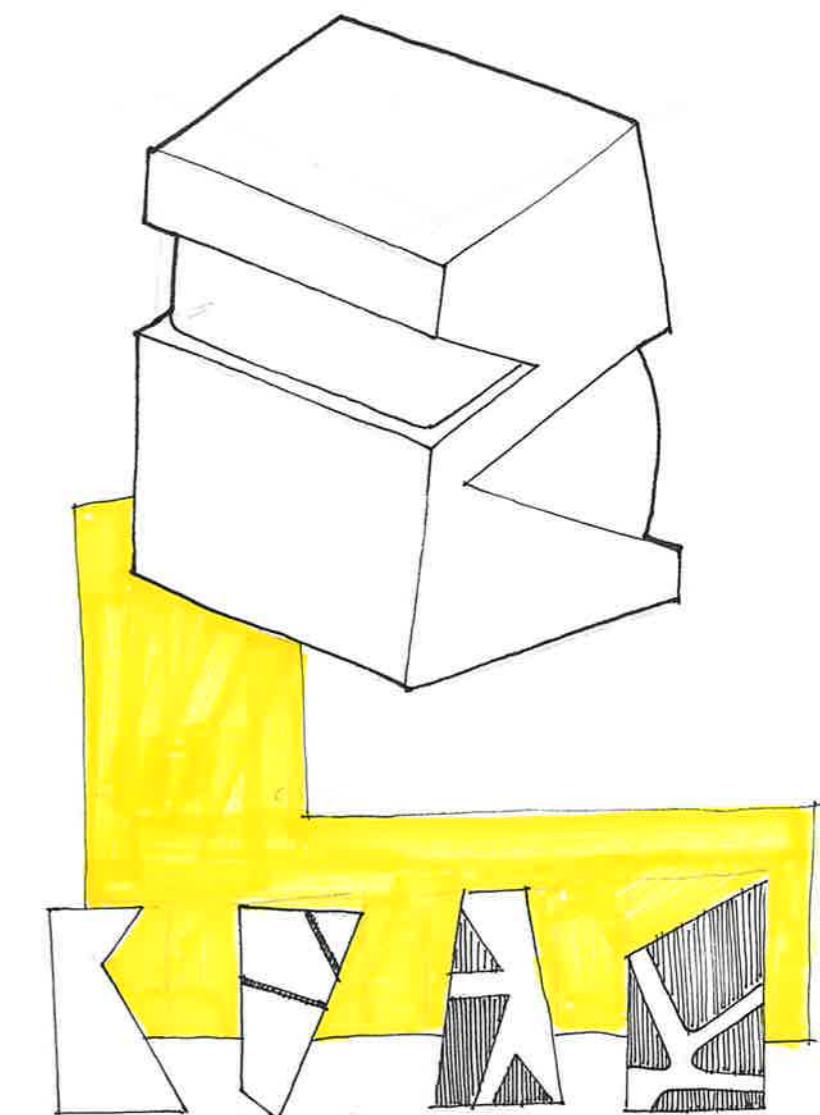
Abstraction of  
single & couple  
giraffes



Giraffe Tower



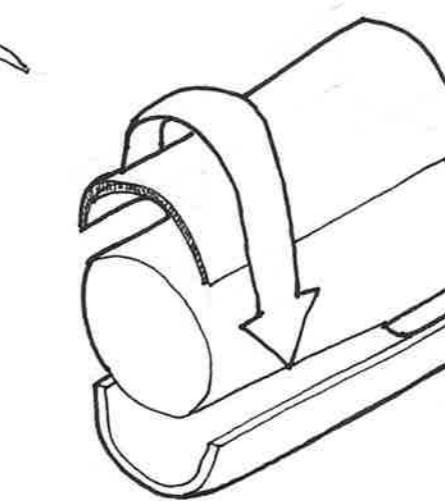
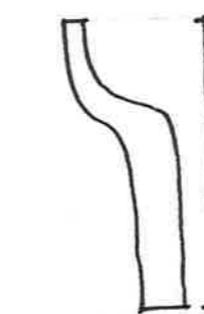
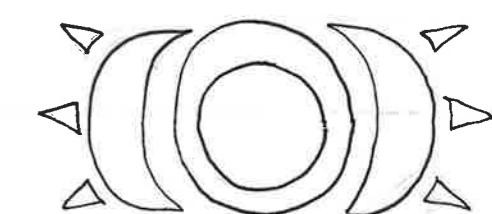
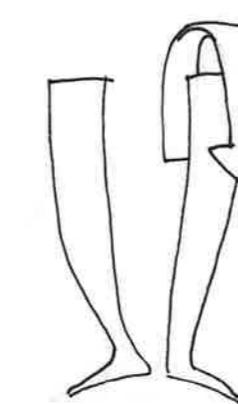
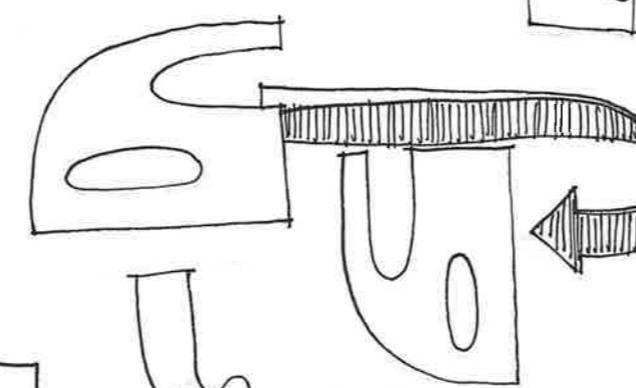
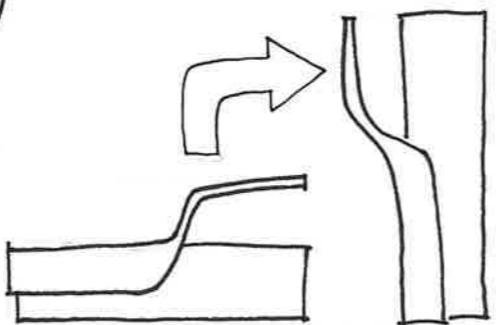
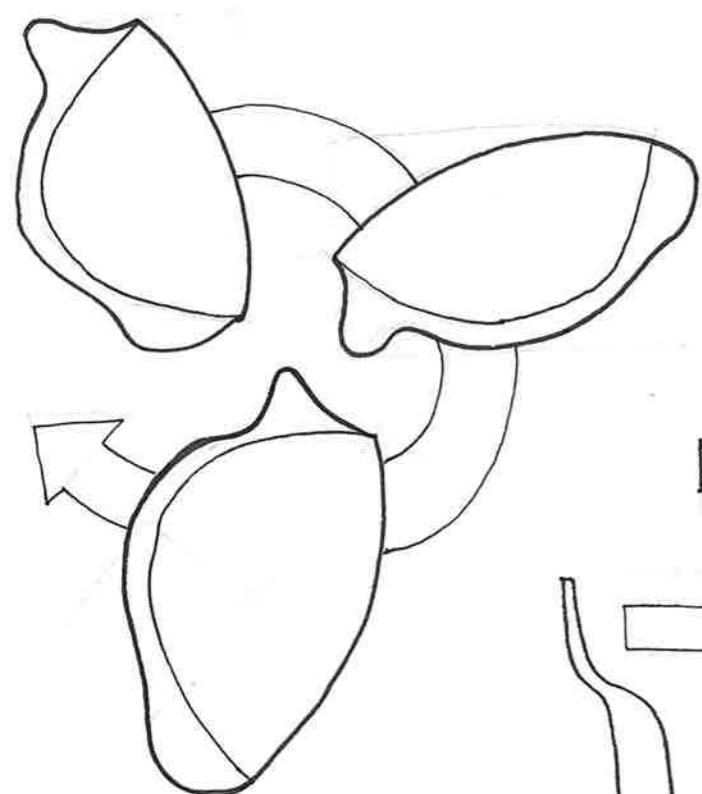
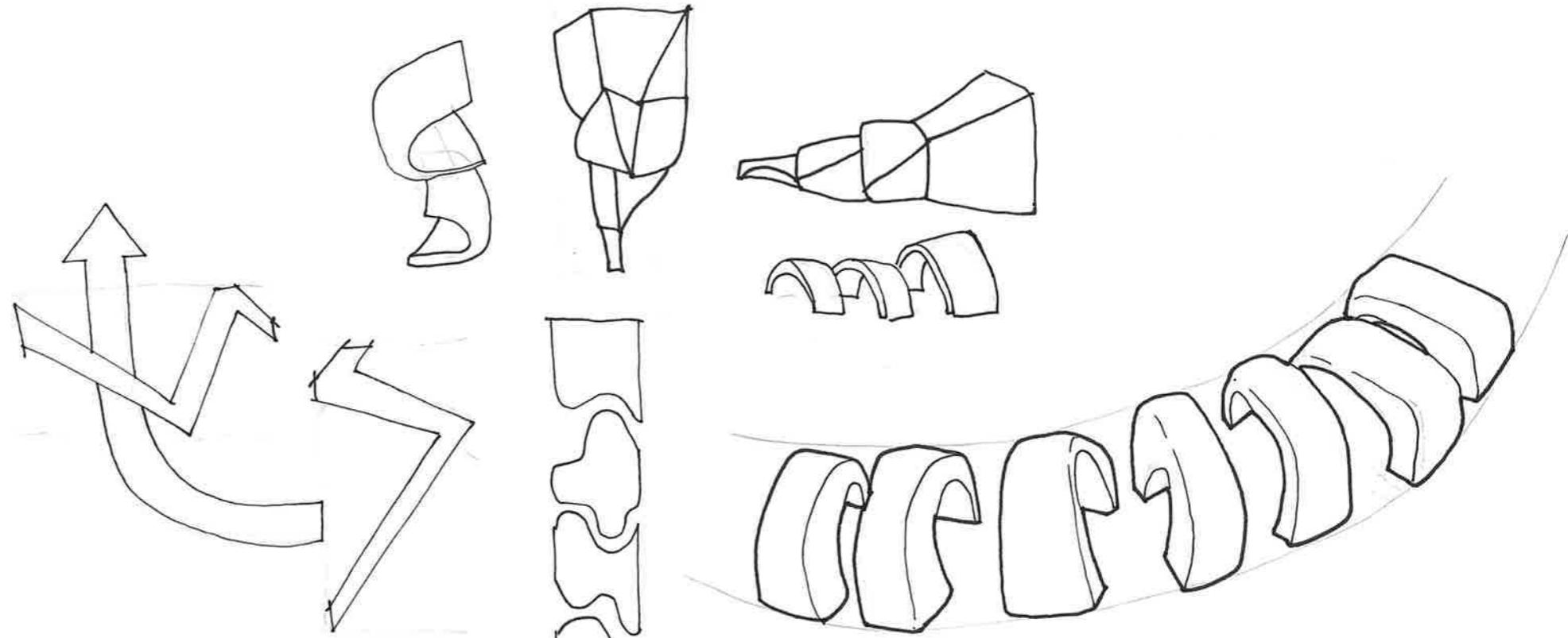
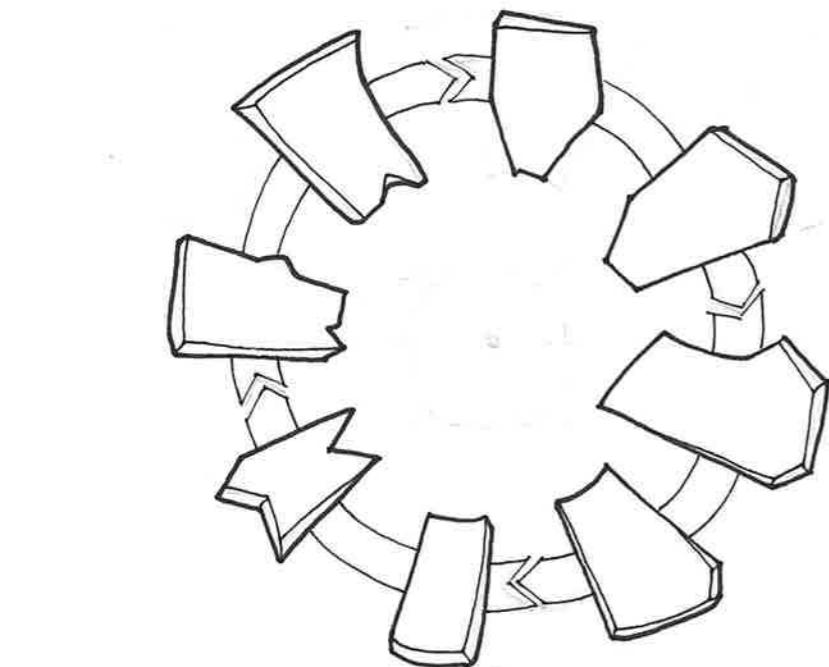
PATTERN



Analysing individual pieces of  
pattern:

# IDEATION 6

## ROTATION - INVERSION



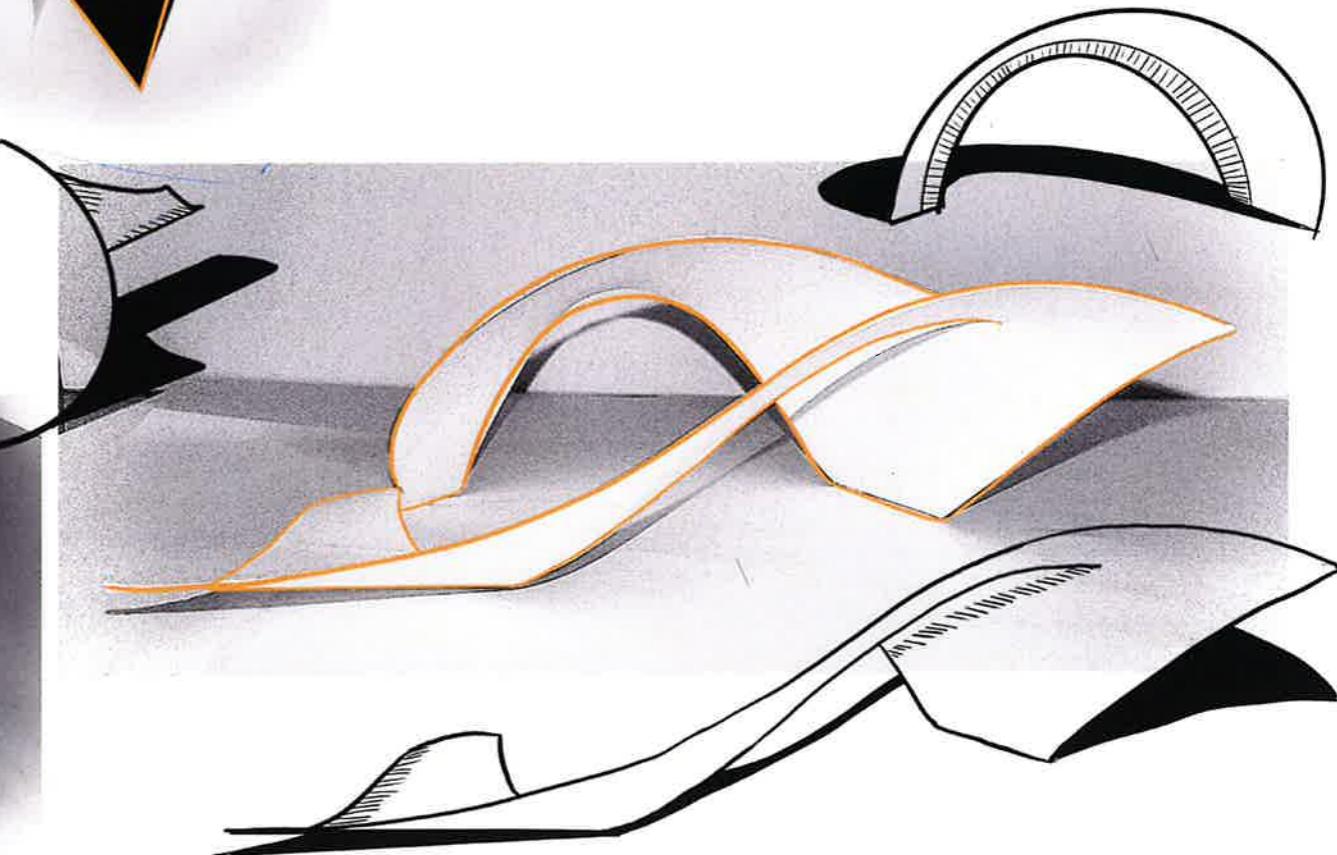
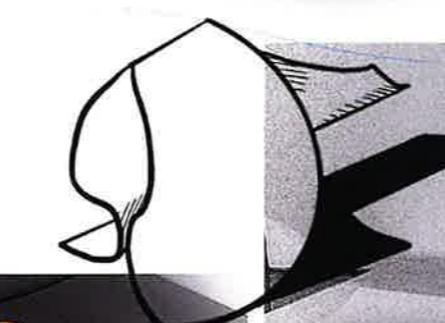
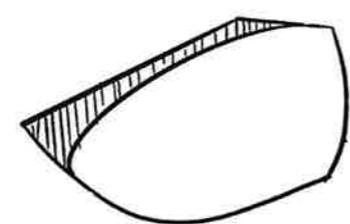
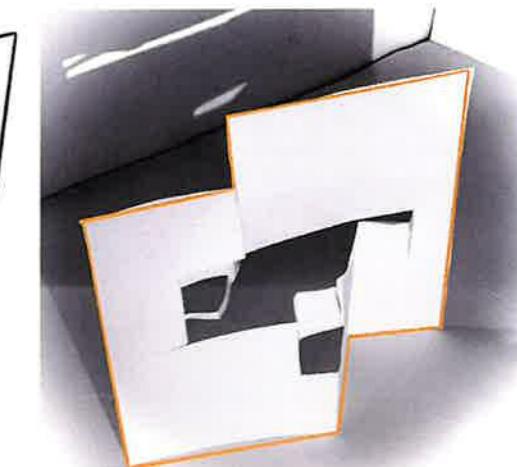
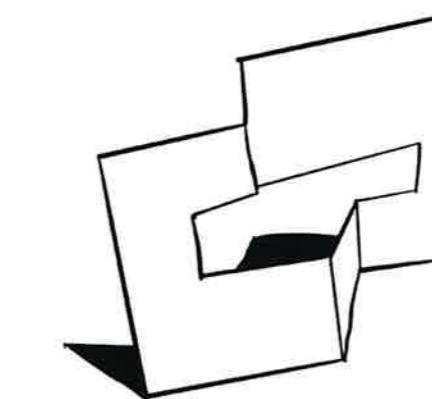
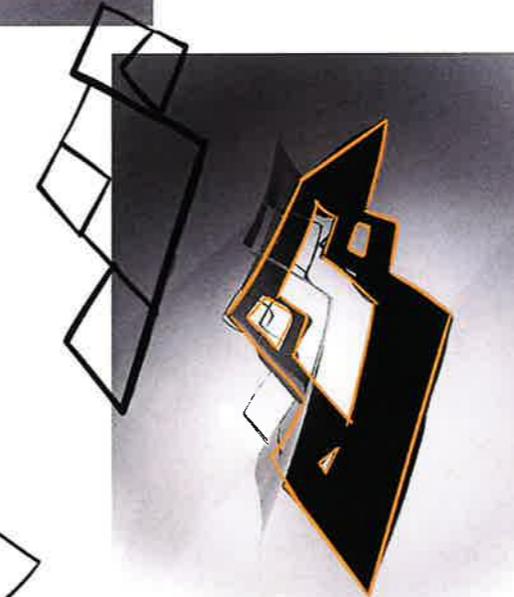
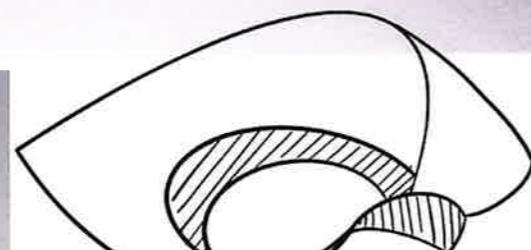
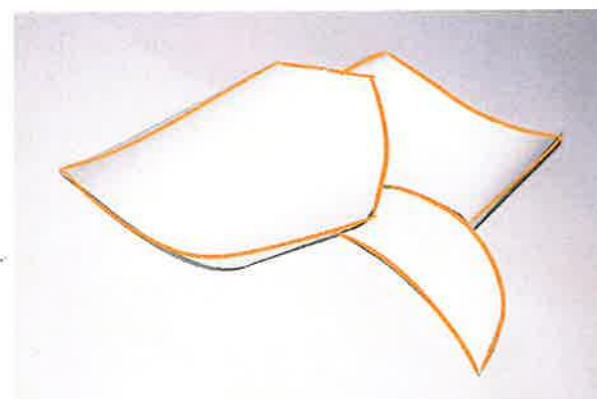
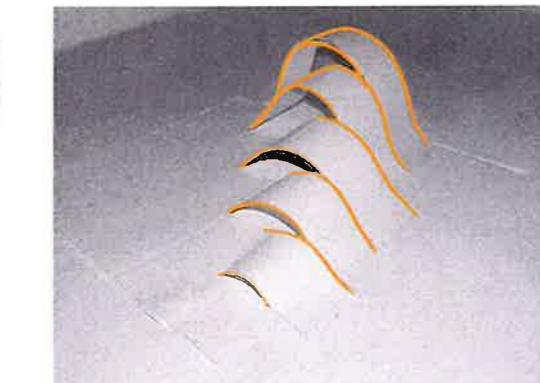
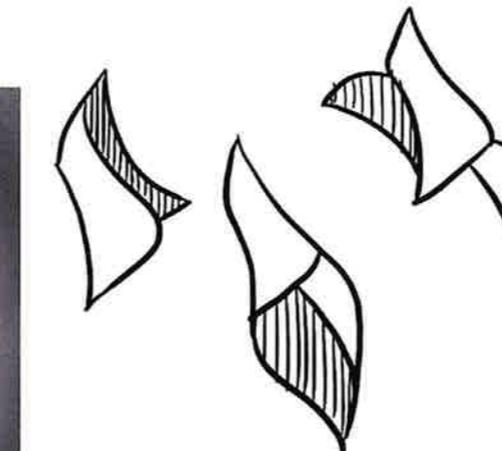
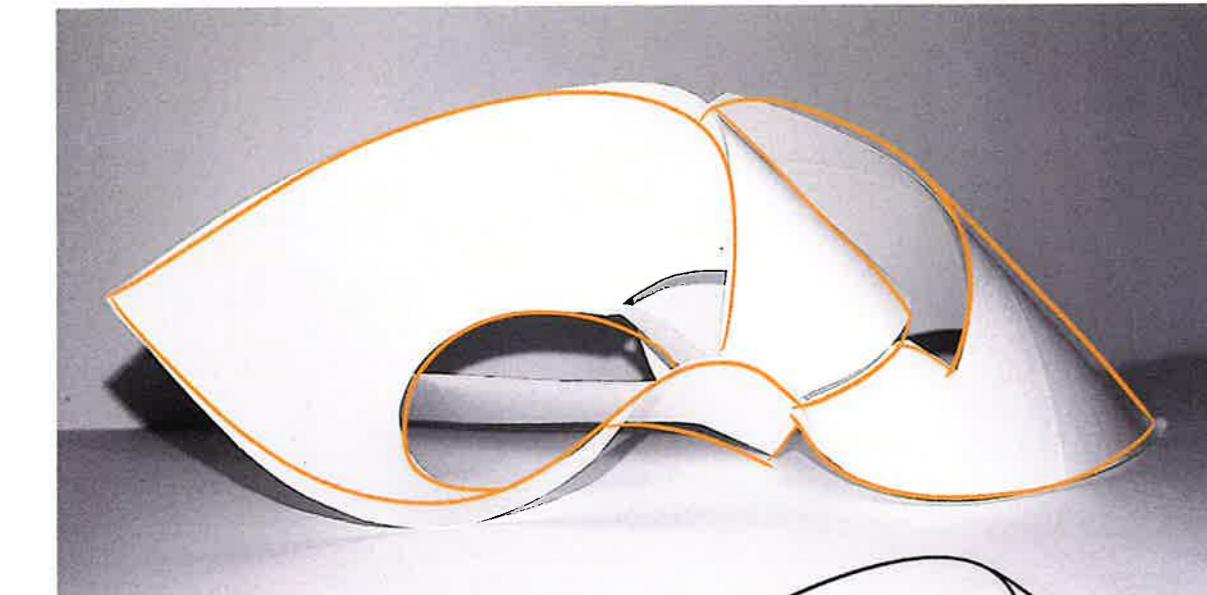
# IDEATION 7

## TESSELLATION & MIRROR

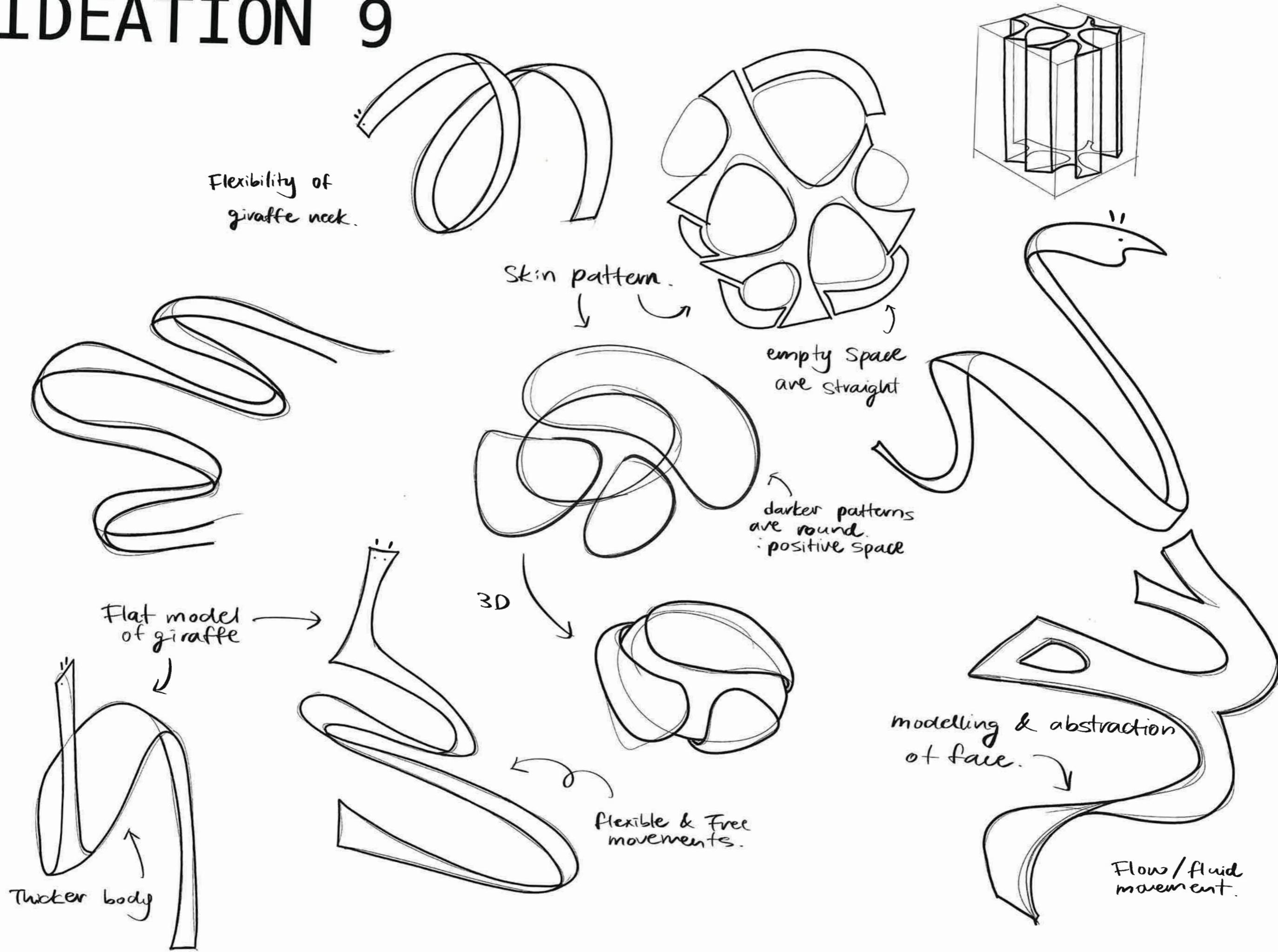


# IDEATION 8

## PAPER ABSTRACTION

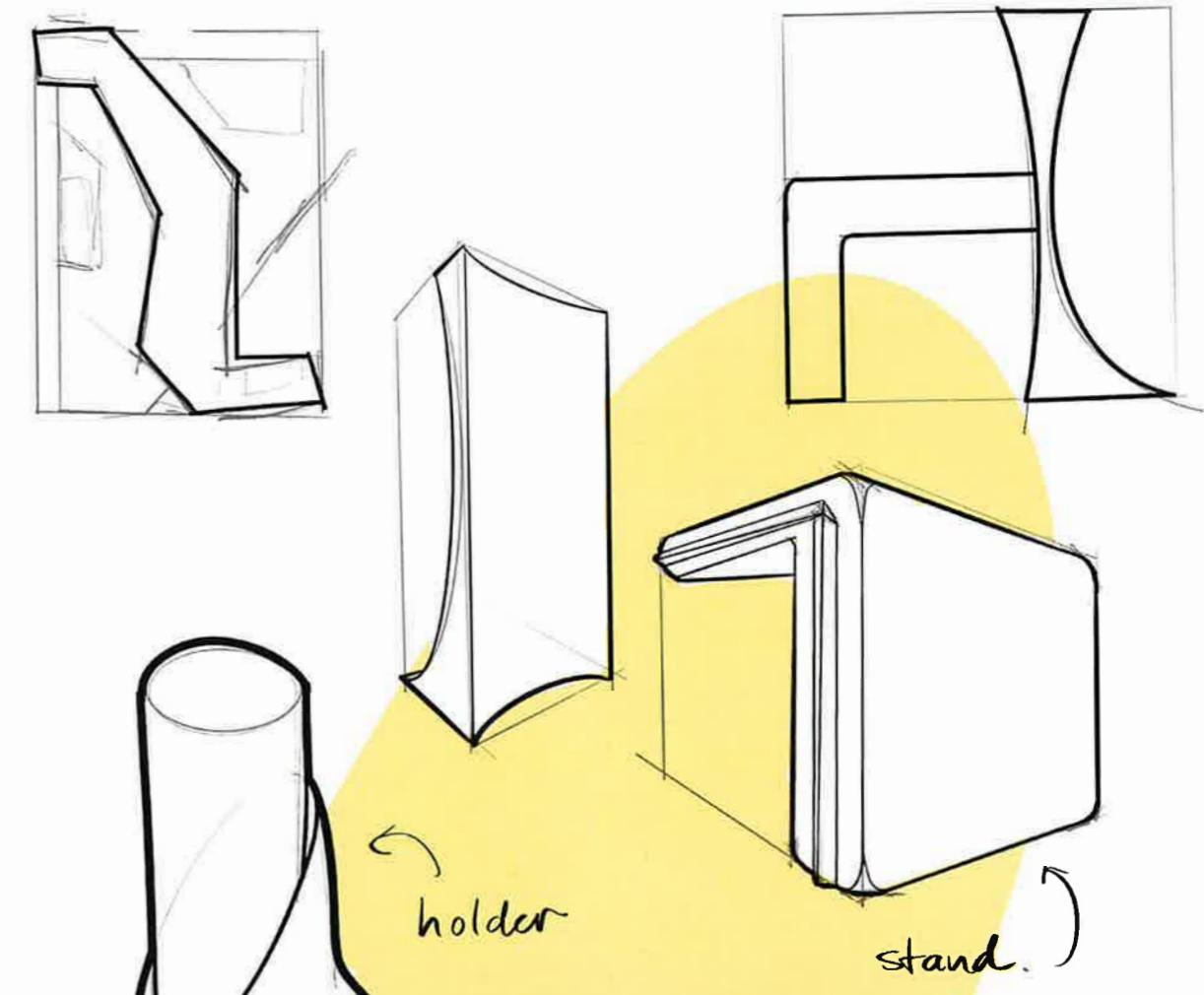
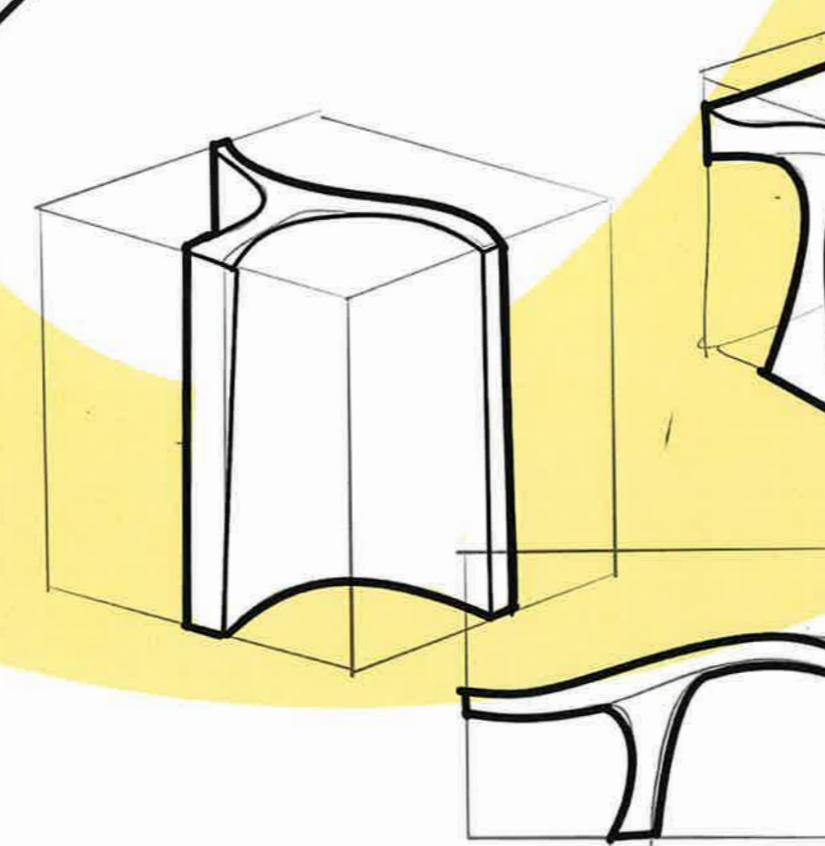
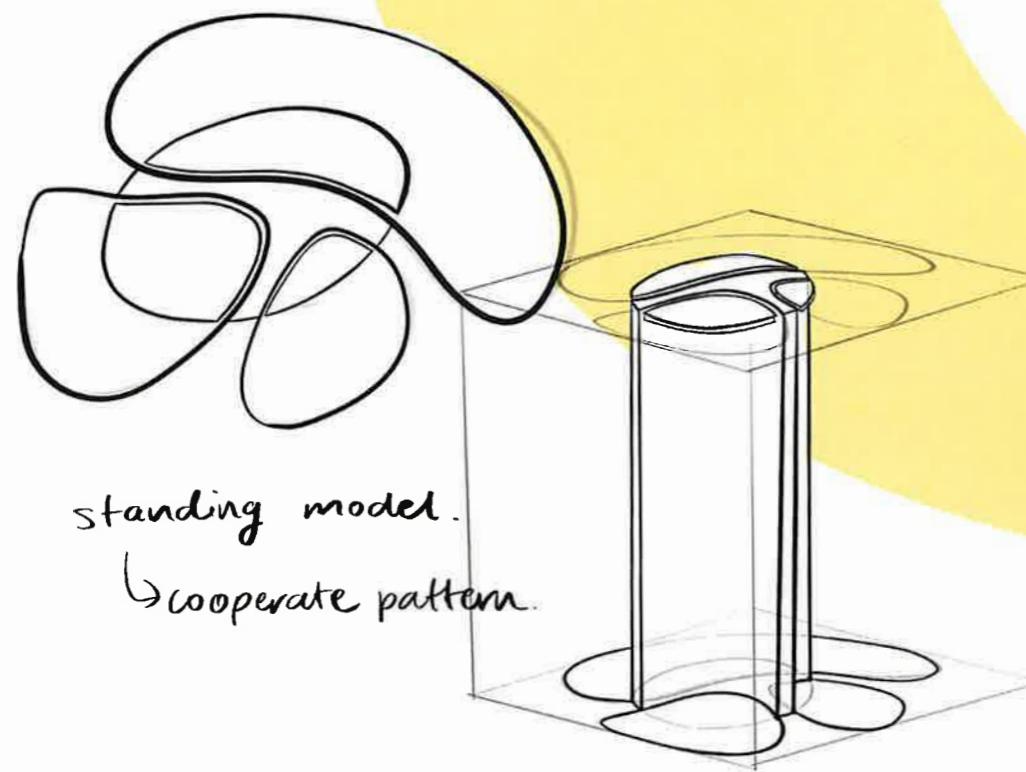
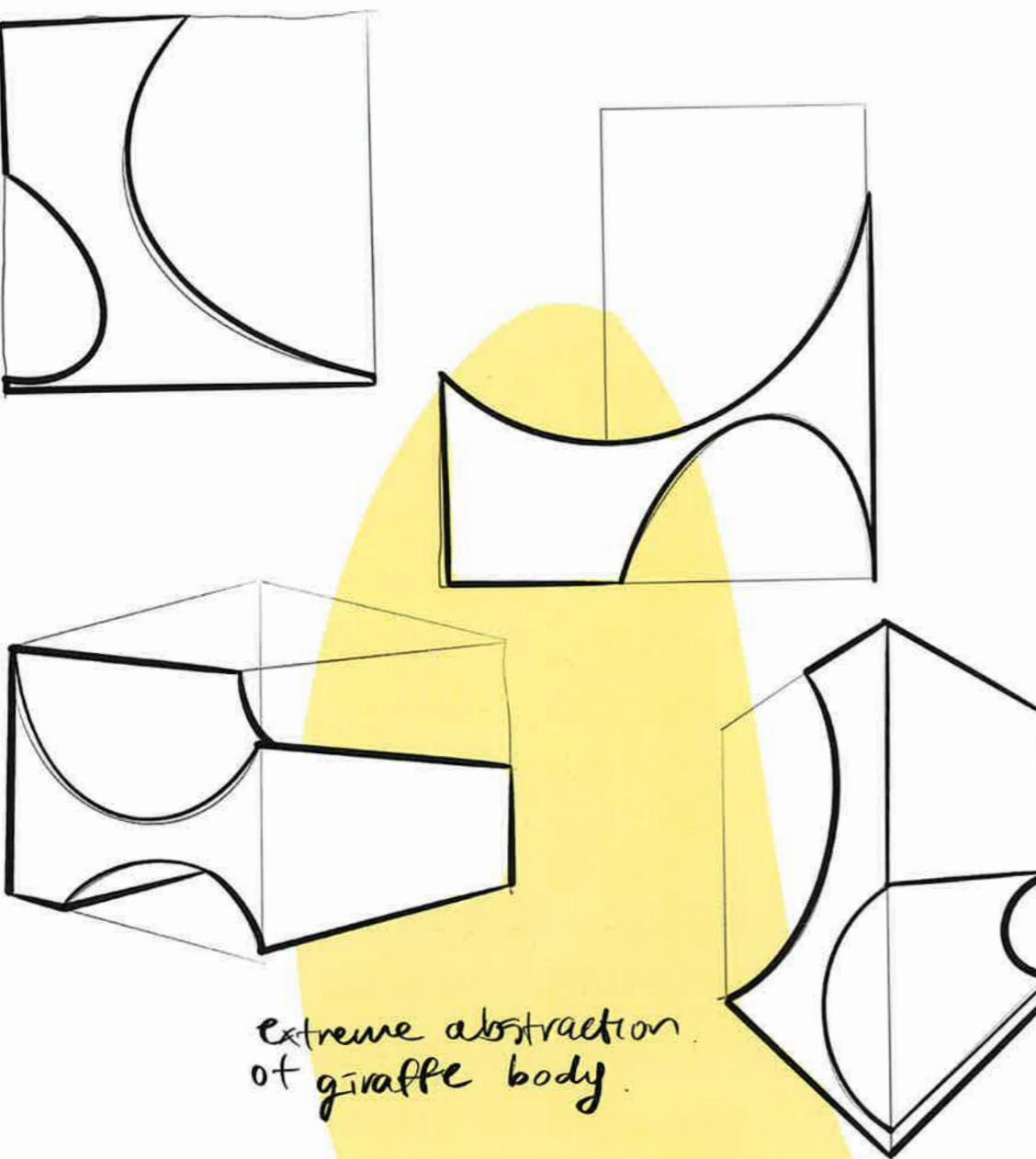


# IDEATION 9



standing model.

↳ cooperate pattern.



**IDEATION 10**

# RESEARCH - BRIEF ONE

The giraffe is a tall African hoofed mammal belonging to the genus *Giraffa*. It is the tallest living terrestrial animal and the largest ruminant on Earth. Traditionally, giraffes were thought to be one species, *Giraffa camelopardalis*, with nine subspecies.

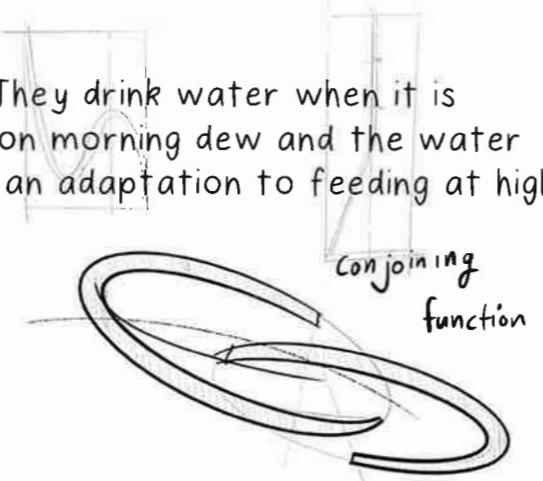
## Adaptations

Giraffes are well adapted to life in a savannah. They drink water when it is available but can go weeks without it, they rely on morning dew and the water content of their food. Their very long necks are an adaptation to feeding at high levels in the treetops.

## Relative product ideas

drink bottle holder

**Water dispenser**



## Colors

A giraffe's coat color can range from light tan to nearly black, depending on what the giraffe eats and where it lives. Giraffe coat colors vary from light tan to practically black. Each giraffe's markings are as individual as human fingerprints.

## Predators

Young giraffes are self-sufficient but vulnerable. A young giraffe can even survive early weaning at two or three months. Although few predators attack adults, lions, hyenas, and leopards take their toll on the young. Once it's been born, it only takes a giraffe about half an hour until it can stand up. It can also run after just 10 hours.

The giraffe's height also helps it to keep a sharp lookout for predators across the wide expanse of the African savanna, essentially a tall 'sentinel'.

## Relative product ideas

Support stand

Walking stick/crutches

## Habits

Giraffes stand up pretty much all the time. They even sleep and give birth standing up. Giraffes don't need much sleep. They have one of the shortest sleep requirements of any mammal. Giraffes don't need much sleep, only between 10 minutes and 2 hours.

## Relative product ideas

Light pole

Alarm clock

## Environment

Most giraffes live in grasslands and open woodlands in East Africa, especially in reserves such as the Serengeti National Park and the Amboseli National Park. Some are also found in the reserves of Southern Africa.

## Physical characteristics

With the aid of its long neck, a giraffe is able to reach leaves, fruit and flowers high up in Vachellia or Senegalia (formerly Acacia) and other sought after tree species. Their 45 cm long tongue combined with a modified atlas-axis joint that lets the head extend vertically, further increases the height advantage.

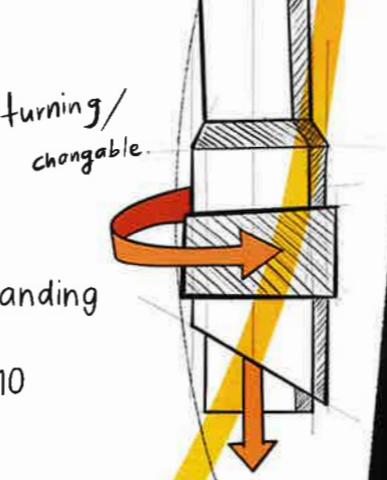


The gait of the giraffe is a pace (both legs on one side move together). In a gallop, it pushes off with the hind legs, and the front legs come down almost together, but no two hooves touch the ground at the same time. The neck flexes so that balance is maintained. Speeds of 50 km (31 miles) per hour can be maintained for several kilometres, but 60 km (37 miles) per hour can be attained over short distances.

Both male and female giraffes have horns already at birth. These ossicones lie flat and are not attached to the skull to avoid injury at birth. They only fuse with the skull later in life.

## Food

Giraffes eat new shoots and leaves, mainly from the thorny acacia tree. The tongue and the inside of the mouth are lined with tough tissue that protects against the thorns.



## Brief:

As humans, keeping hydrated is one of our most basic needs. Yet, despite centuries of innovation, hydration products have yet to have development, in particular, water dispensing products in New Zealand. It would be expected that, being one of the most environmental friendly countries, with high amounts of natural spring water, there would be a higher demand for improvement in water systems, however when compared to other countries, water dispensers simple, basic, and undeveloped.

# RESEARCH

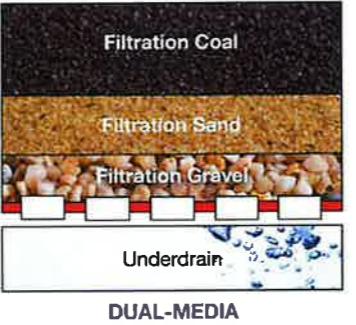
## 1500BC

: On the walls of the tomb of Egyptian ruler Amenophis II are the first pictures of a water filtration system in use. Again, using sand to filter the water, you can almost imagine these two Egyptians gathered round their 'water cooler' like we do today!



## 2000BC

: The pursuit of clean drinking water is something that has driven mankind since we stumbled out of our caves with burning sticks in our hands. The first written record of a water purification system is in the Sanskrit medical writings known as the Sus'ruta Samhita which includes such methods as boiling water over a fire, leaving it out in the sun, and filtering it through layers of gravel and sand. A process still used today!



## 500 - 1500

: In the middle ages most water came from rivers and lakes, which is also where most of the human waste was deposited. This led to constant outbreaks of Typhoid and Cholera, causing uncountable deaths.



## 1671

: an Italian physician called Lucas Antonius Portius, who employed a system of three pairs of sand filters with an upward and downward flow filtration system to make water safe again.



## 1906 - 1938

: the water cooler we know now was first invented by Halsey Willard Taylor and Luther Haws. The main reason behind the invention was to not only chill but to provide purified water. Contaminated drinking water caused typhoid fever in Haws' father who died as a result; provide a safer drinking water - these original water coolers also used heavy glass bottles, making them difficult to move and transport.



## 1840'S

: rich Victorians started the idea of drinking chilled water as a beverage and came up with the first water cooler in its most basic form. huge blocks of ice were used to chill the contents of the water cooler but this meant that the unit itself was large and extremely heavy which required the use of several men to move it.



## 1980'S

: With plastics becoming increasingly popular, plastic bottles replaced the original glass ones – making water coolers a lot more accessible due to the ease at which plastic bottles could be transported. They started to spread across the globe



## NOW

: Water coolers have evolved along with the times and today are compact, light, energy efficient and come in a variety of models and styles to suit most places. Today, many water coolers or dispensers include a heating element to provide hot water along with chilled water. These dispensers must also adhere to strict regulations, meeting health, sanitation and environmental standards.



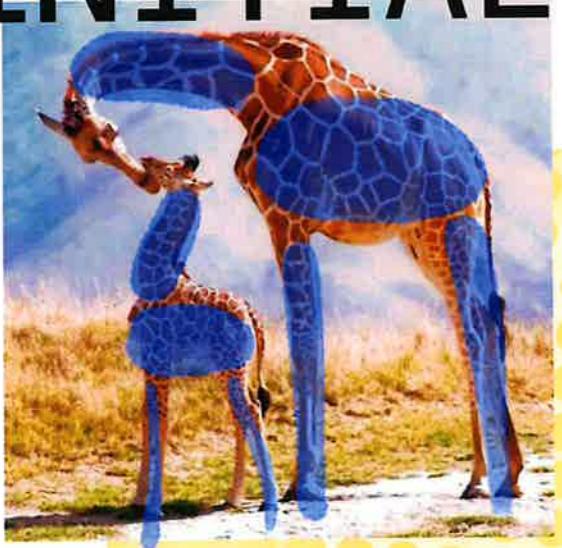
## Situations

Some offices prefer to have a water dispenser because it provides clients and employees with convenient access to water, without having to take extended breaks or drive to the store.

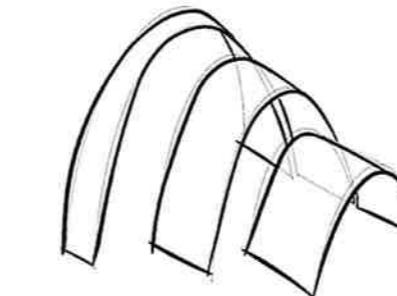
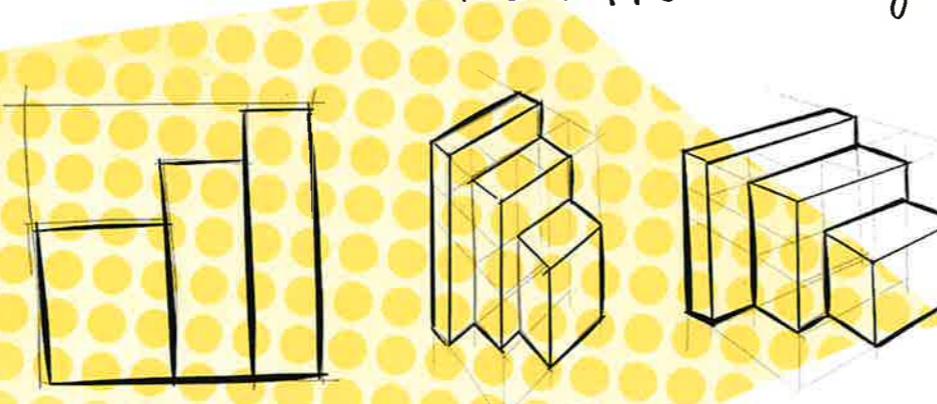
Water dispensers are also commonly used in residential homes that do not have ideal drinking water from the tap, or for people who simply do not like the taste of the tap water. Water dispensers in homes aren't popular in New Zealand compared to other developed countries. At the supermarkets, we can easily see bundles of water(24 pack pure water/spring water) in plastic bottles for less than \$10 which is non-eco-friendly.

I believe water dispensers is one of the developing products in New Zealand which made me decide to design for this product. Water is one of our most basic needs that has been around us for a very long time but yet the water purification products aren't chosen base on more than its function. They are unaesthetic, commonly in whites or bland metals. For costumers they see the functions and capacity which brings their purchase satisfactions down when it comes to the design.

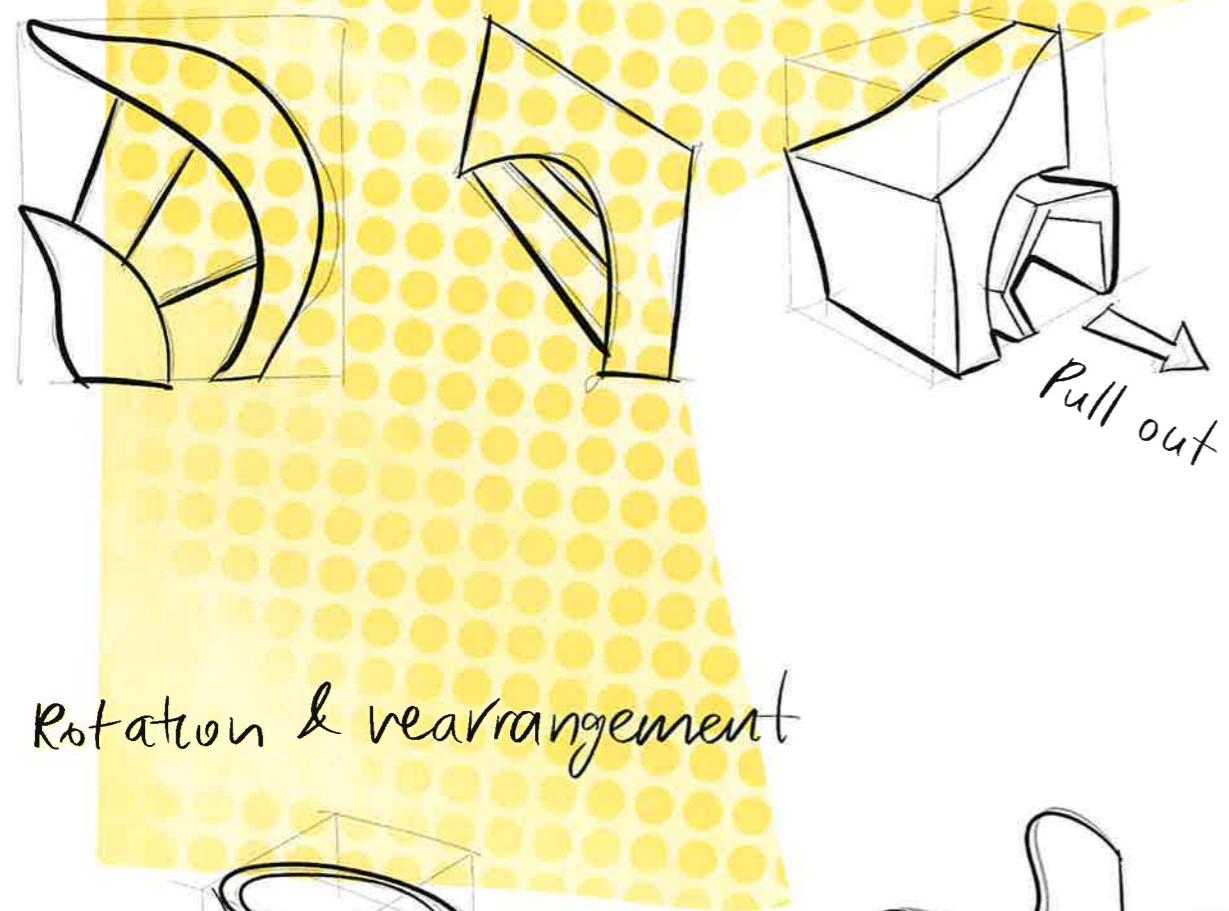
# INITIAL IDEAS



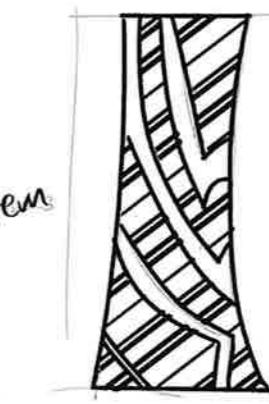
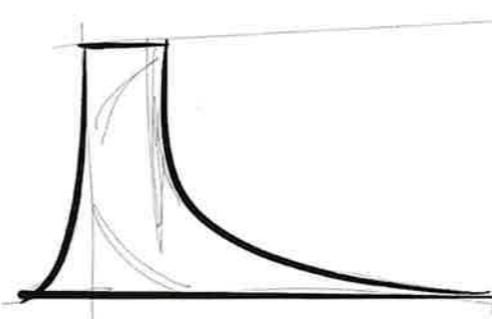
the different height and thickness



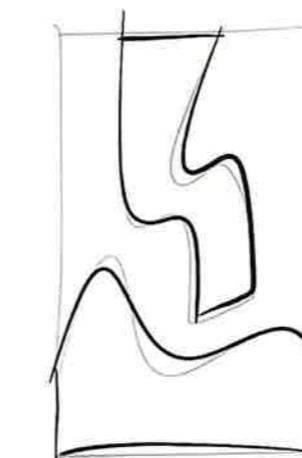
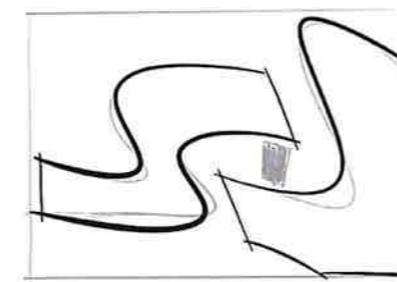
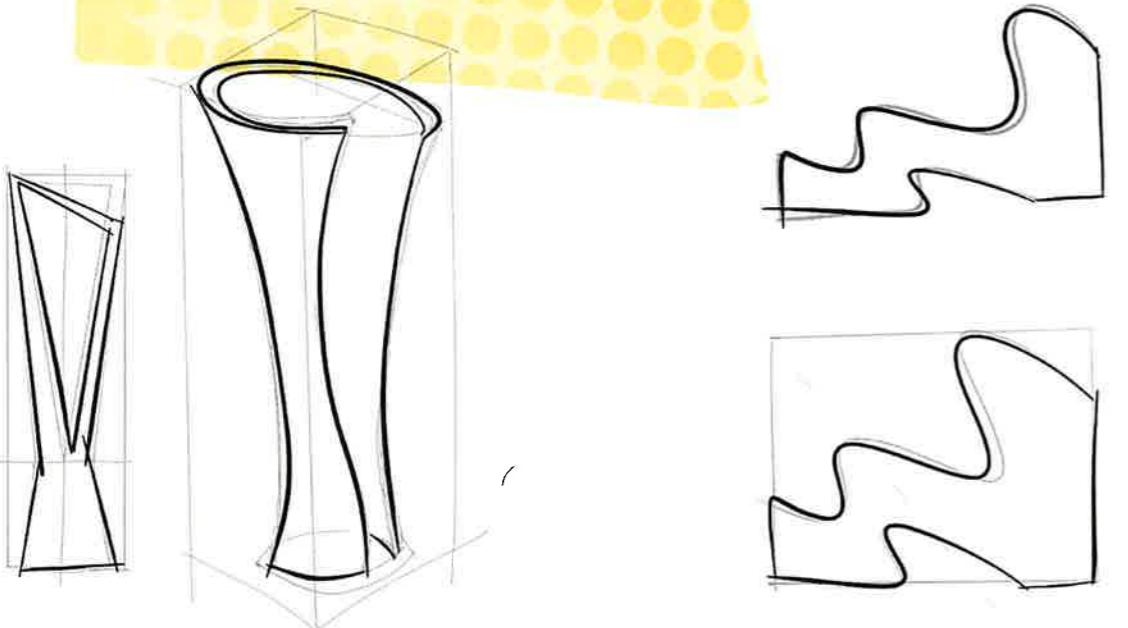
Tower style ↗



steps for  
children to use



collaborating the pattern.



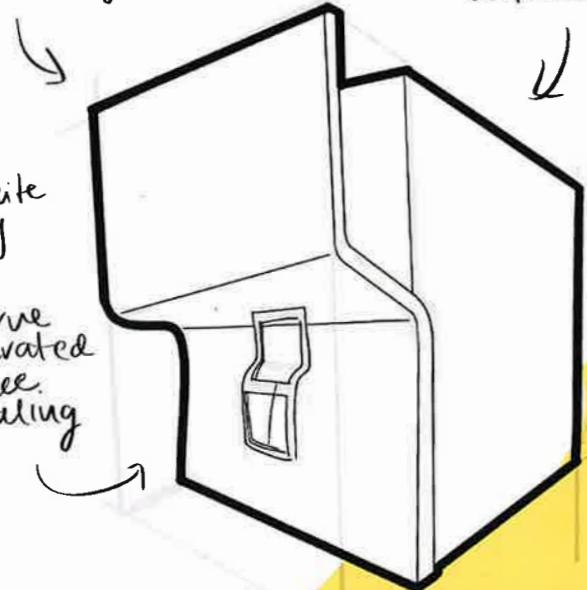
gap between...  
→ floating, or make it  
have other purpose

modern design.

What if the back was replaced with a stem design

it is quite squarey

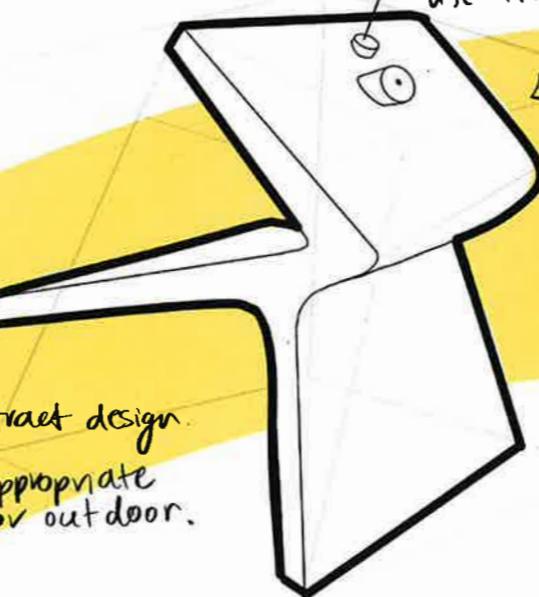
the curve on separated front face is appealing



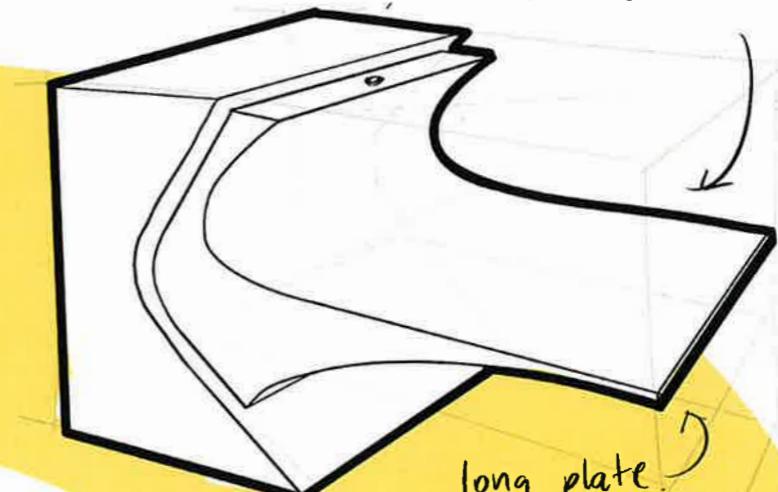
sticking out button so people even without fingers can use it

Water would be dribbling down.

abstract design.  
appropriate for outdoor.

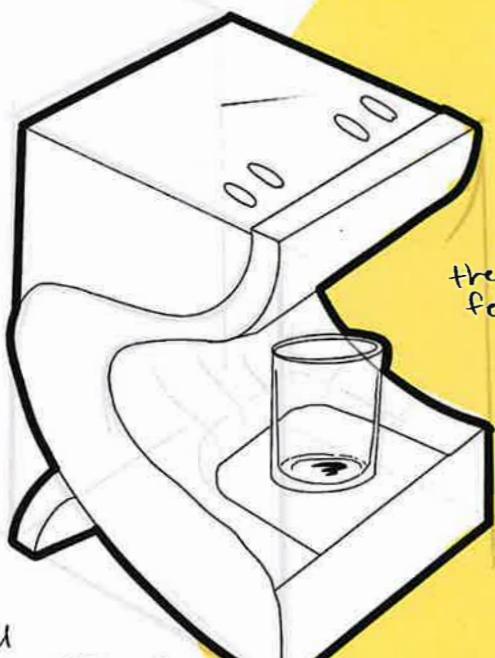


people with disabilities could drink from this



long plate

stick type Water releaser.



S curve on the side and smooth feeling.

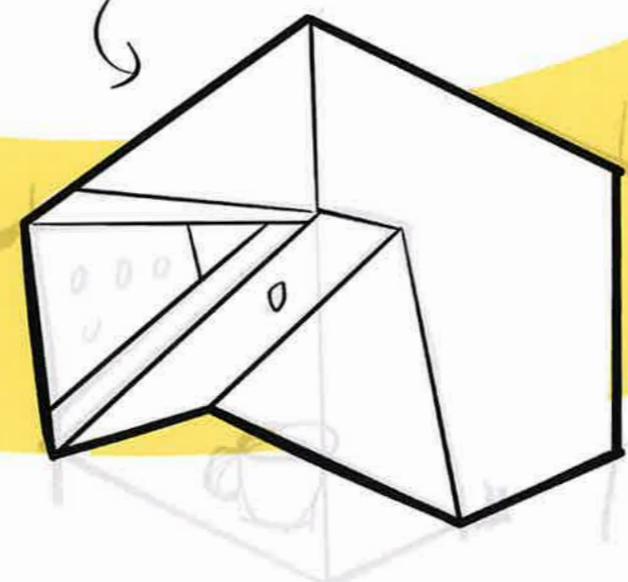
small indoor use

# INITIAL IDEAS

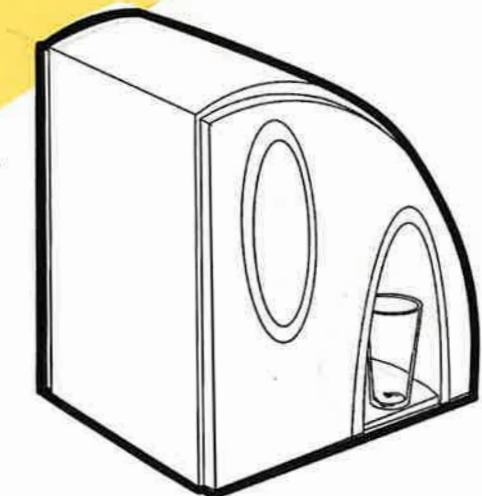
sharp edges may be dangerous



what if it was touch sensitive  
instead of a turning nod or push...

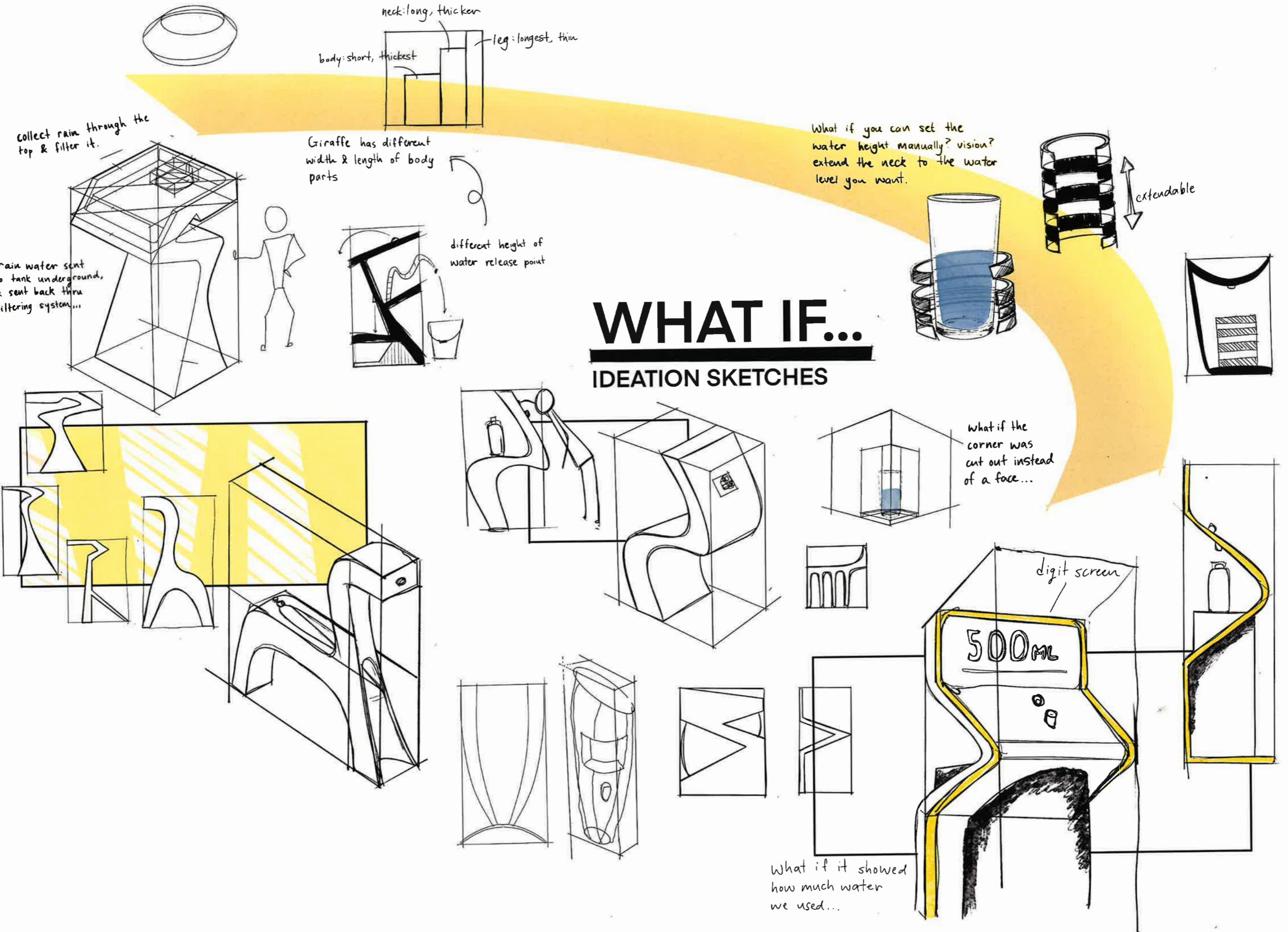


can check the water level  
what if a water dispenser displayed how much you drank?

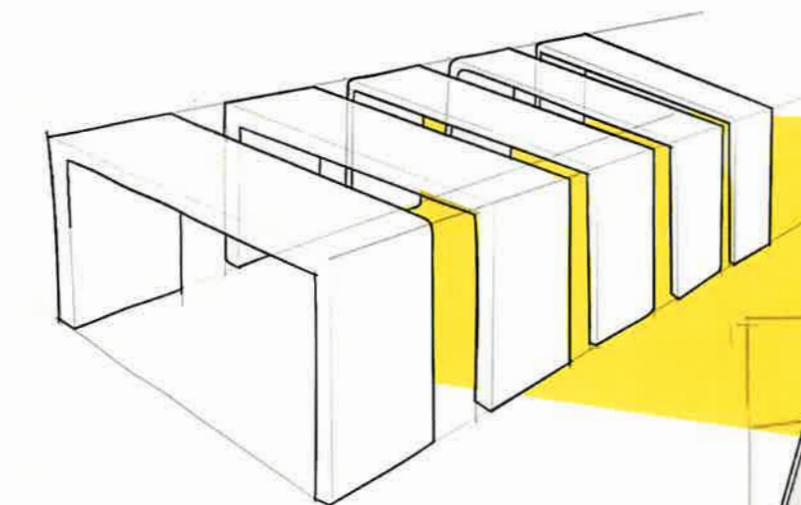


multi purpose...  
host in parks where variety people meet.





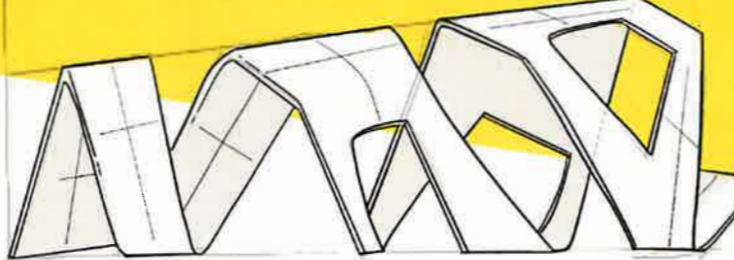
# WHAT IF...



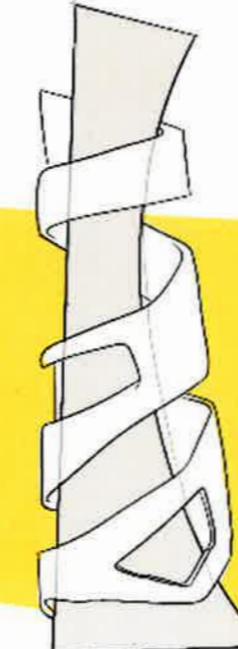
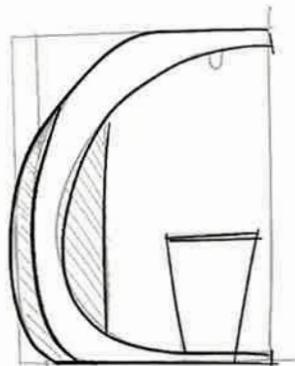
What if the water drained in a pattern?

↳ spiral?

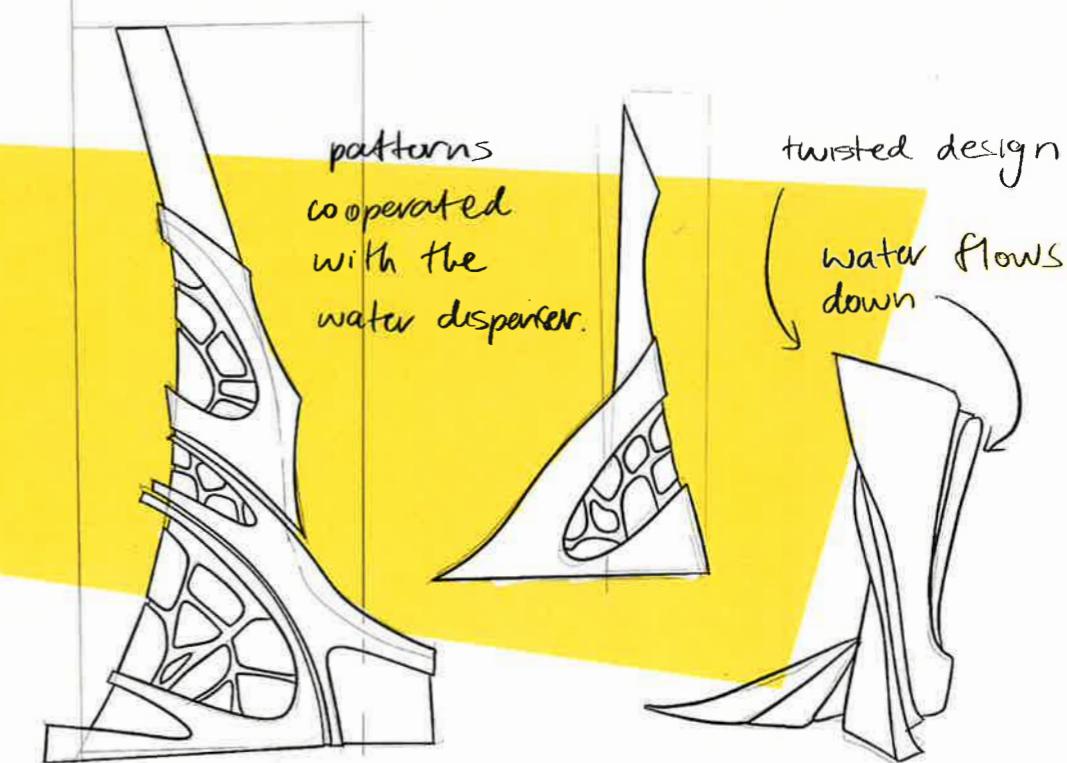
↳ the giraffe pattern



What if the water tank was in the middle?

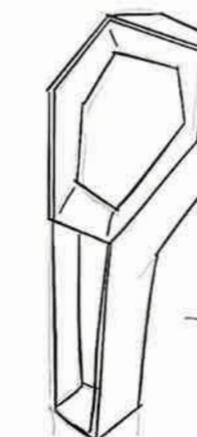


tall like a giraffe



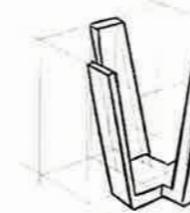
twisted design

water flows down

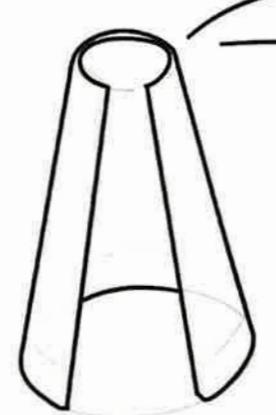
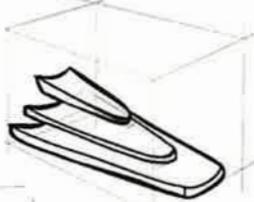
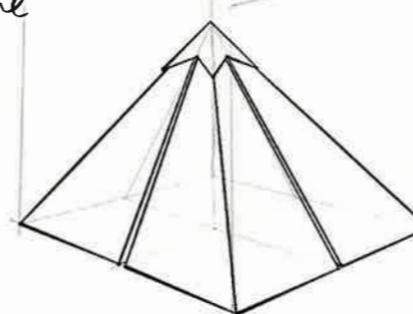


smart water dispenser.  
→ vending machine?  
↳ can give you different flavours.

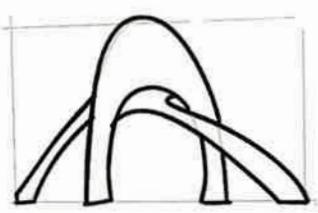
What if the wasted water can be used to hydrate the plants too?



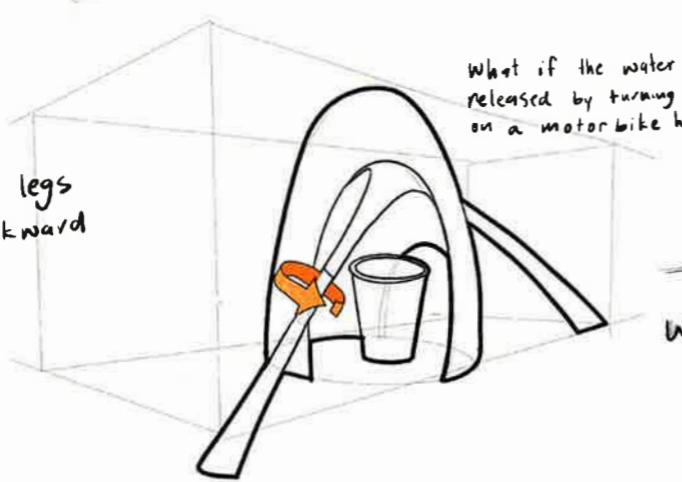
what if 3 people could drink at the same time



what if the water was released by turning it like on a motorbike handle?



Giraffe has to spread their legs and bend down in an awkward position, to drink water.

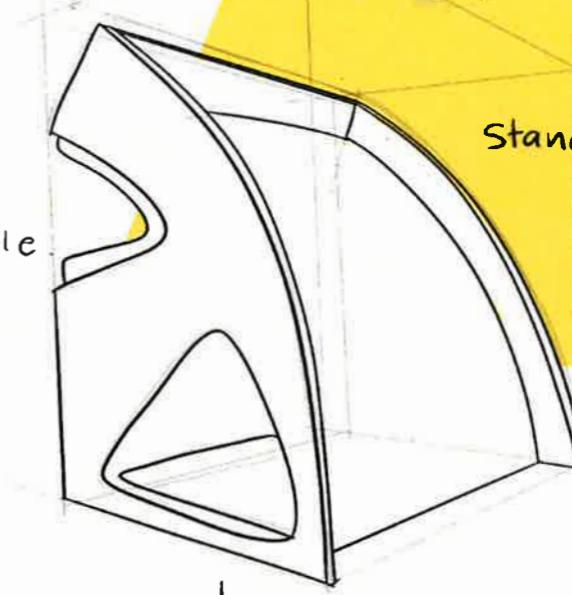


what if bigger size?  
→ public water fountain.

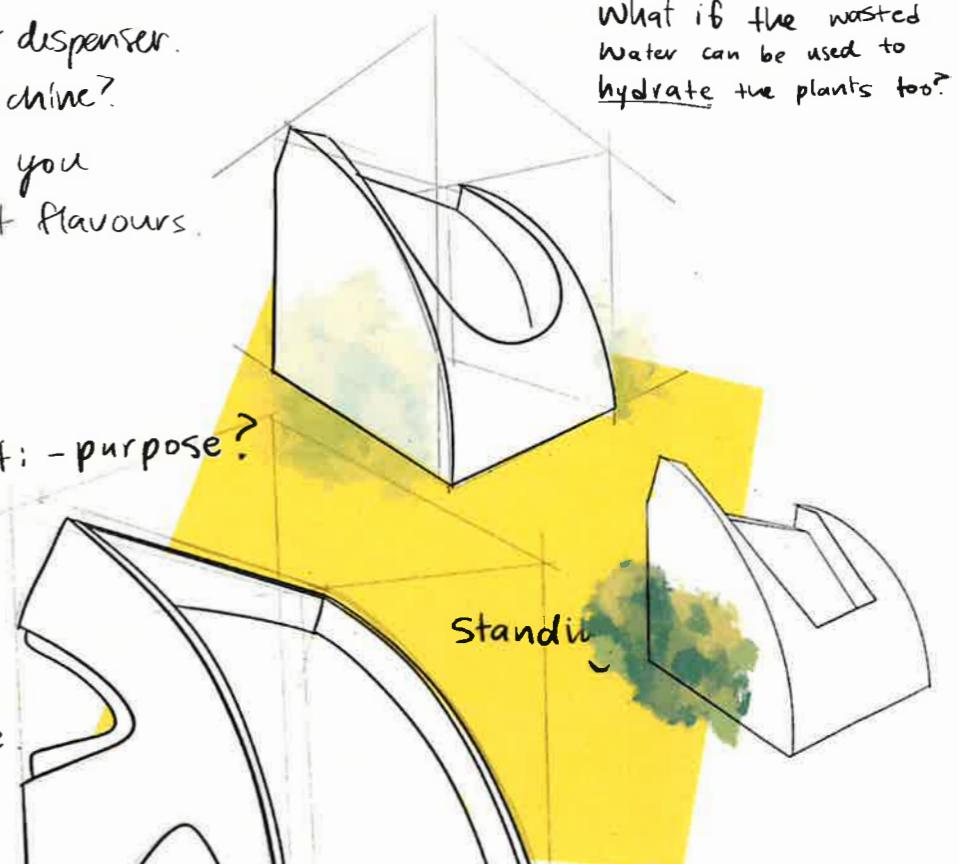
multi-purpose?

drink bottle

standing

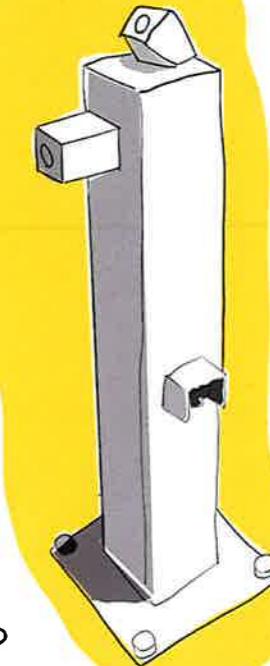


dogs



# BRIEF 2

Design a drinking fountain to be placed in public parks for visitors (children, adults, dogs, etc) which can be used to be hydrated and fill water bottles.



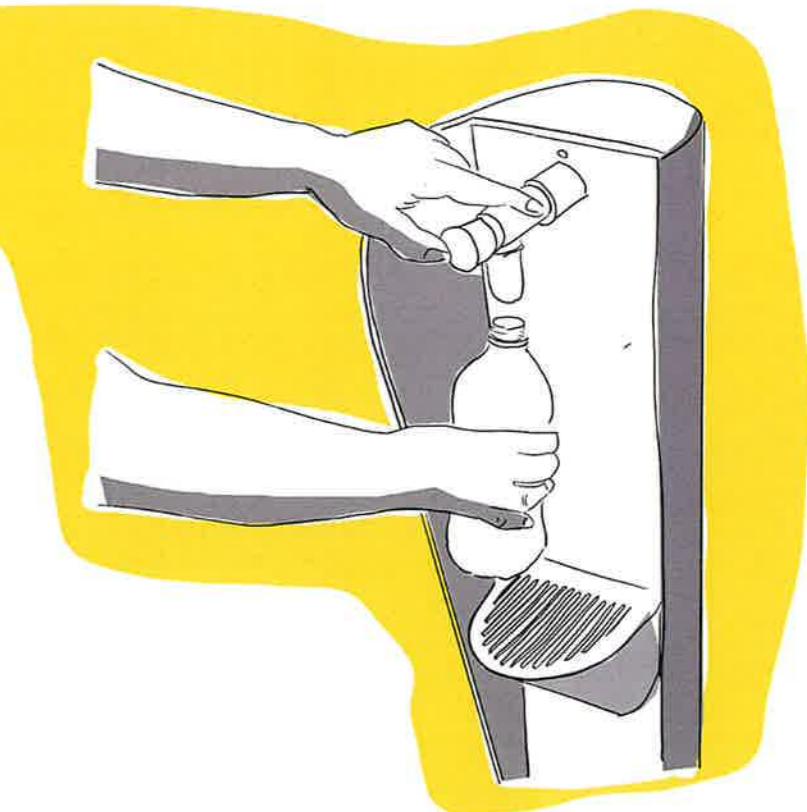
## WHY? Why is drinking fountains important?

Making healthier living more accessible for local people is very important and drinking water daily is a healthy choice all of us can make. People love local parks and open spaces and it is important to have enough water fountains in these areas. This can also reduce plastic waste, which is a major social issue and it can also improve health, and make it easier for families to enjoy parks.

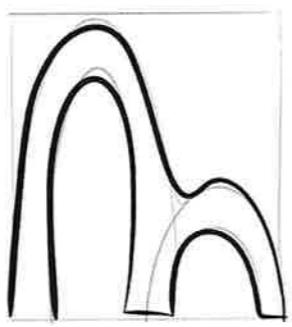
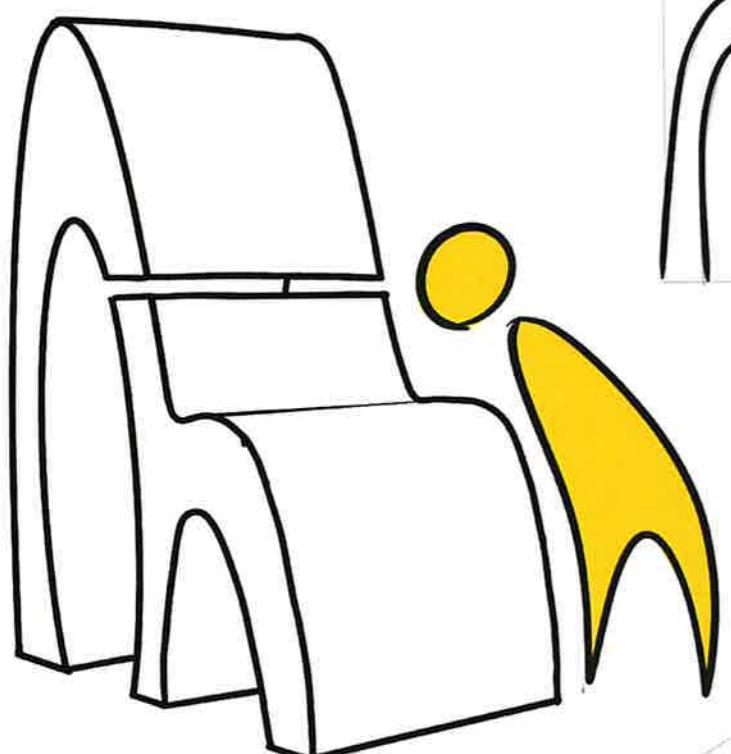
## WHY? What is wrong with the drinking fountains?

I would like to consider a drinking fountain for all types of people and living beings. Just like how the tall adult giraffes may only drink once per day due to the challenges posed by needing to bend over, I would like to solve this problem in the current water fountains in parks and public areas.

Water fountains built away from the city such as the Palmerston Esplanade can seem unhygienic and not maintained probably because of the natural environment around...

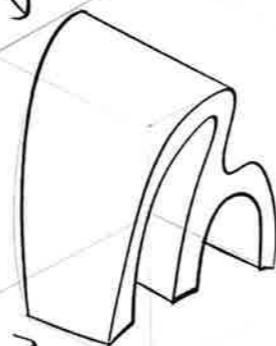


# INITIAL IDEAS



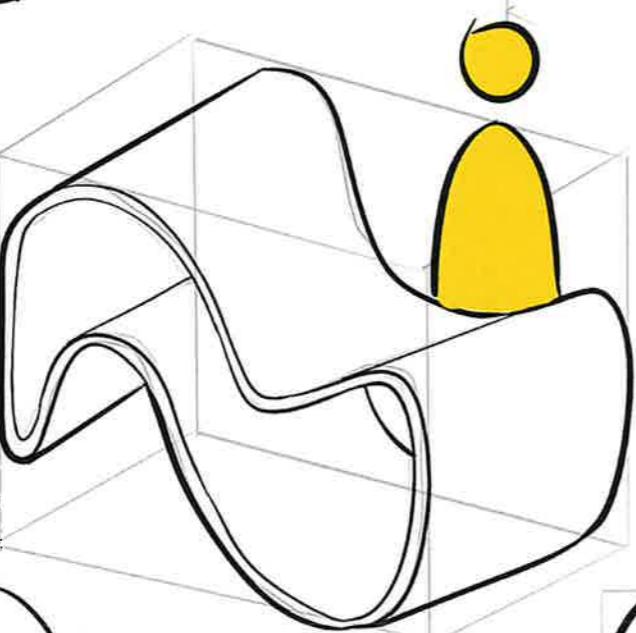
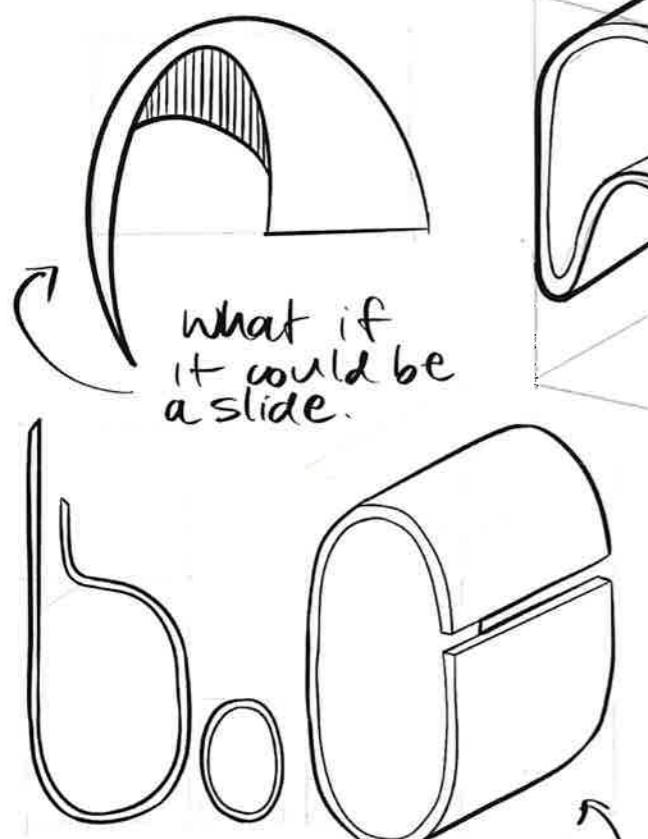
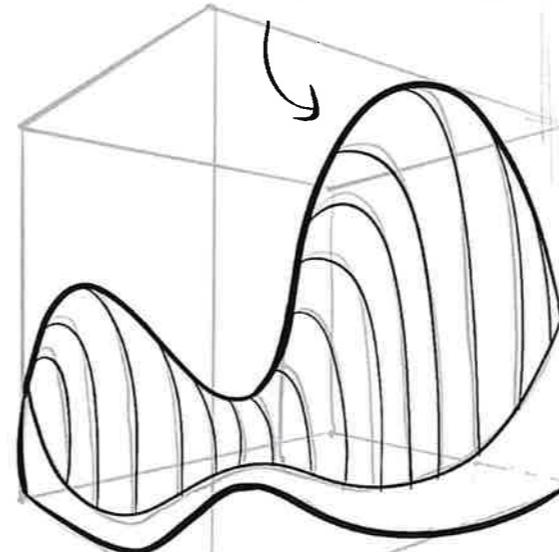
what if wider top.

go inside  
to drink

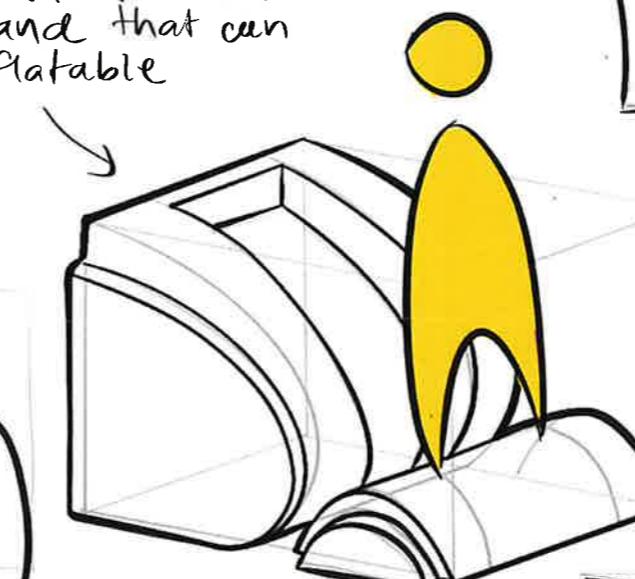


Now will it be  
drinkable?

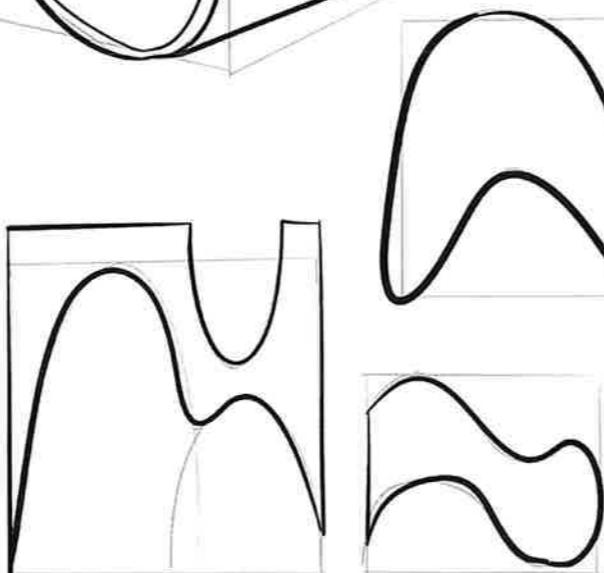
creates more layer



what if there was  
a stand that can  
be inflatable



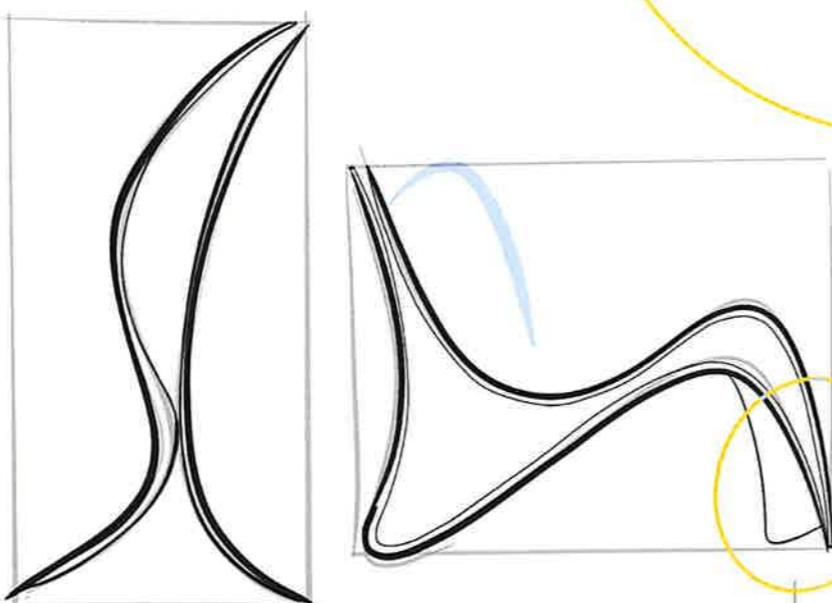
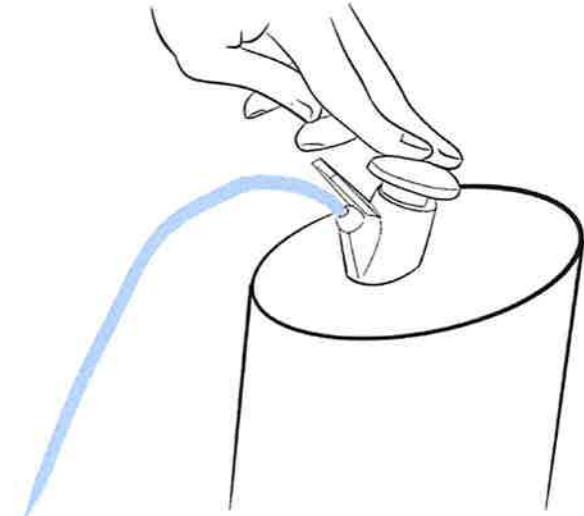
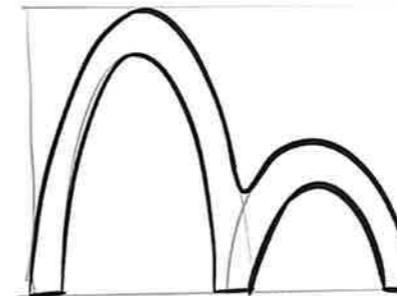
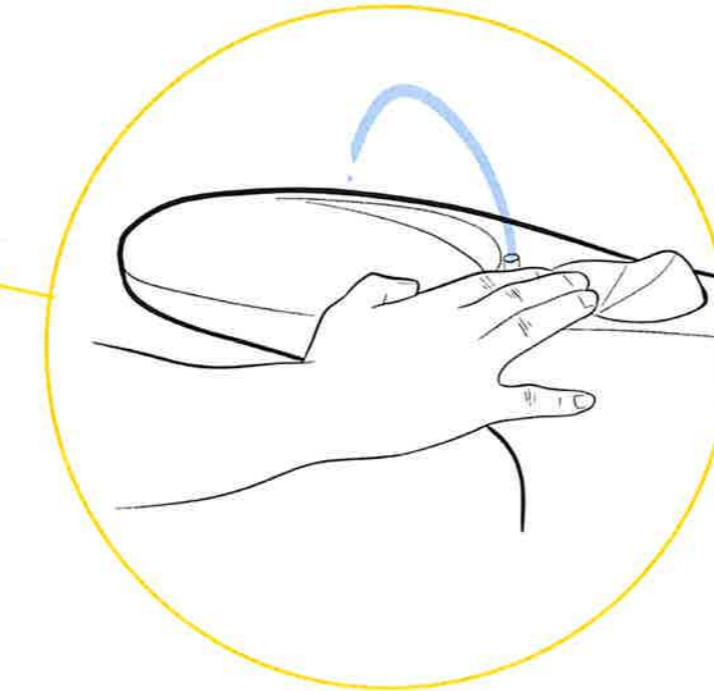
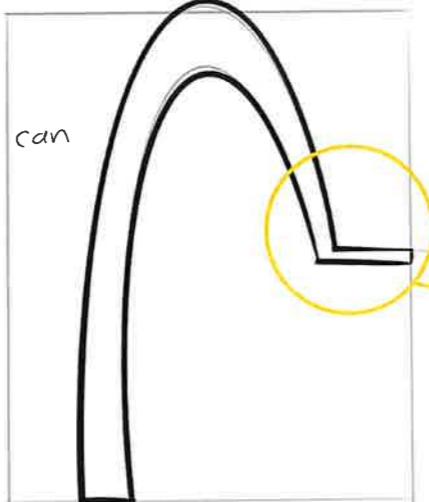
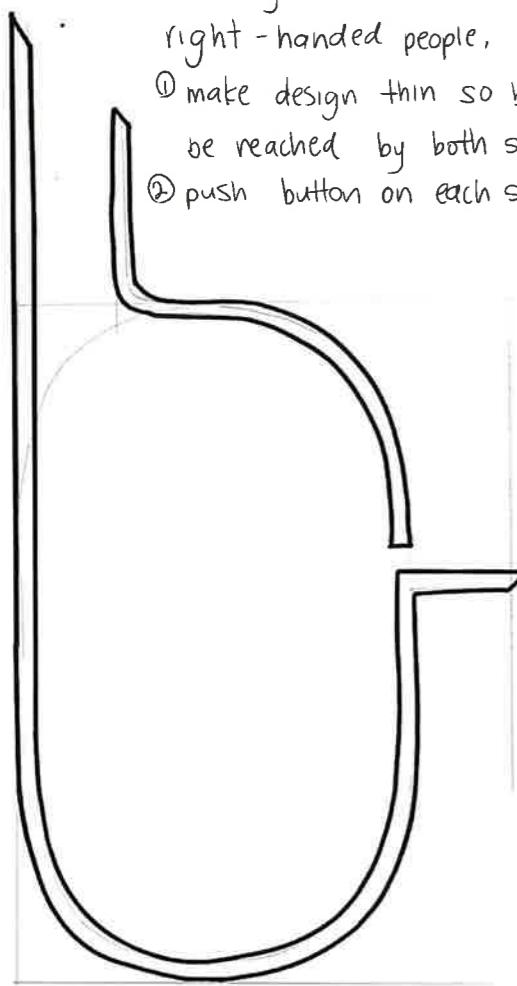
what if people could  
store things under the  
fountain?



what if collects  
rain and recycle  
this water to  
hydrate people.

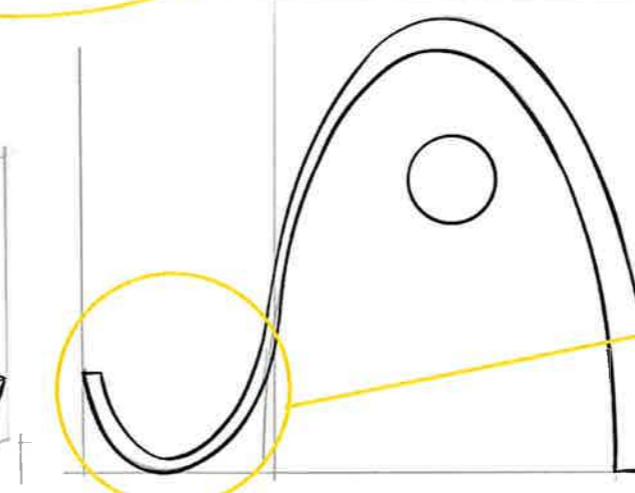
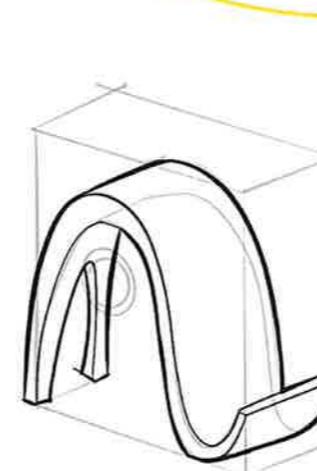
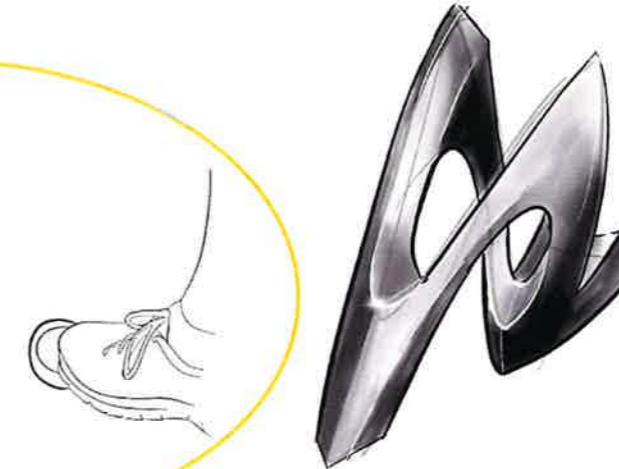
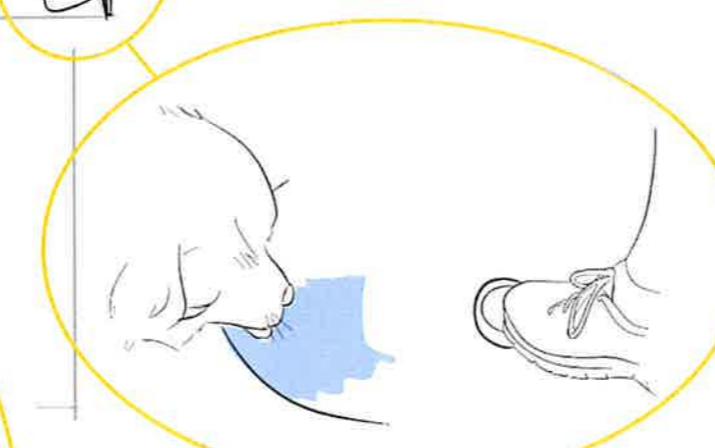
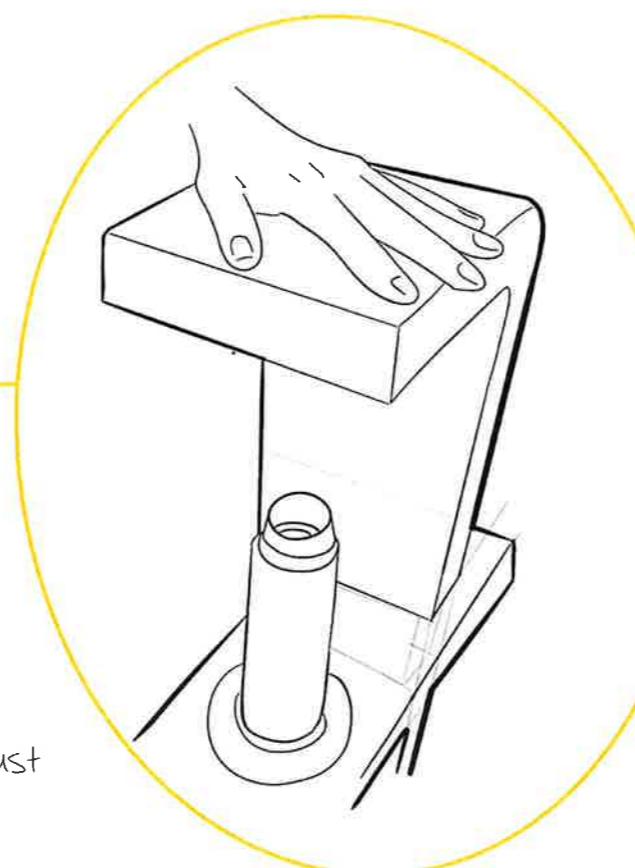
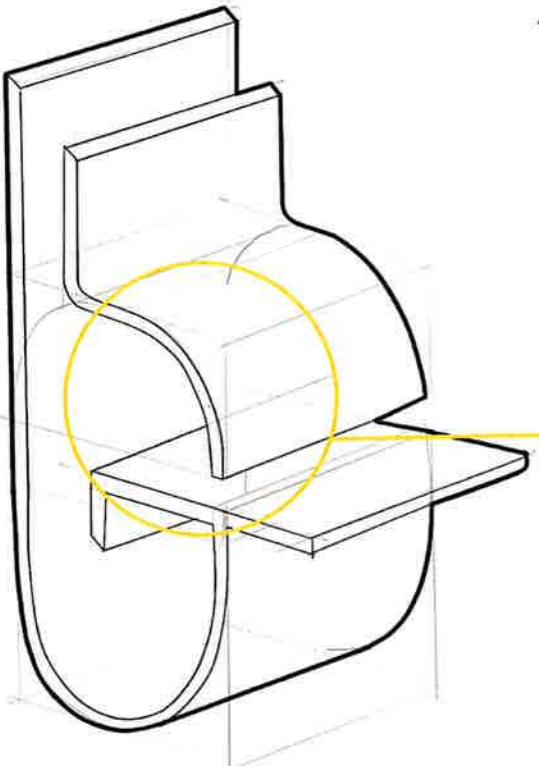
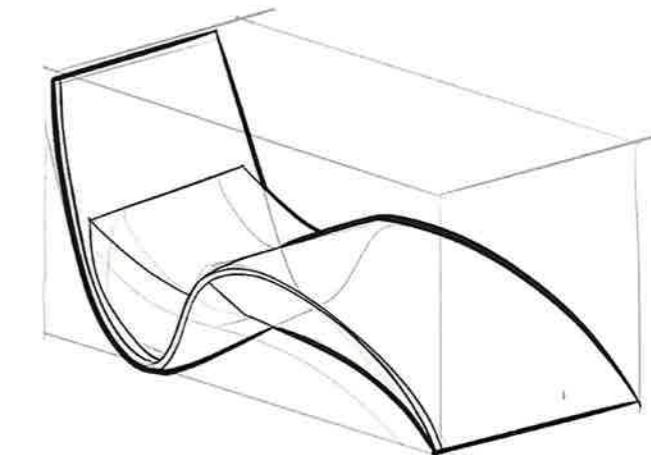
used by both left and right-handed people.

- ① make design thin so button can be reached by both side
- ② push button on each side



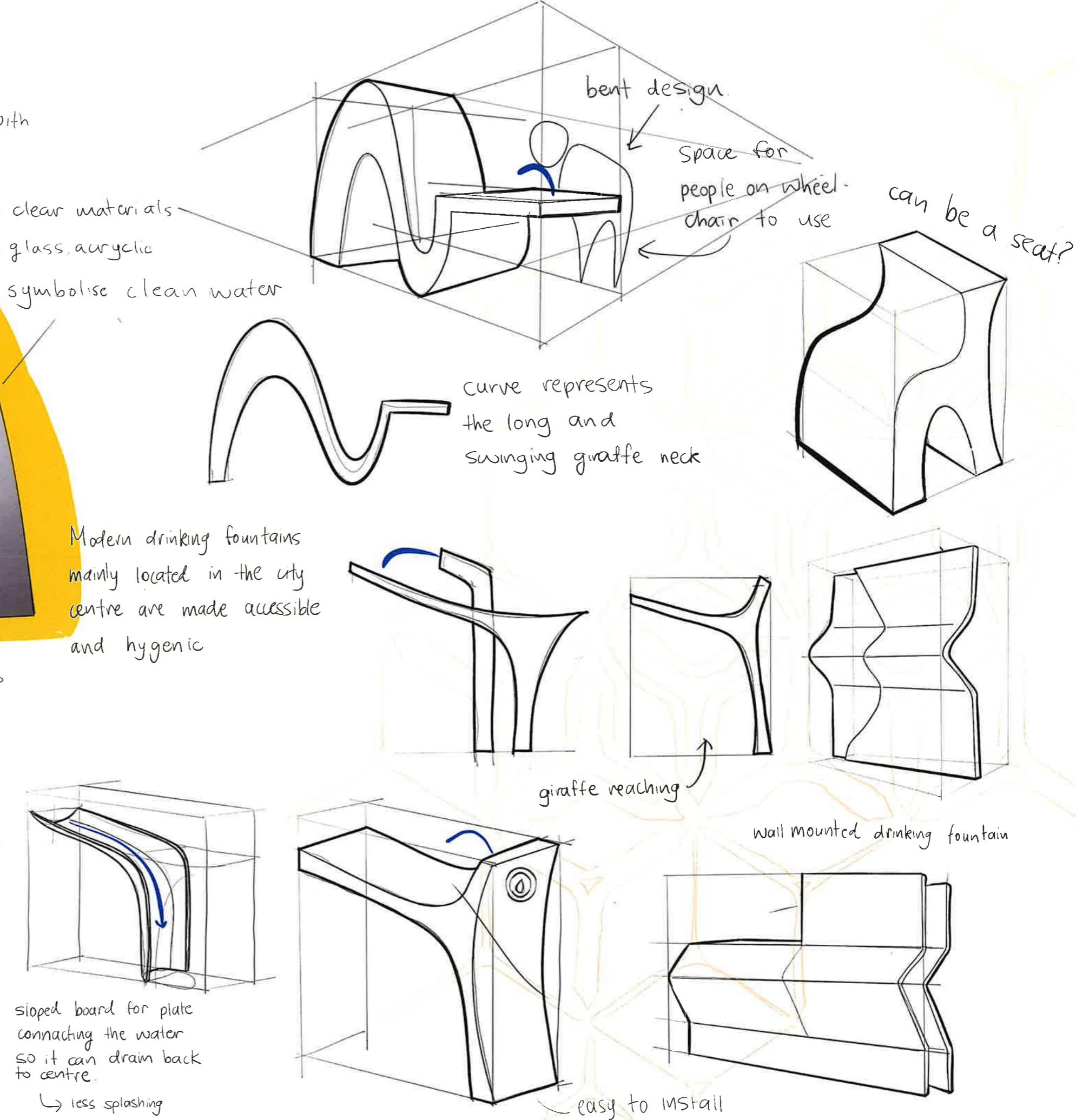
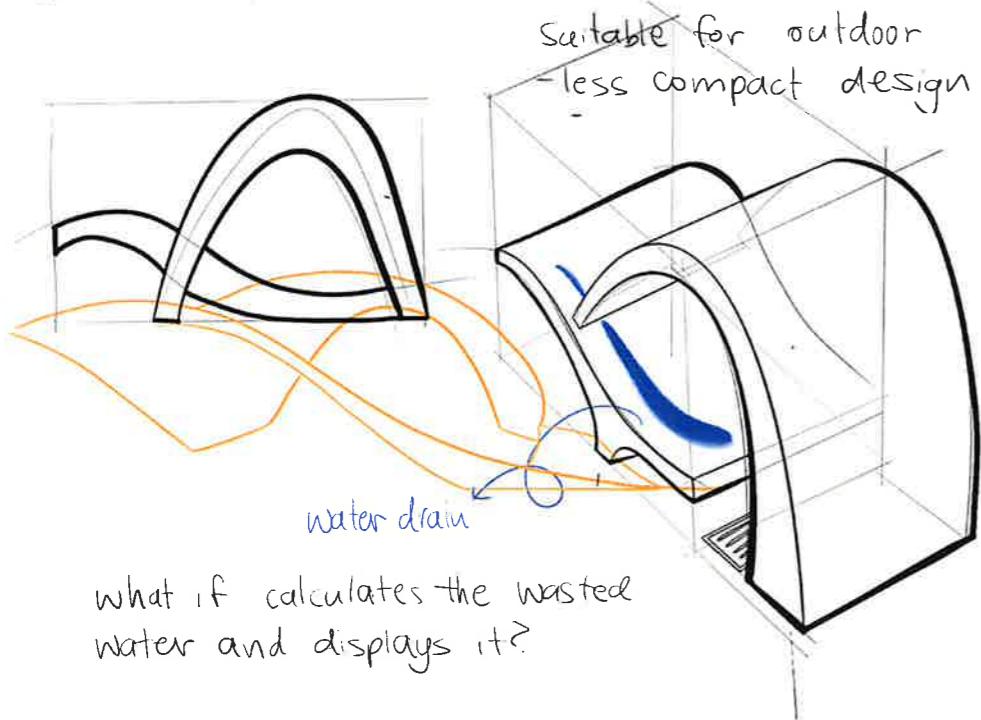
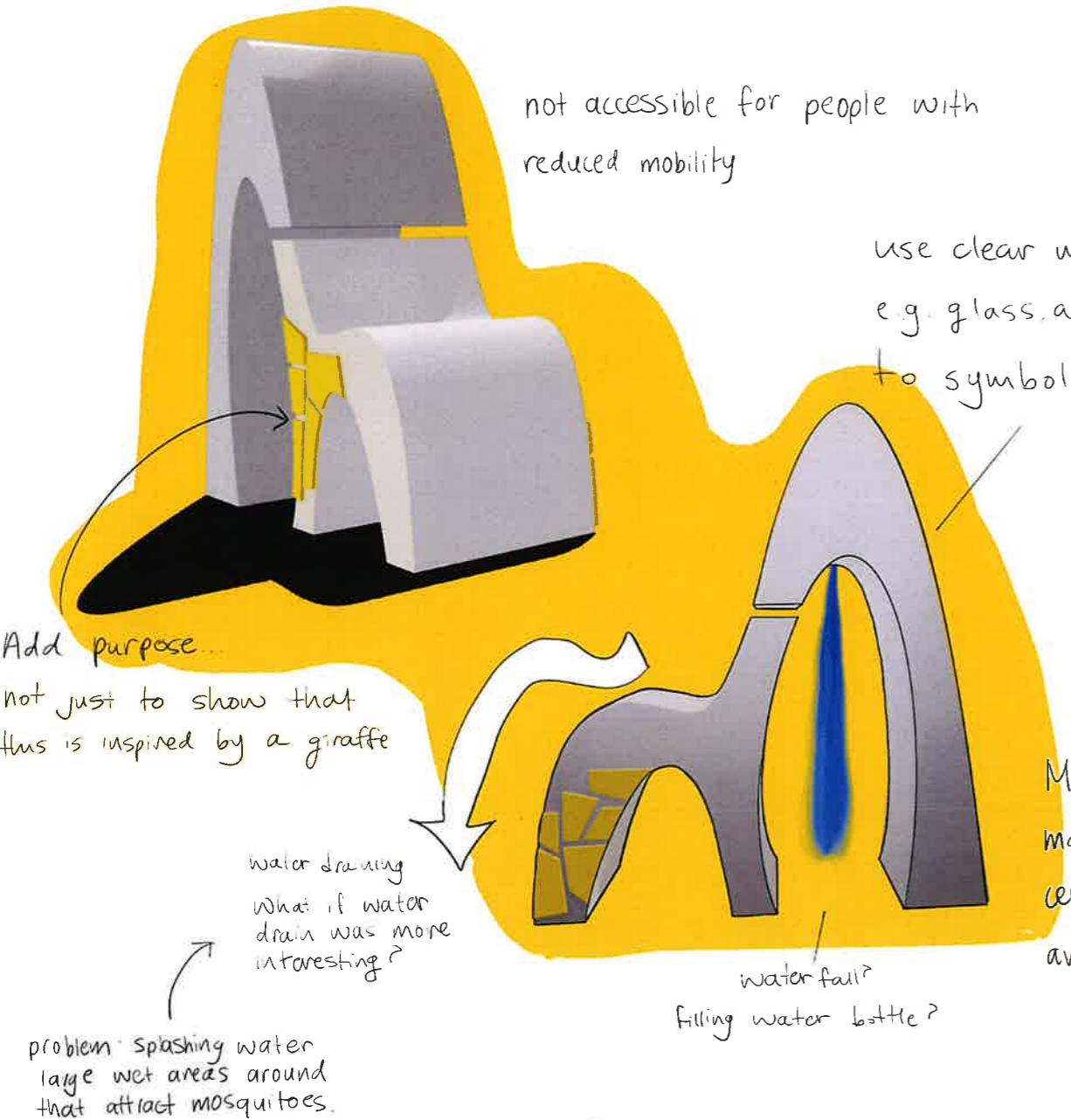
important that water outlet has an appropriate height so that it can be used by variety of people.

- Standing
- Wheelchair
- children
- pets

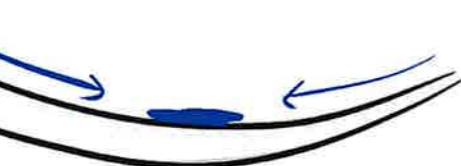
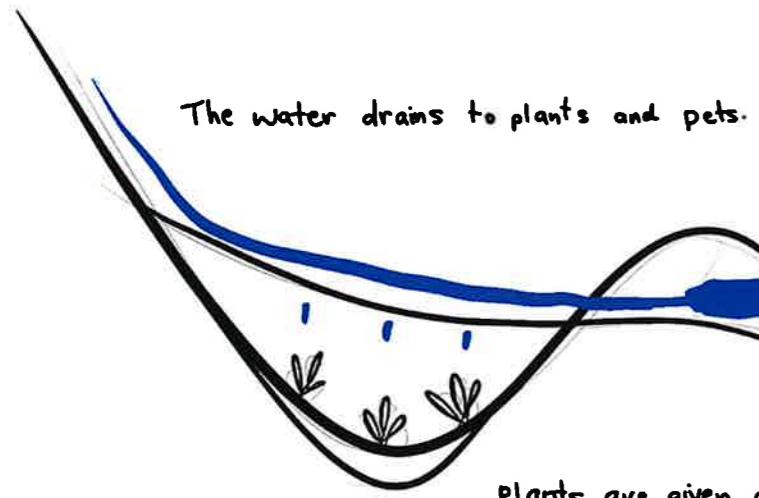


it is public element. must be robust and resistant to possible abuse

# CONCEPT ONE

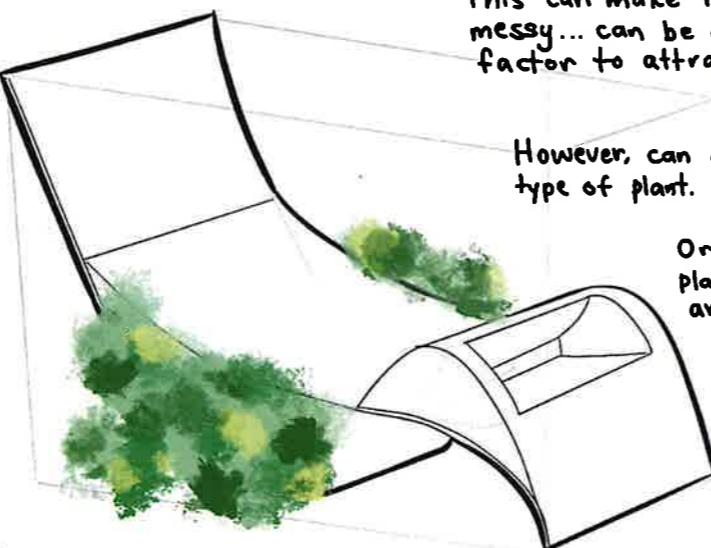


# CONCEPT TWO



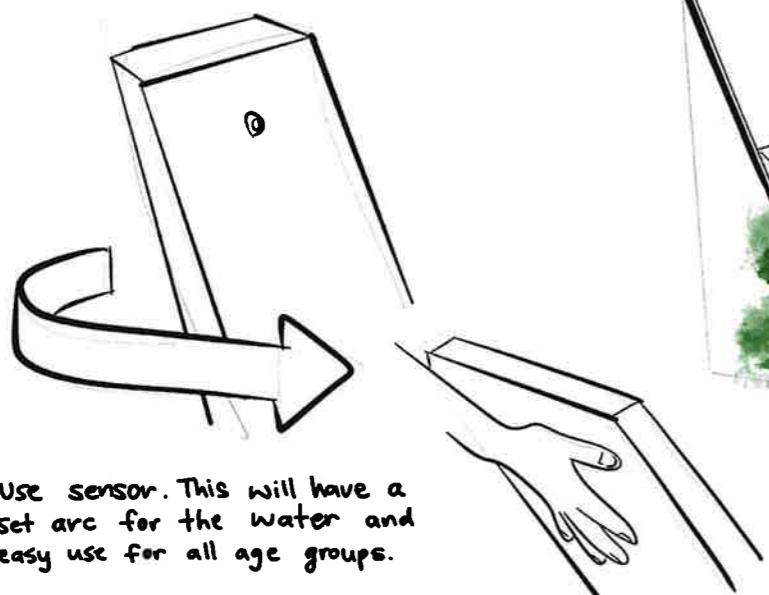
In some place the knob needs lots of force on the button to maintain the arc shape

What if they are grown...

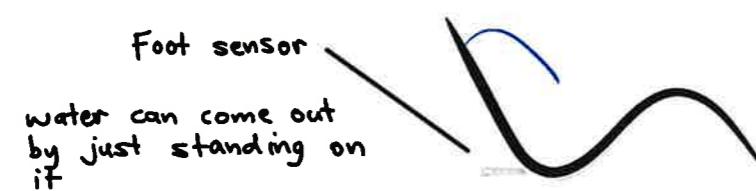


However, can depend on the type of plant.

Or could use for plants in a different area.

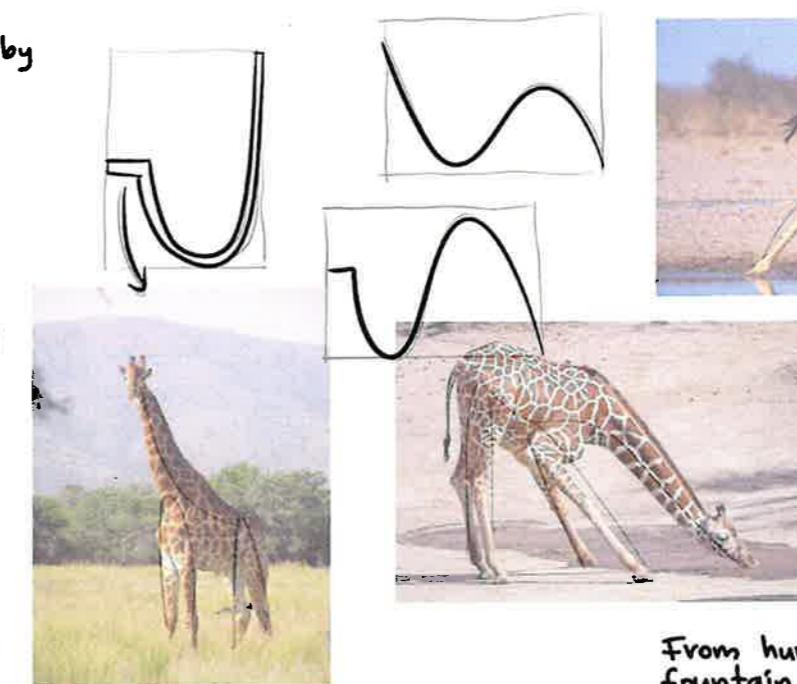


Does not require force.

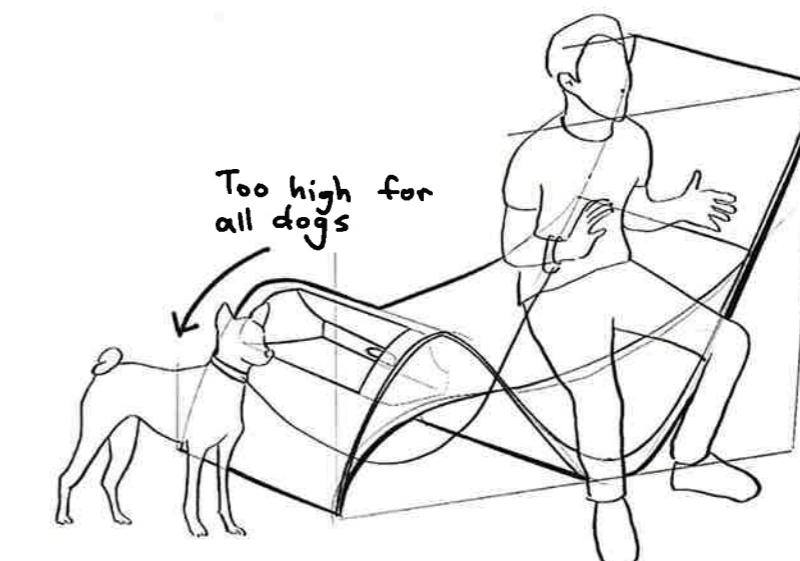


Drinking fountain needs to be lower for all age groups to drink from....

or could make more than one output?  
or adjustable height?  
or steps?  
or make the water come out in a way that's approachable at all position.

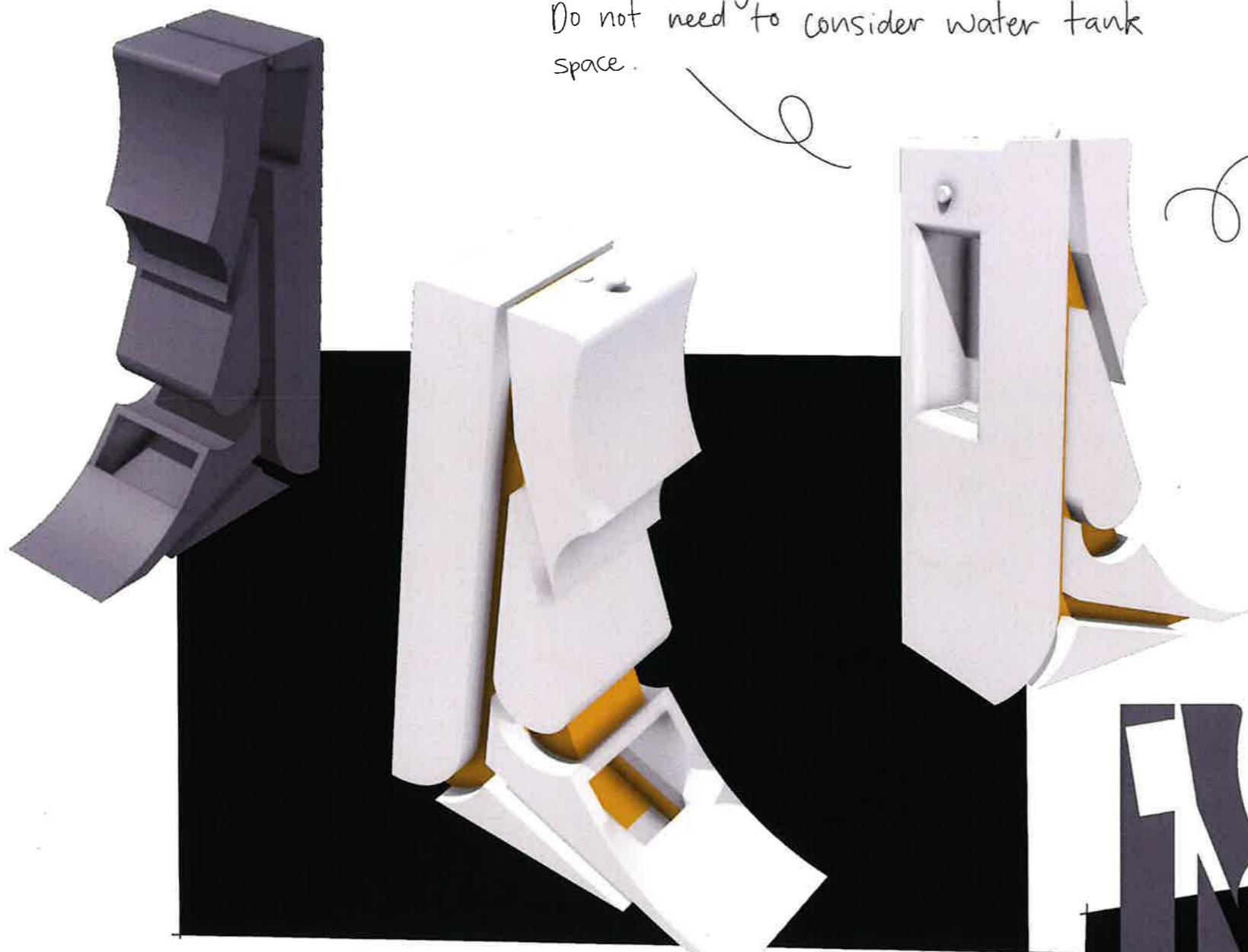
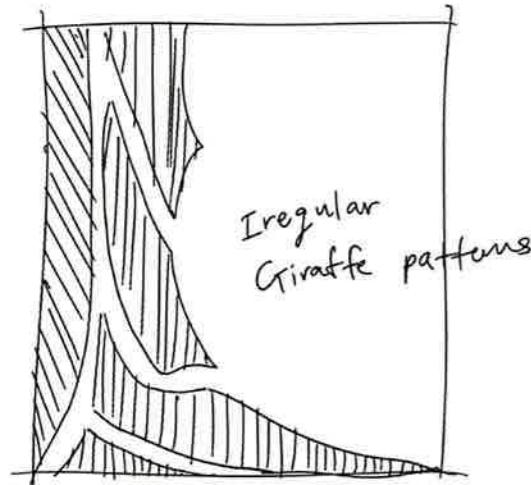


From human drinking fountain to the pet fountain is too far away.



Add water button near the seat to see the pet and also full its bowl while sitting

# CONCEPT THREE



Sensor on the slope to fill water in the dog drinking area.  
 - only water comes out when a dog is standing on it  
OR while the owner stands on it...

Outdoor uses water underground therefore, design can be thinner...  
 Do not need to consider water tank space.



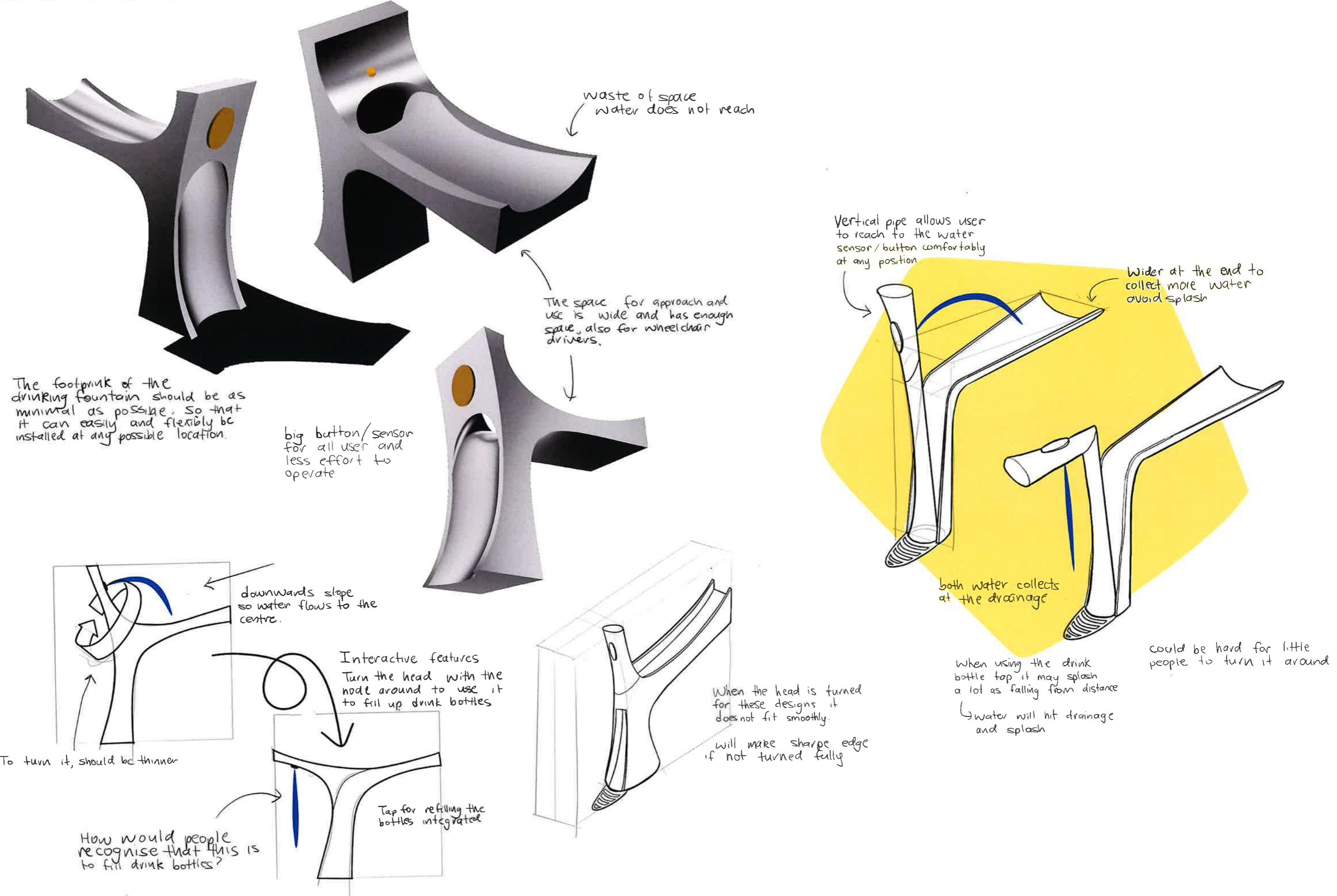
How could it be environmental?  
 - where does the waste water go?  
 - How could we save water?  
     ↳ limit water  
     ↳ detect water used.

The back looks unoriginal...  
 More common visual for indoor  
 - could use for indoor version of the company.

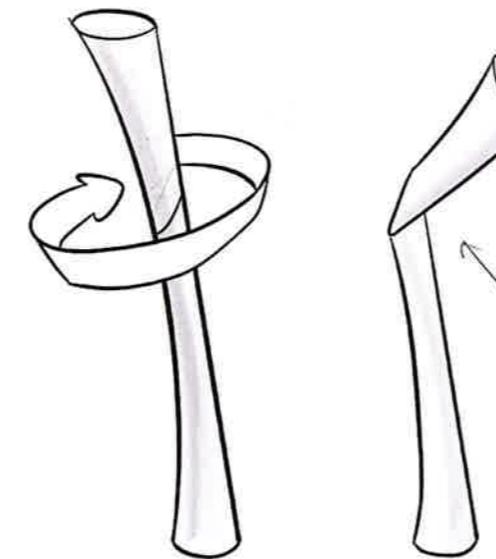
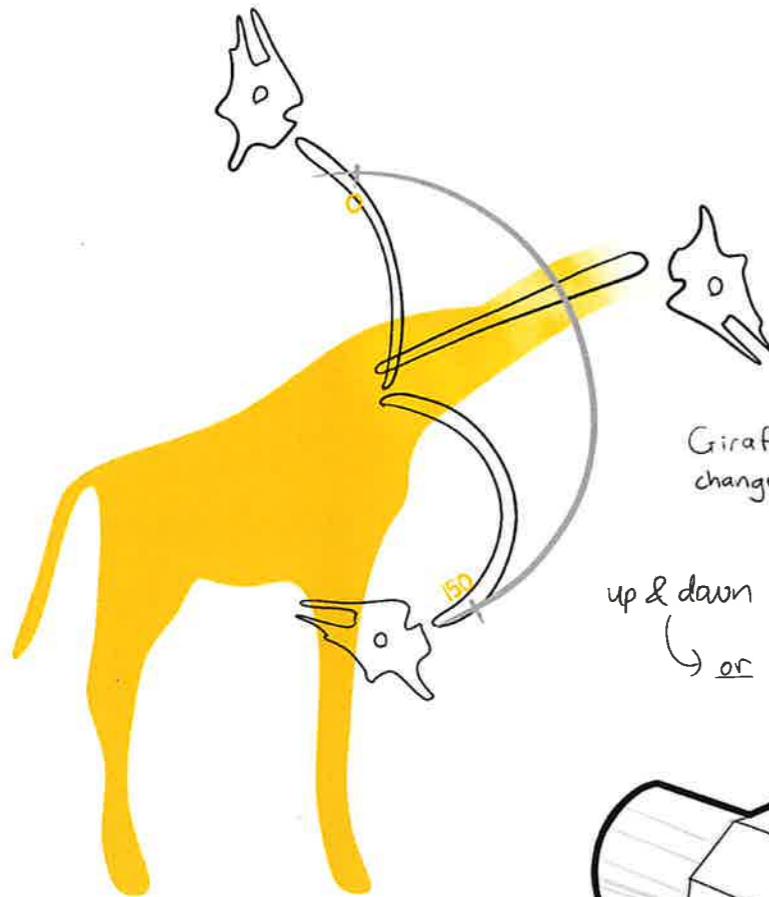


drinking fountain will make the ground & product wet...

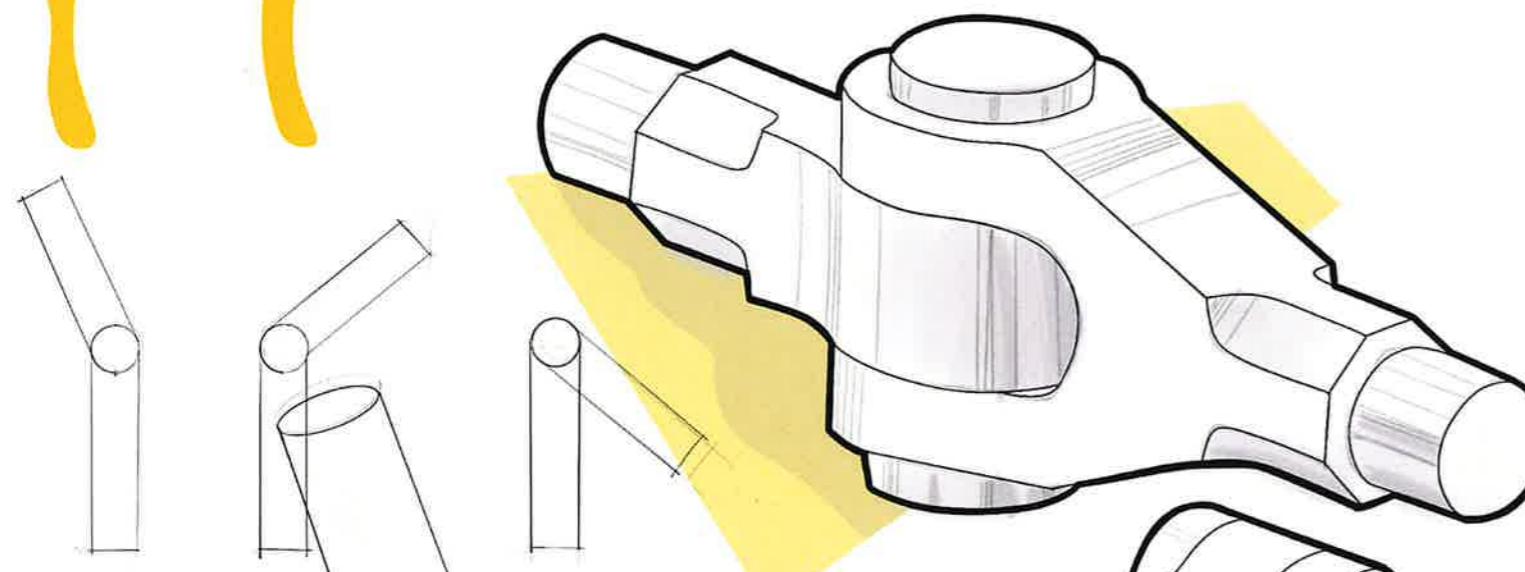
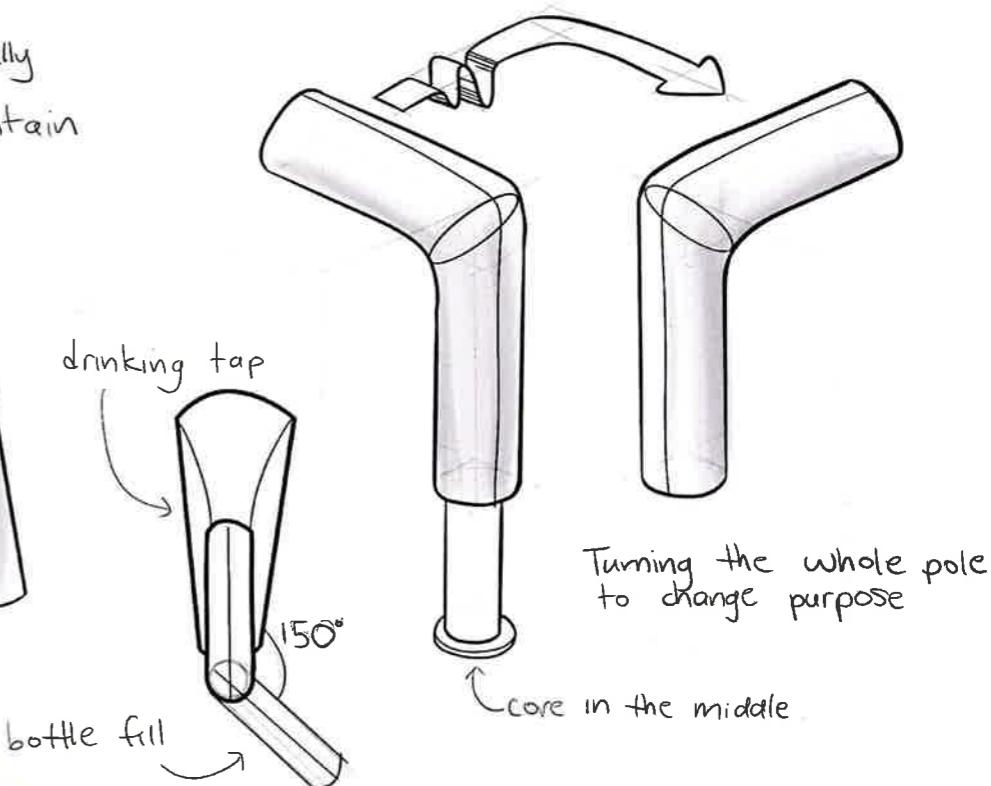
# CONCEPT FOUR



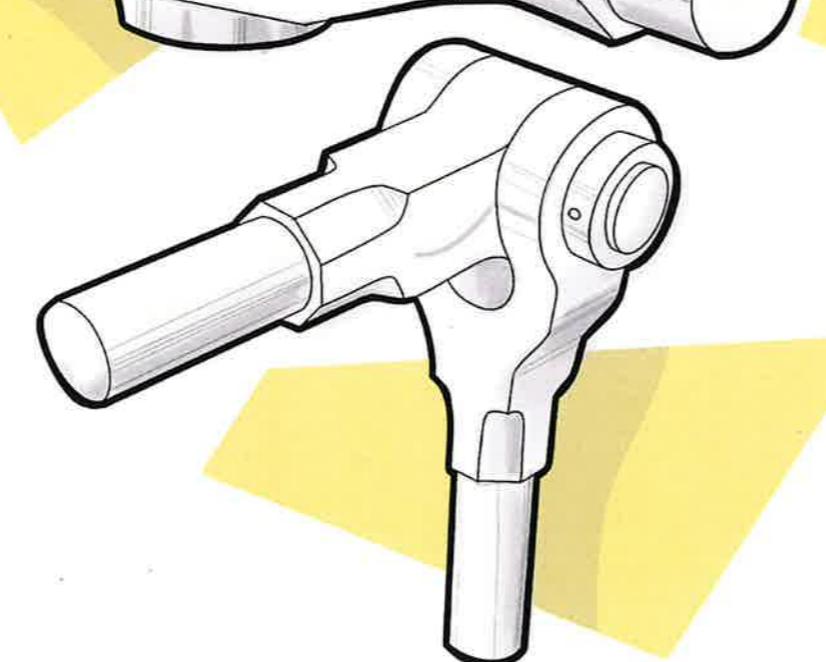
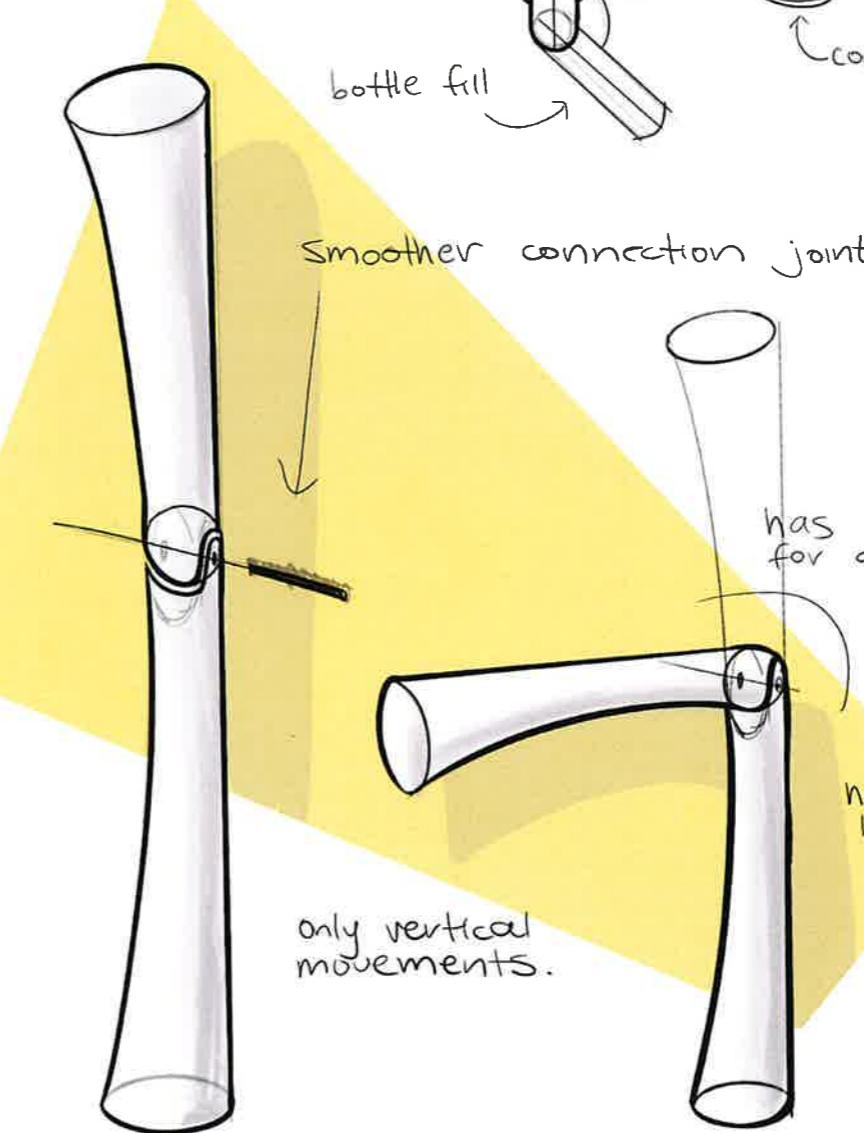
# DEVELOPMENT MOVEMENT



Turn horizontally to perform in 90 angle fountain



ball inside →  
can turn 360°  
is this necessary

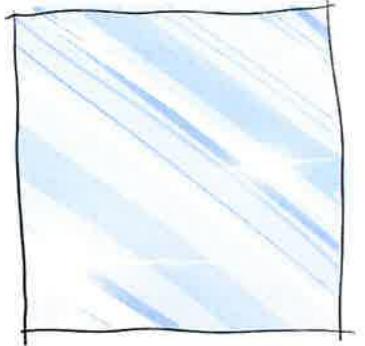


# DEVELOPMENT MATERIAL



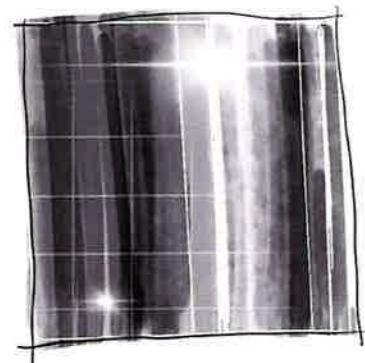
## WOOD:

natural beauty, easy to work with  
Hardwoods: resist weather damage and can last decade if treated properly  
weak to water and its heavy



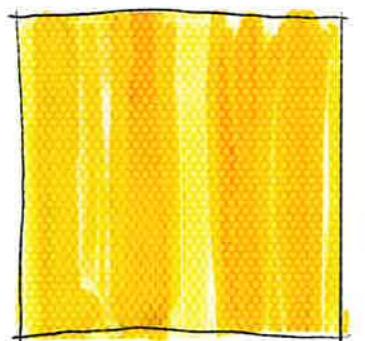
## GLASS:

resistance to temperature changes  
Creates open and airy feeling.  
reflects off sun and blind people



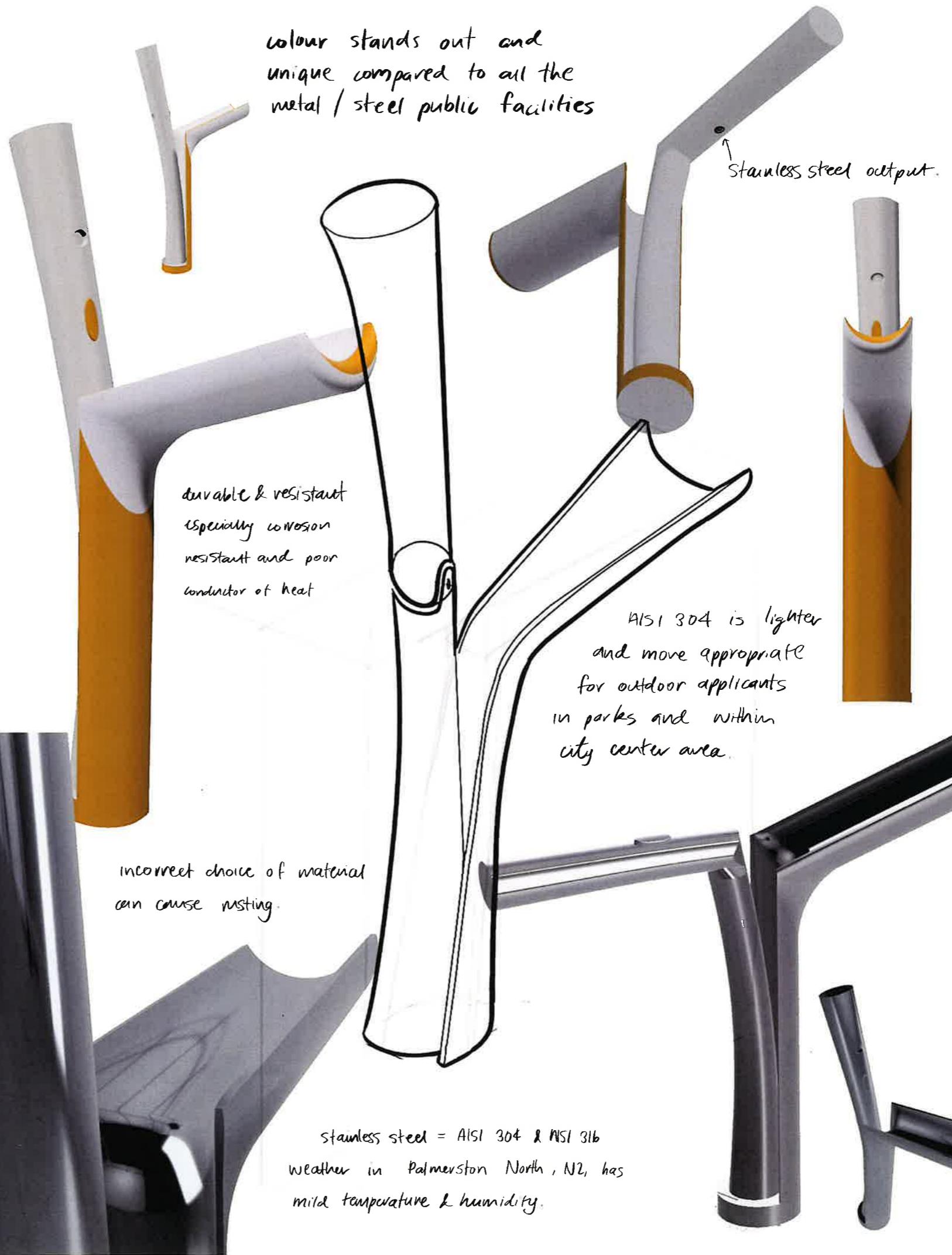
## STAINLESS STEEL:

high density & helps prevent dents and other damage from frequent use  
Endures extreme temperatures & better than most metals



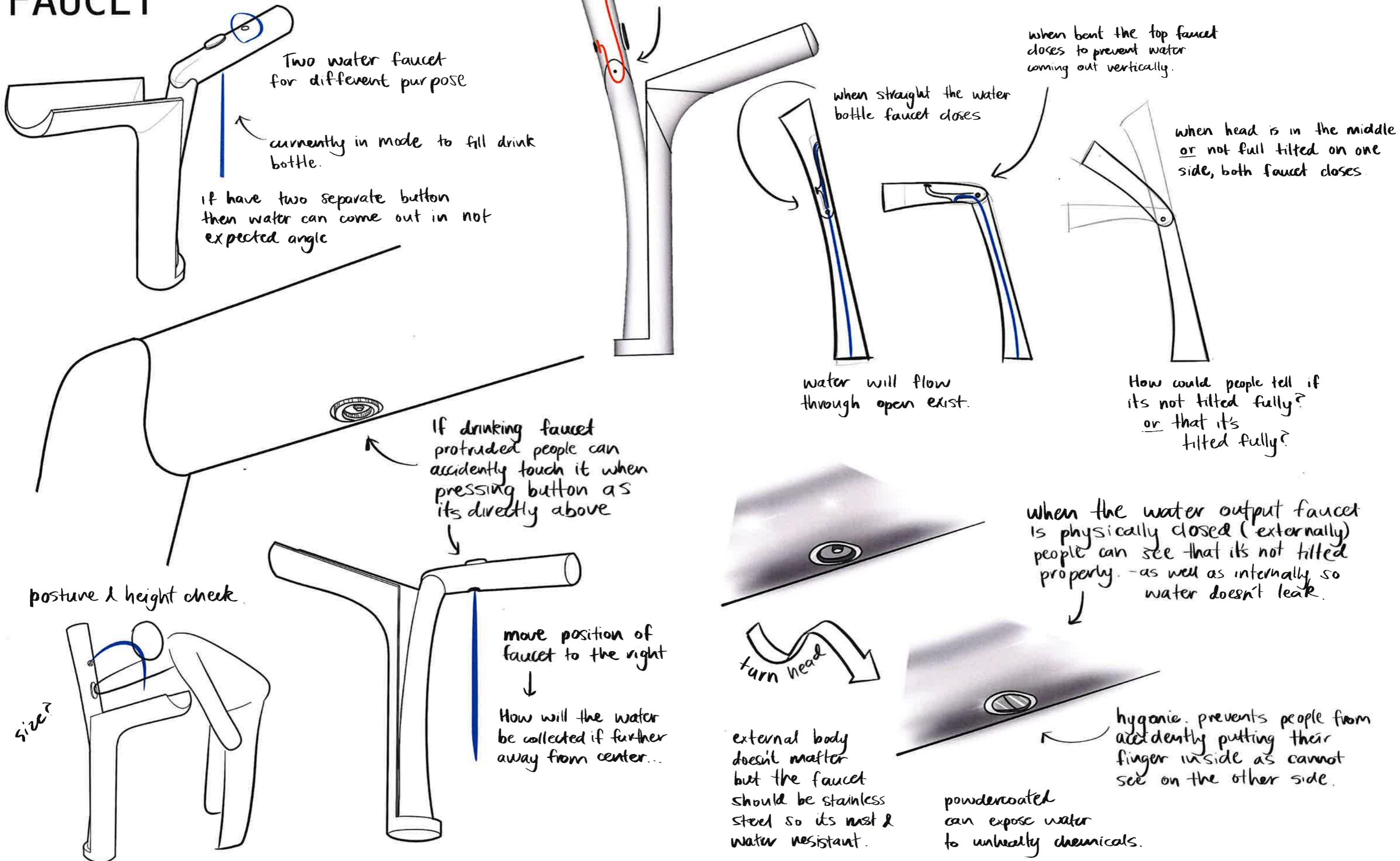
## POWDERCOATED METAL:

adds colour to design.  
could be unsafe when in continuous contact with H<sub>2</sub>O.  
Appropriate for surface not in contact with water

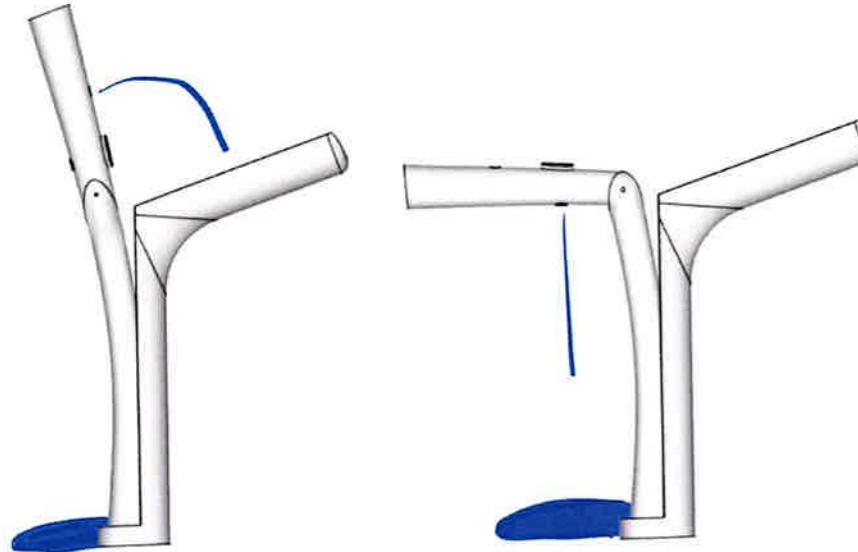


# DEVELOPMENT

## FAUCET



# DEVELOPMENT DRAIN

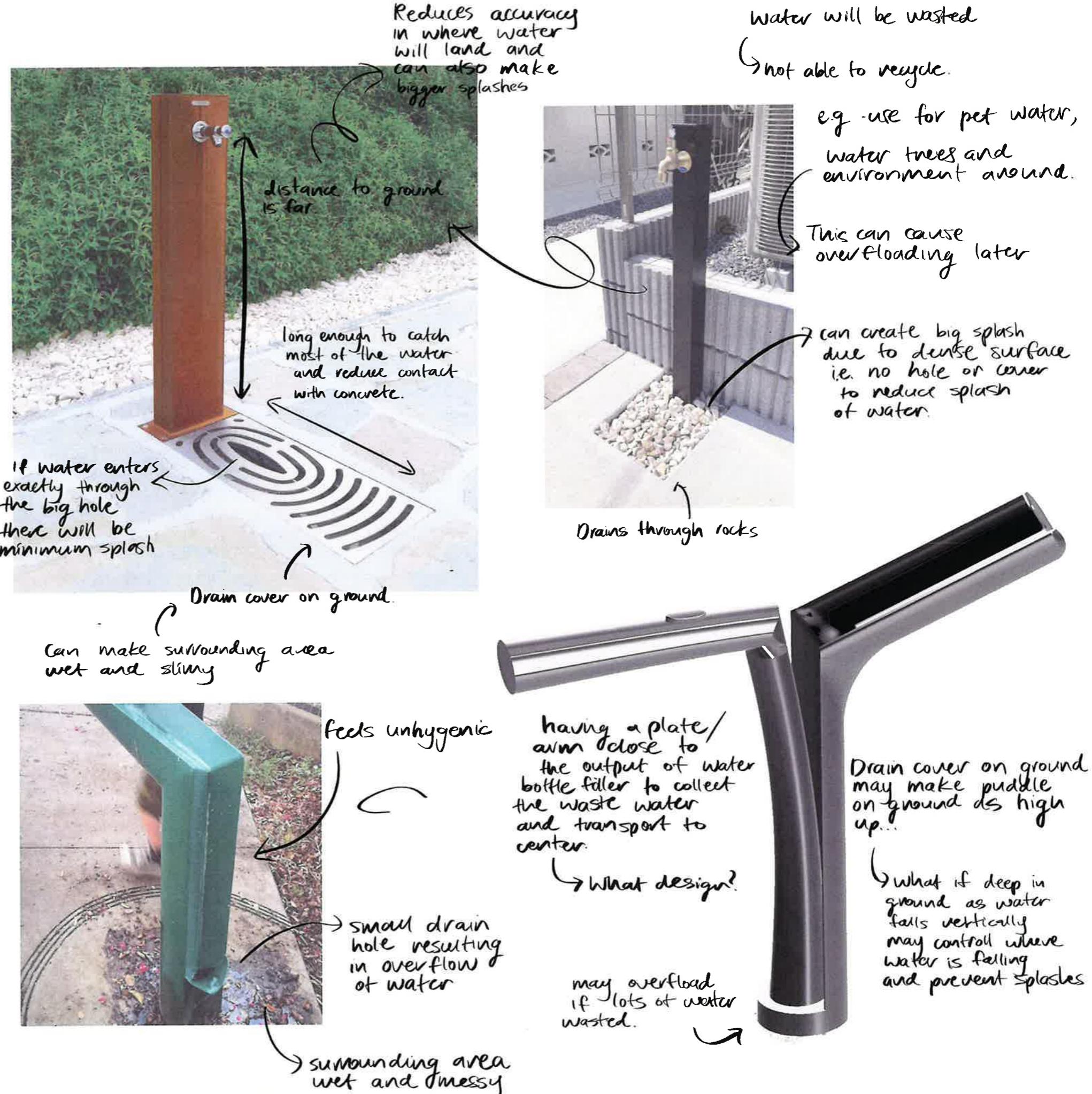


faucet installed on a plate that leads to the output pipe.

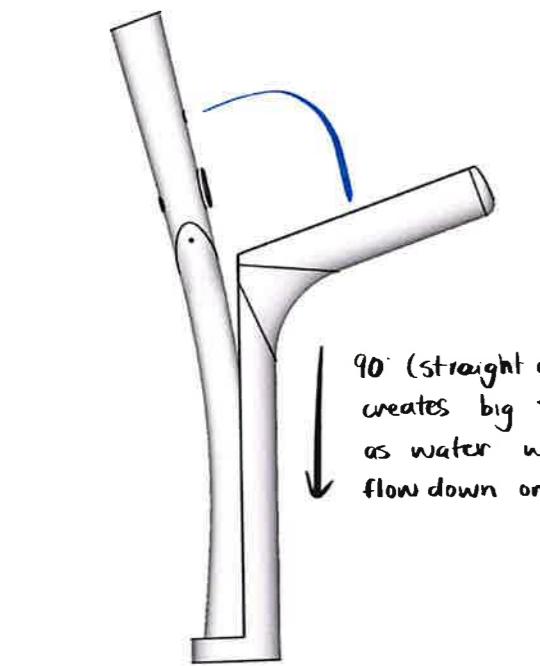


minimum splashing as water experiences less gravitational force since very close to draining cover.

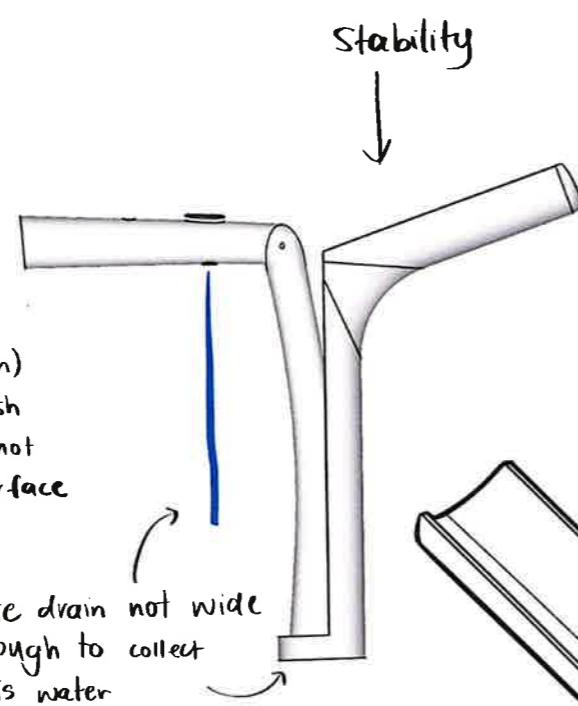
uses more space compared to designs with drainage on the ground which people can walk across and on it.



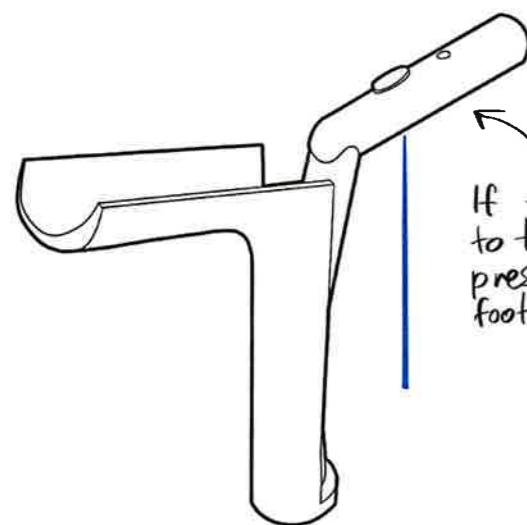
# DEVELOPMENT DRAINAGE



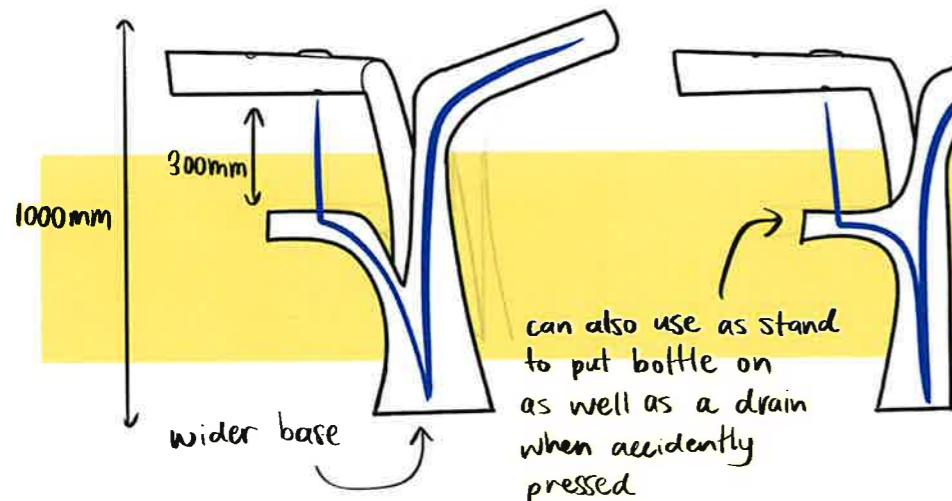
90° (straight down) creates big splash as water will not flow down on surface



base drain not wide enough to collect this water



If the water fountain changed to this position and accidentally press the button it can make foot wet.



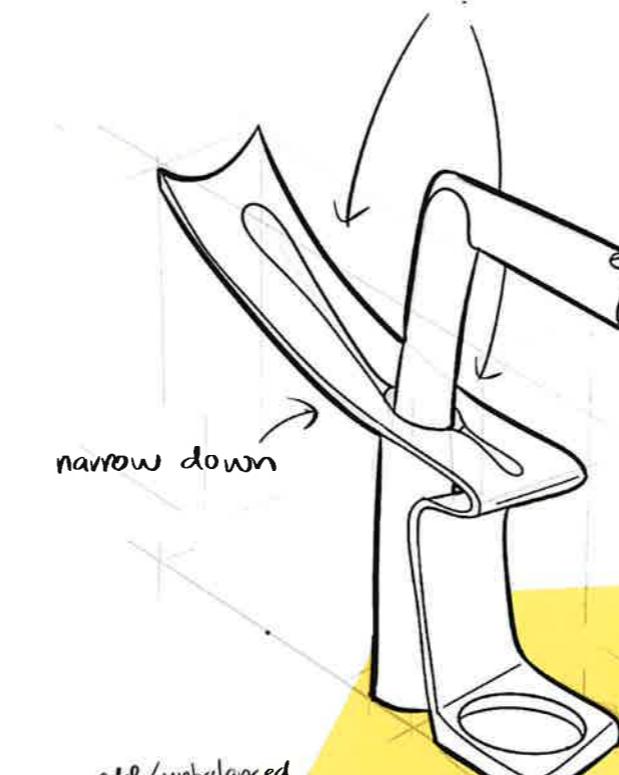
can also use as stand to put bottle on as well as a drain when accidentally pressed

drained water won't be in contact with pipe in middle

could use as pet drinking area

or save up water and store under ground and use as pet water.

separated pieces for the drain.

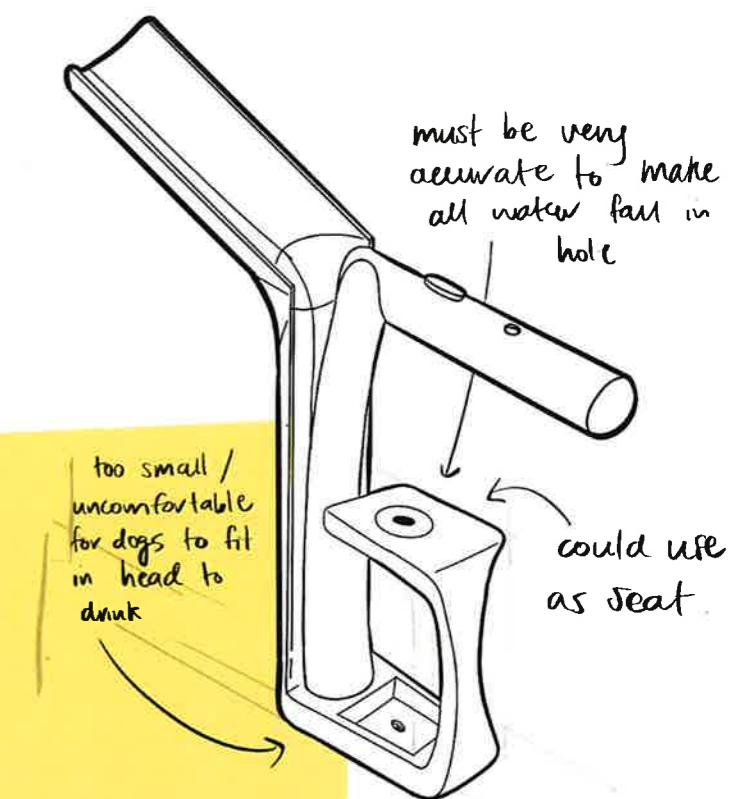


odd/unbalanced feeling due to the pipe being trapped inside.

is it necessary for the drainage to take this much space?

→ add more purpose

hole in the middle where water will drop through when no bottle



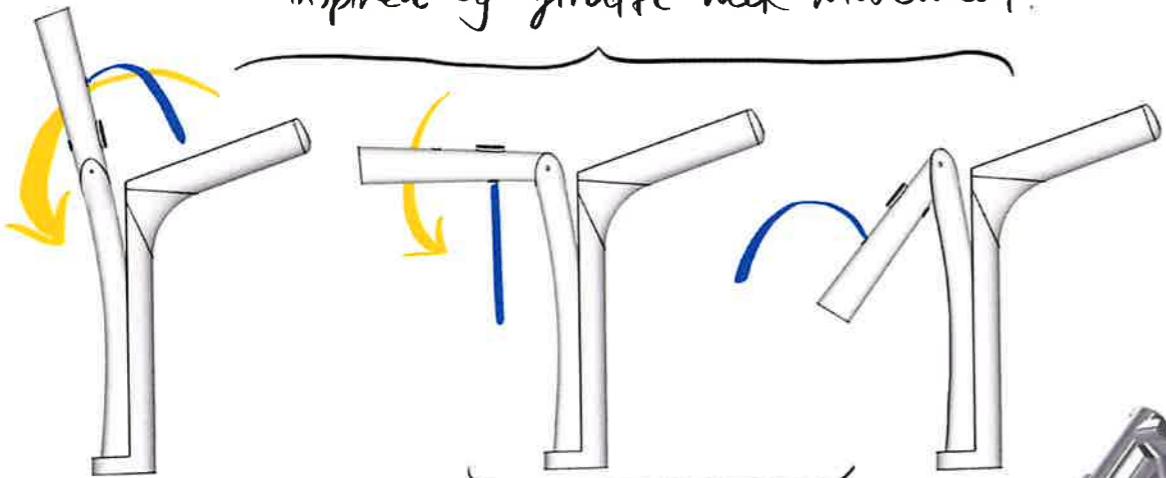
Gives me idea to plan for 2nd faucet.



# DEVELOPMENT

## 2ND FAUCET

inspired by giraffe neck movement.



How would drainage work

Development ○

research on types of drain



TWO POLES

2nd faucet attached on the side at 90°

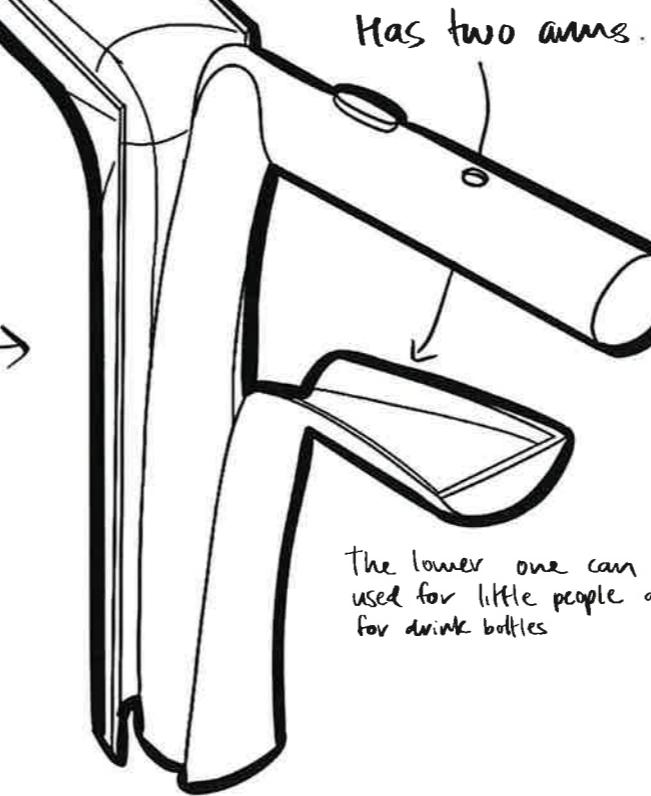
How will water drain?

may be an obstacle as it's sticking out.

This means: can't be installed on edge and interferes other area, causing accidents.



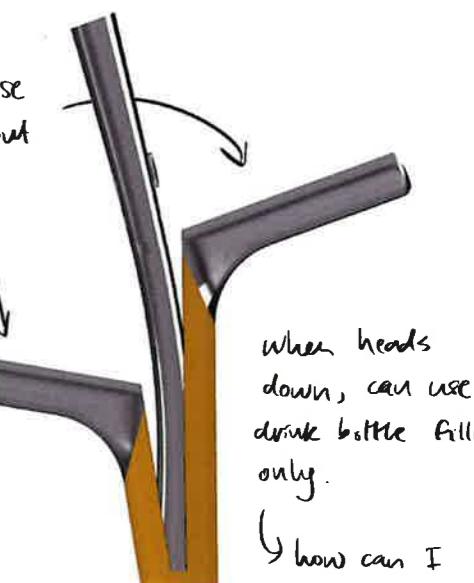
MOTION DESIGN



The lower one can be used for little people and for drink bottles

at this position (heads up) can't use drink bottle filler but can use both the fountains

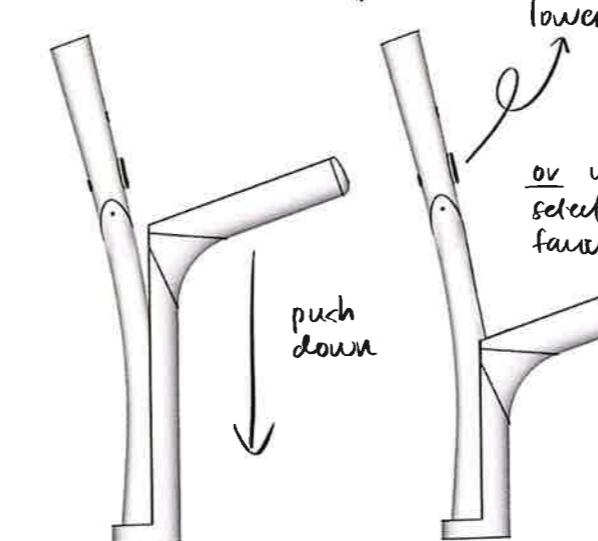
Two arms indicates that there's more than one component to drinking fountain.



when heads down, can use drink bottle filler only.

↳ how can I disable the fountain button?

MOVEABLE DRAIN



lower the button for little people

or use button to select whether use short person faucet or normal person faucet.

Two interaction happening.

↳ This may be confusing... public facilities should be easy to understand and be operated by most users.

algorithm:

when there's three output, one button won't work (not a boolean)

changing button image.

↳ white head is down the button shows a bottle image

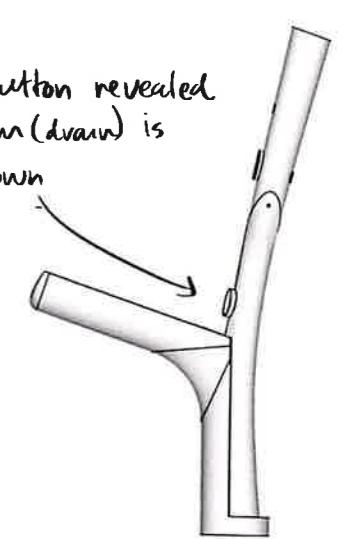
This means electricity will be involved.  
↳ How can it be dealt safely?

when head is up the button show a drinking image

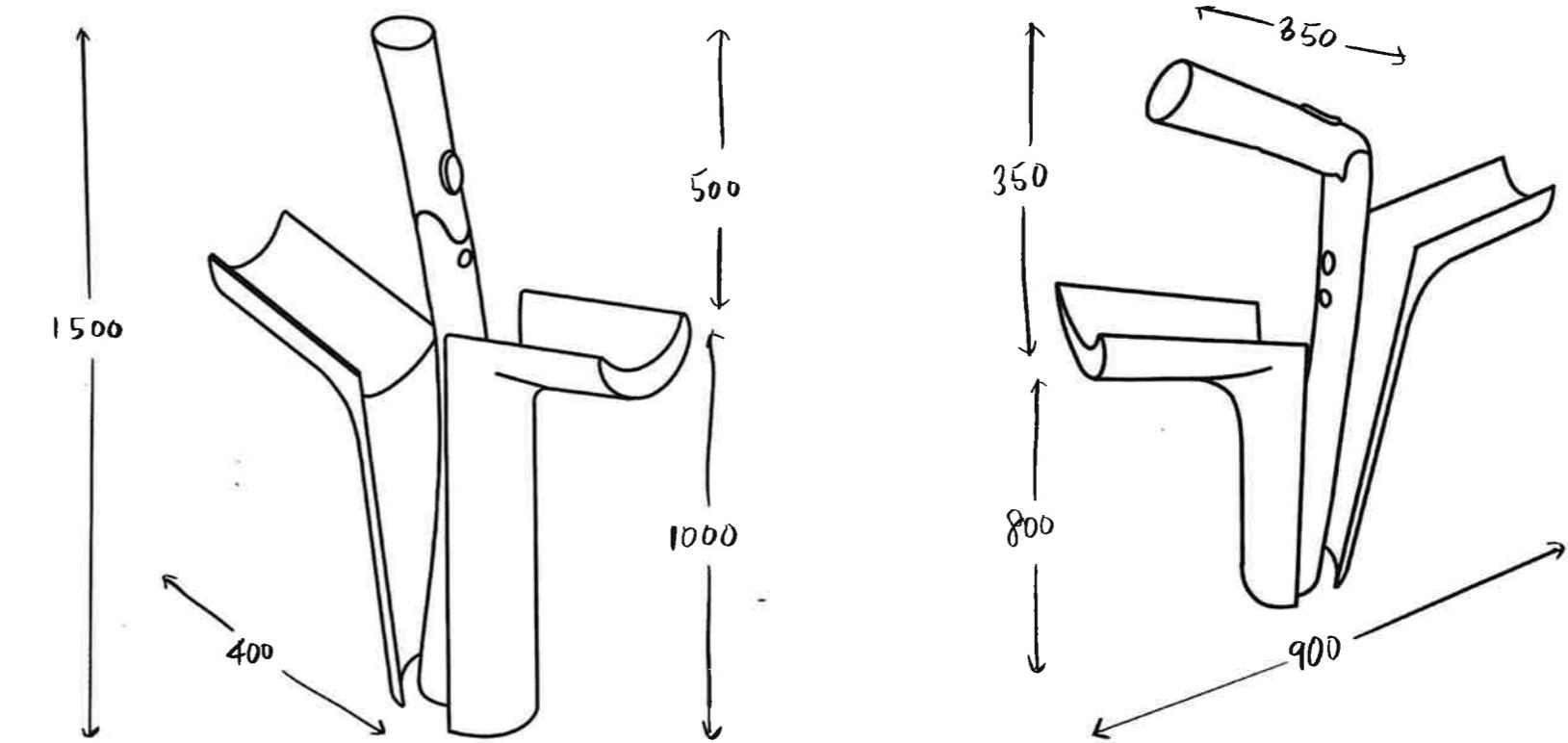
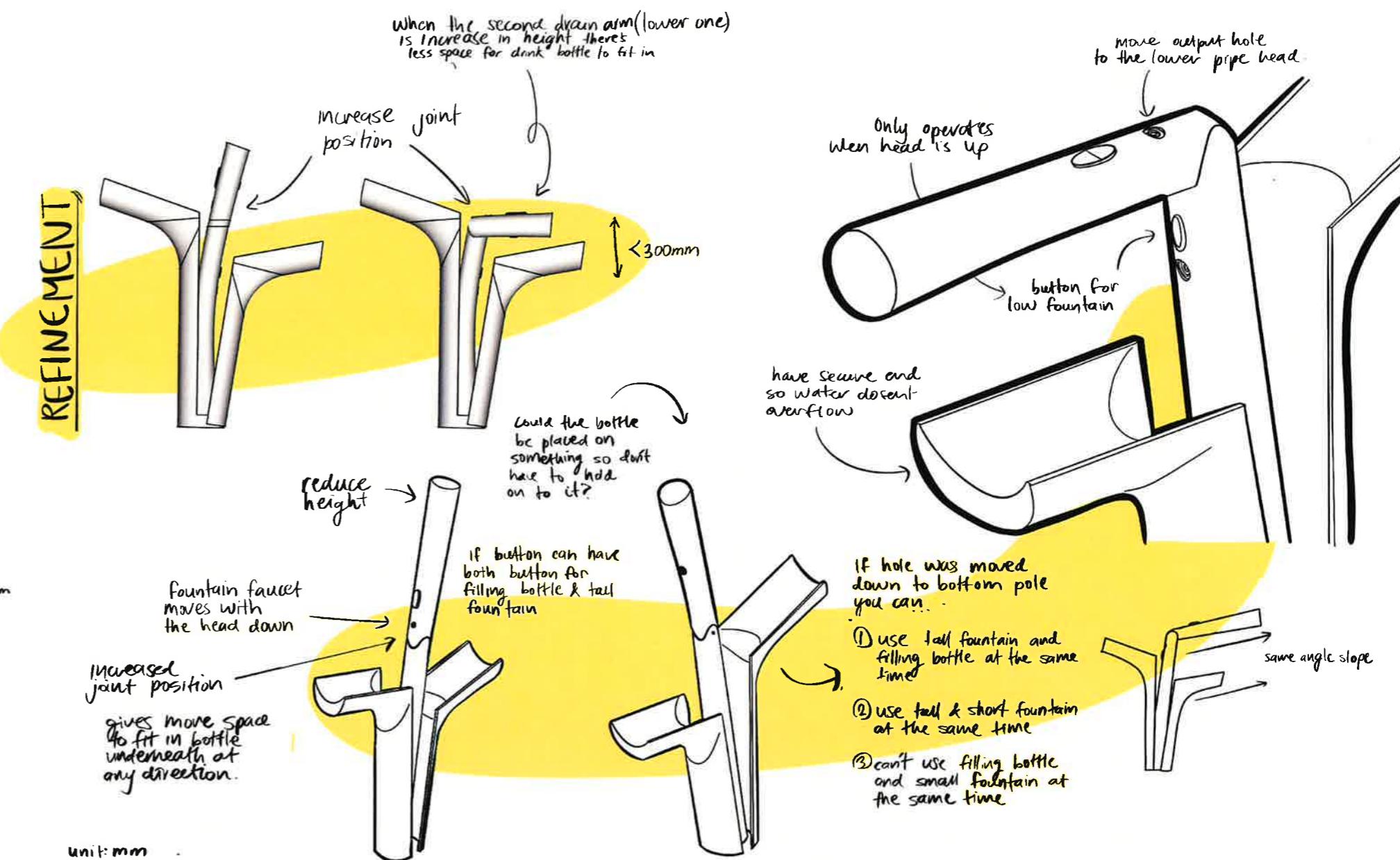
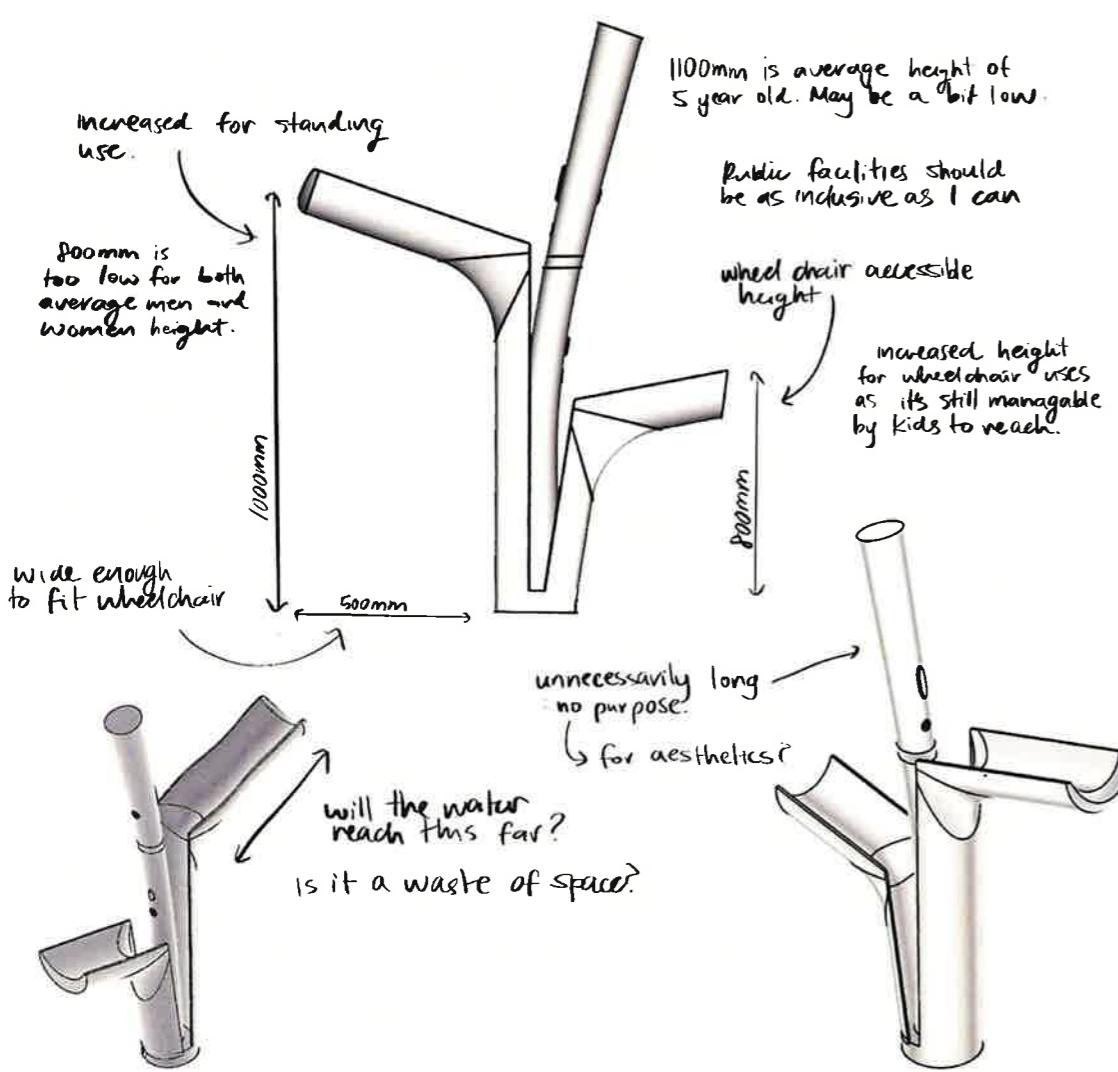
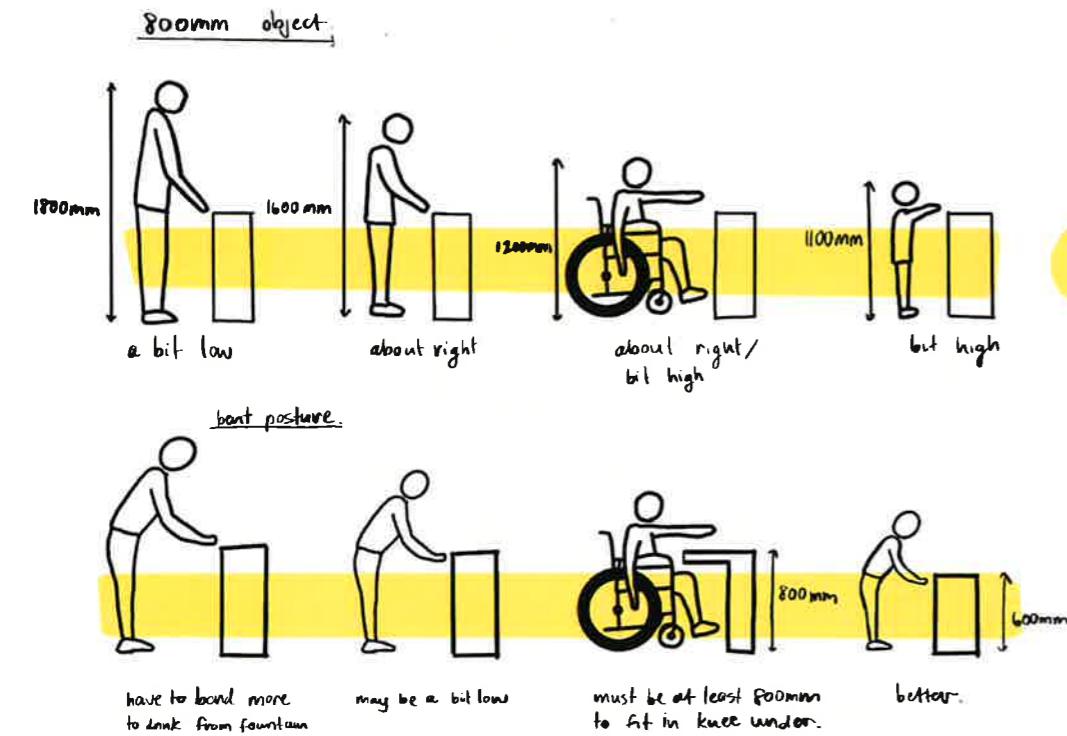


or have both button images at the same time.

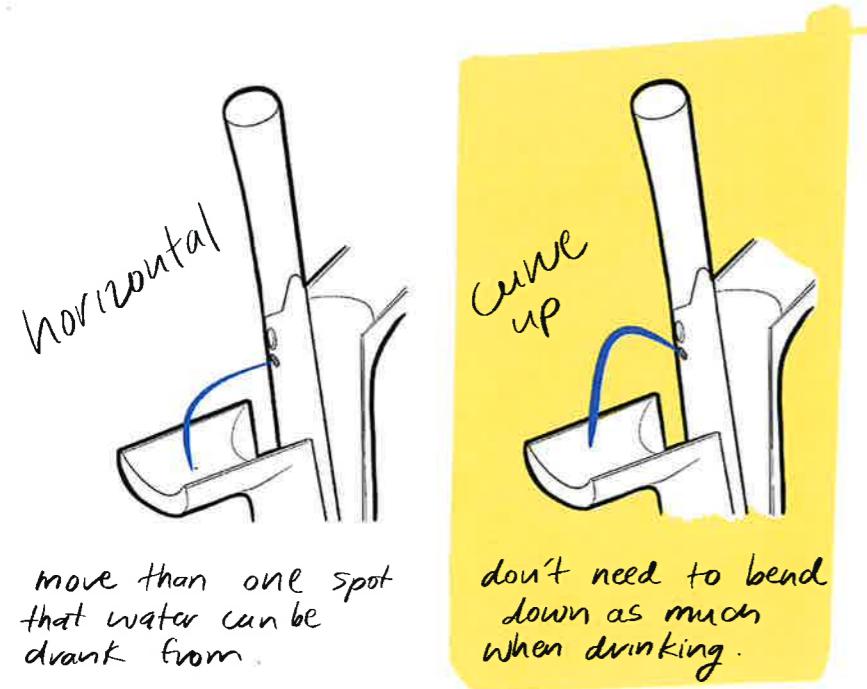
second button revealed when arm (drain) is pulled down



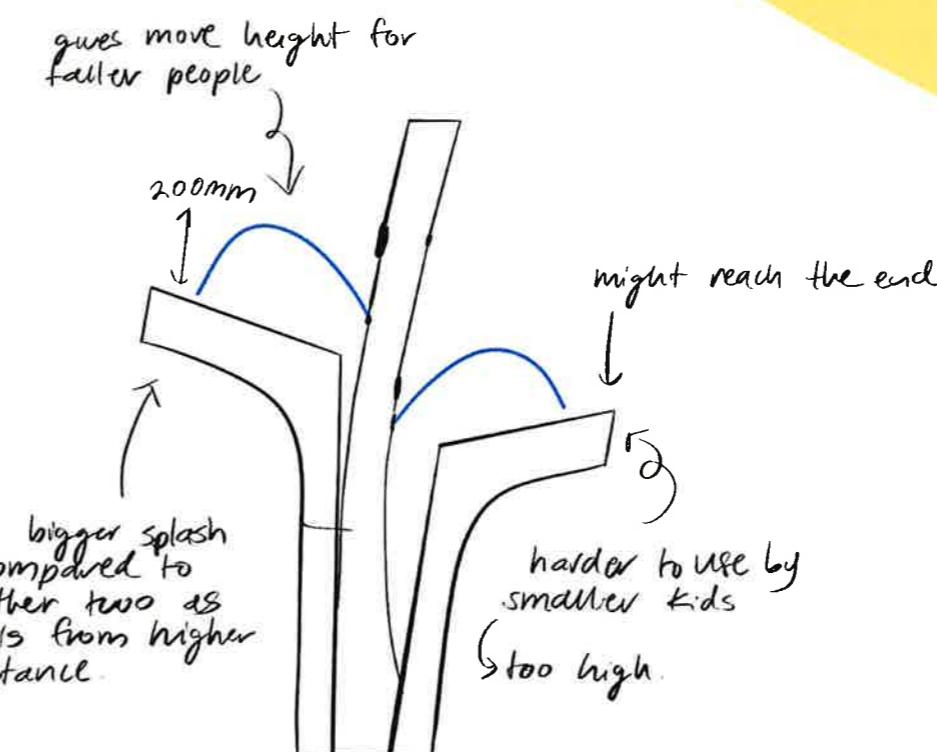
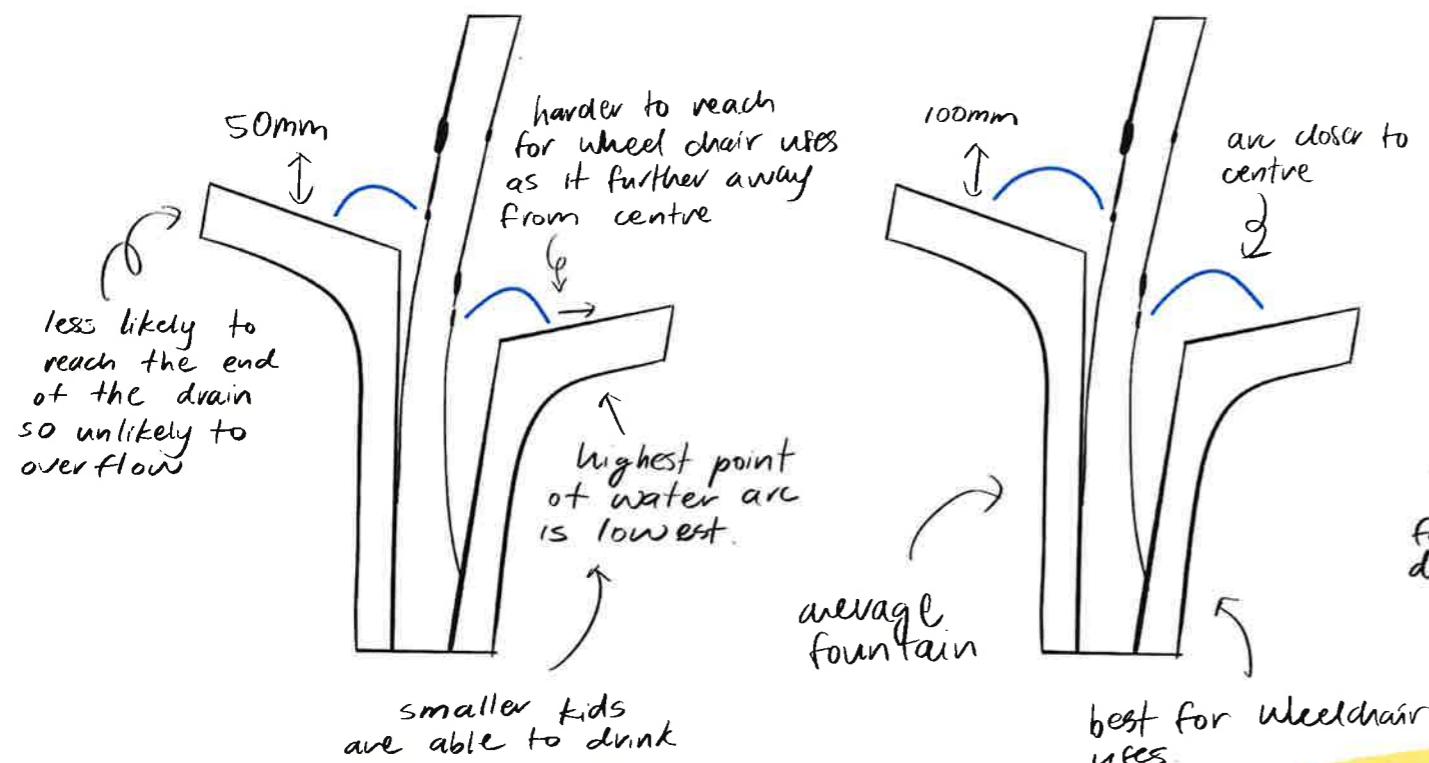
# DEVELOPMENT SIZE



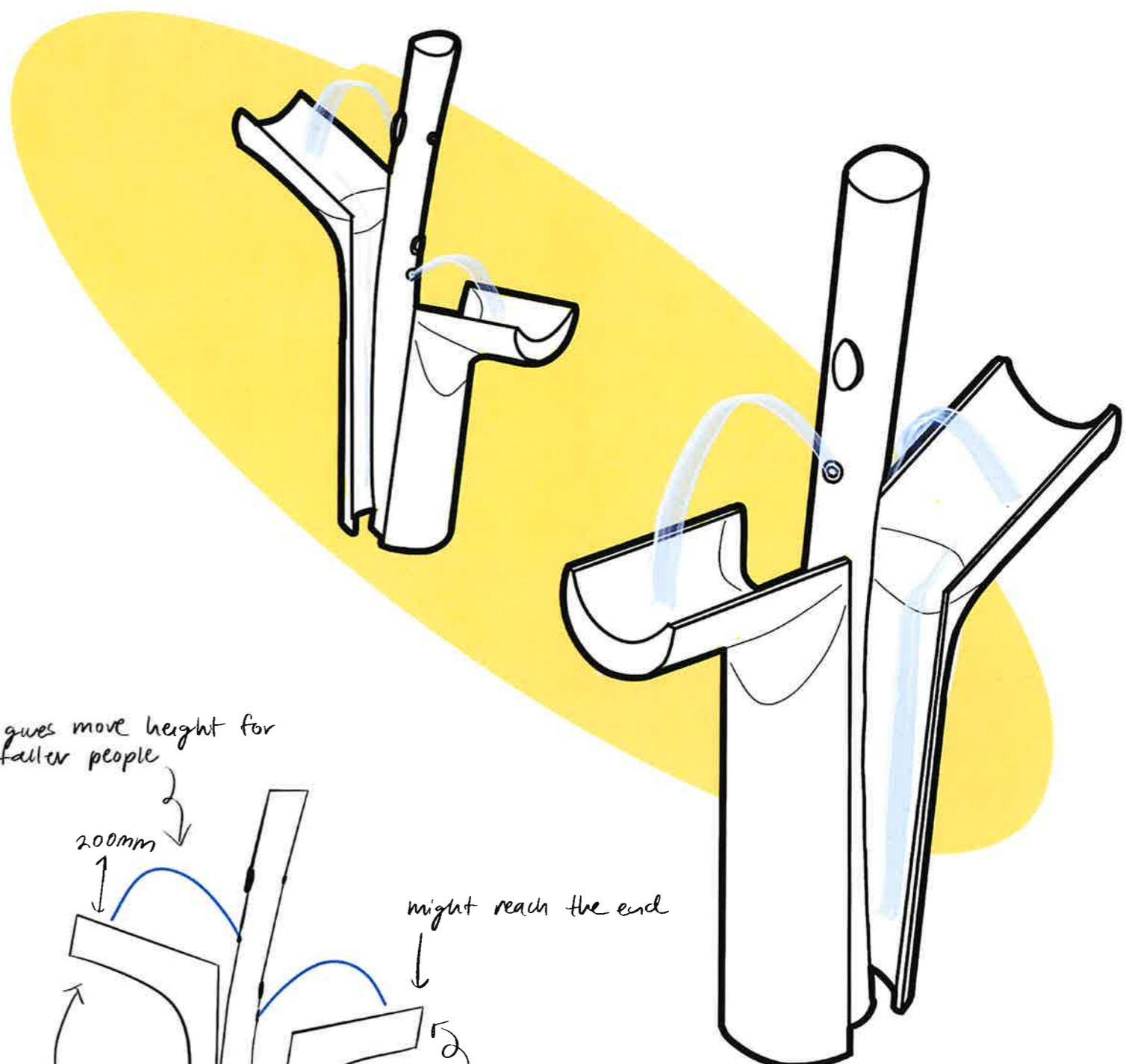
# DEVELOPMENT FOUNTAIN ARC



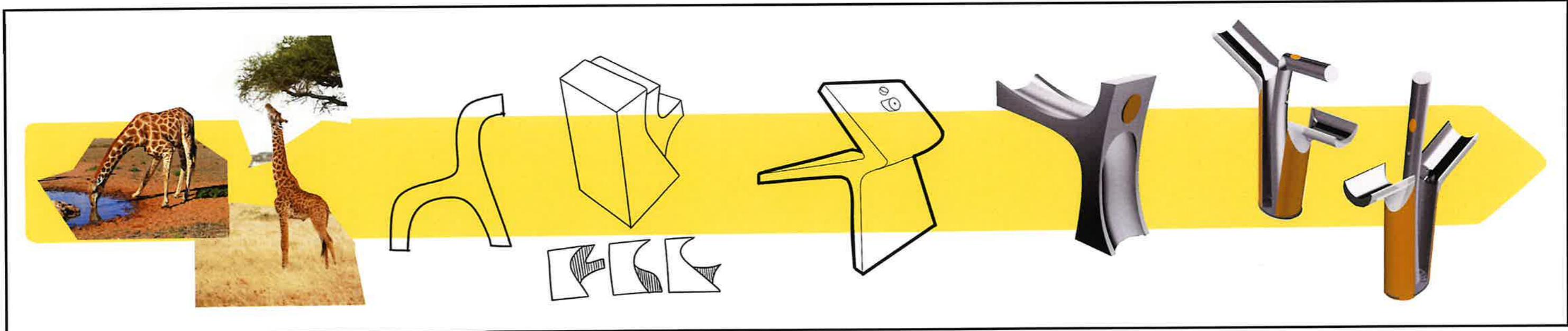
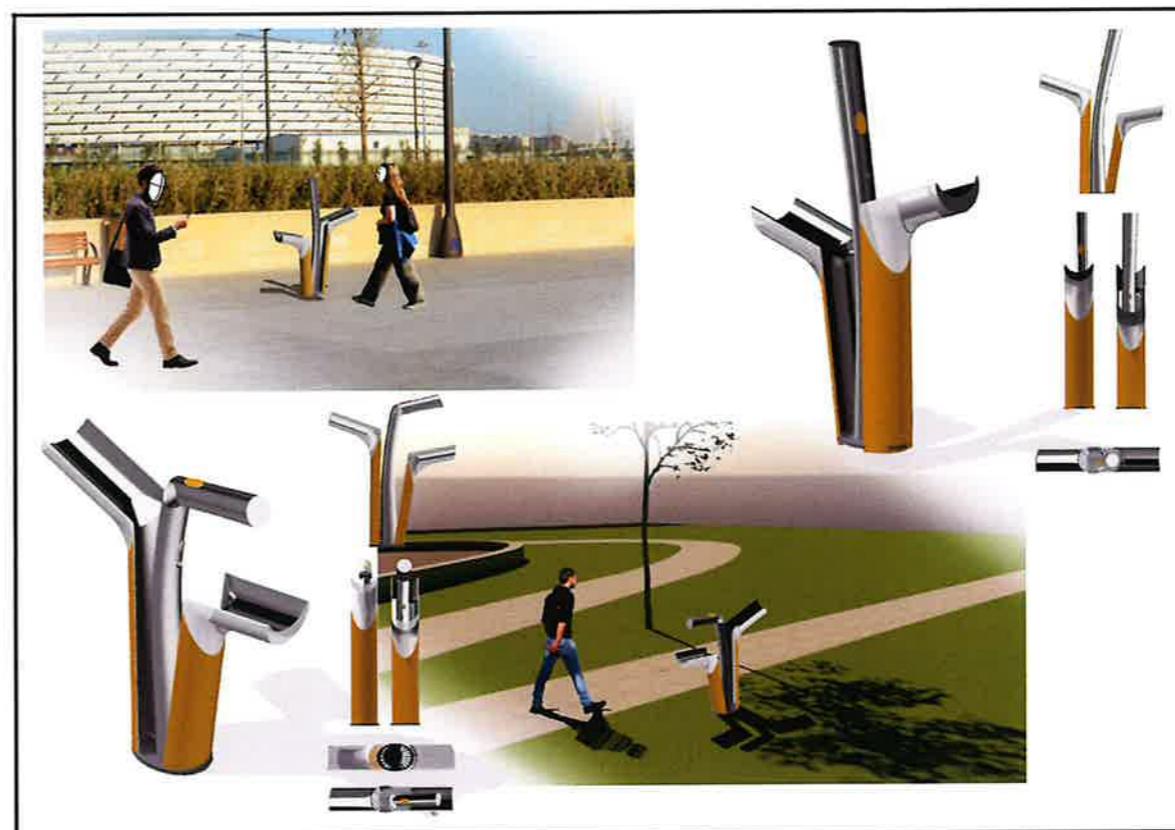
## INTENSITY OF WATER



**CHOSSEN:** 100mm for smaller fountain & 200mm for taller fountain (or slightly less)



# ENVIRONMENT DEVELOPMENT



# DEVELOPMENT WATER COOLER



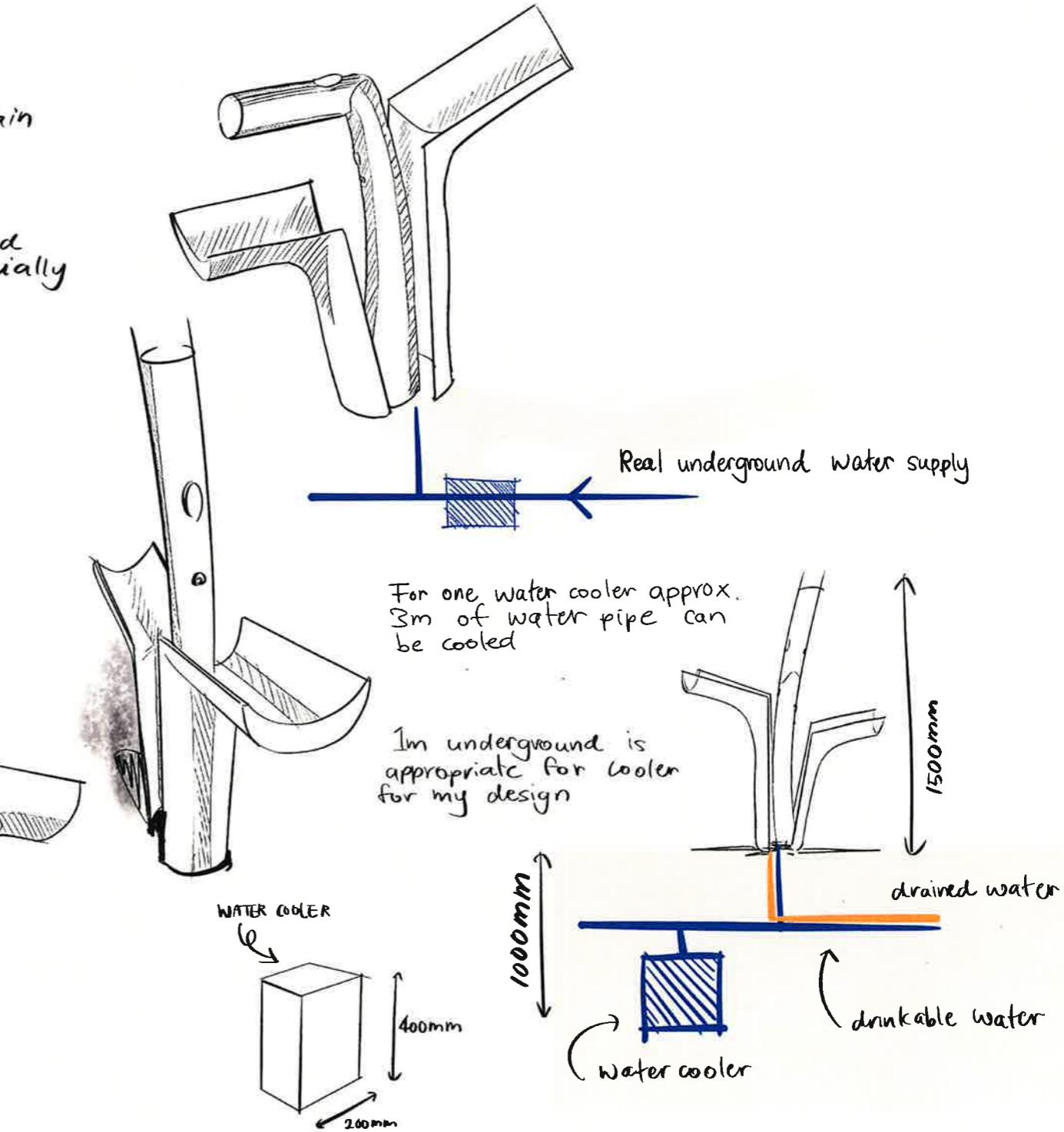
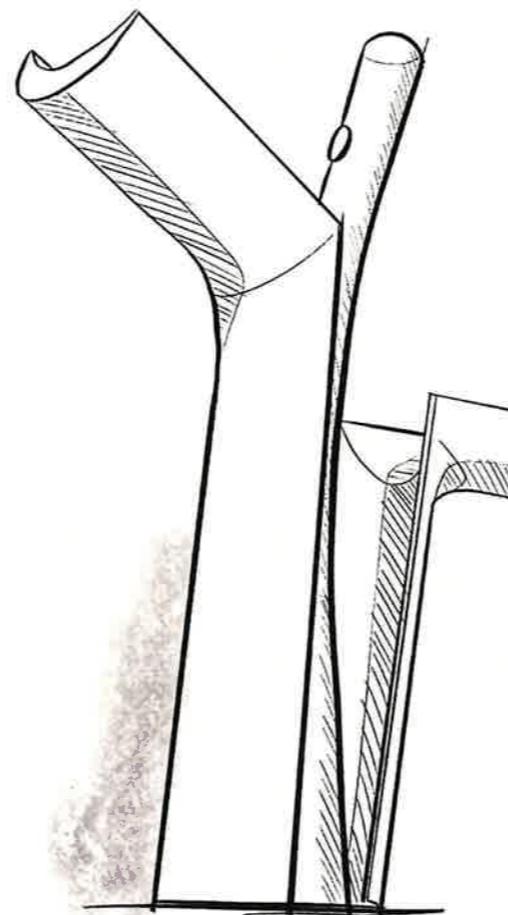
Mean annual temperatures ranges from 10°C in the south to 16°C in the north of NZ.

NZ generally relatively small variations between summer & winter temperatures.

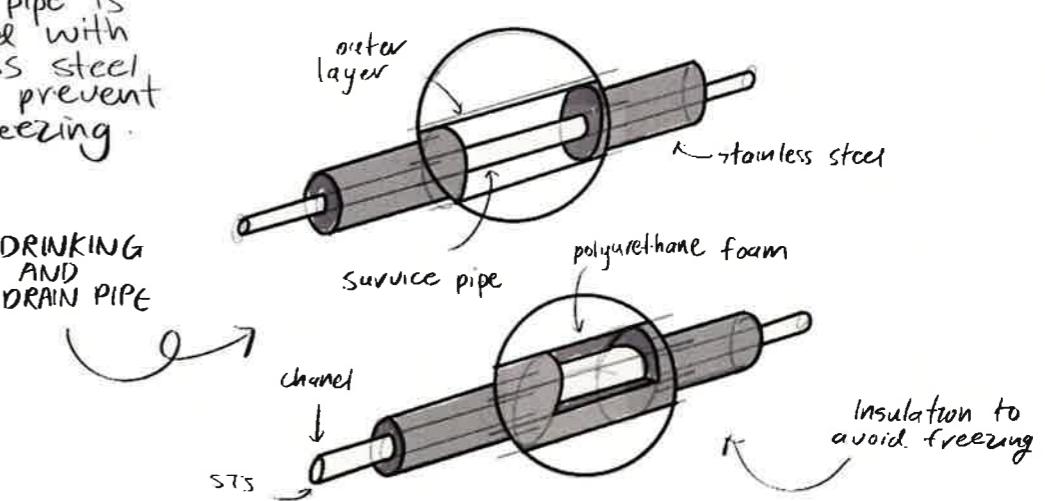
relatively suitable condition to trial water cooler for outdoor

most people look for drinking fountain in hot days and after exercise.

Appreciated if water was cold instead of late warm especially in summer.



Water pipe is protected with stainless steel inside to prevent from freezing.



# DEVELOPMENT BUTTON ICONS



FOR BIG PEOPLE  
& DRINK BOTTLE



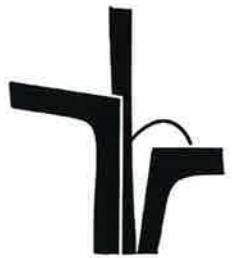
bending down posture to show how people use it

→ having the fw water fountain a similar design to the real one.

## THINGS TO CONSIDER

- simple
- accurate

FOR SMALL PEOPLE



Having full body



can see better with blue



include person



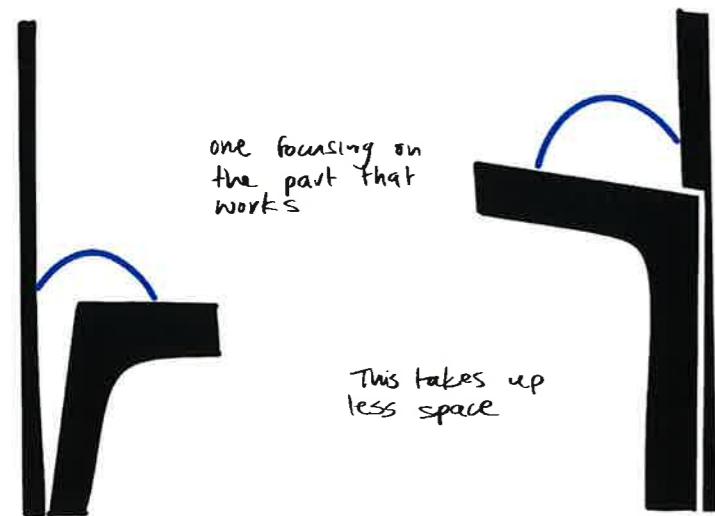
exclude person

what if use symbols.

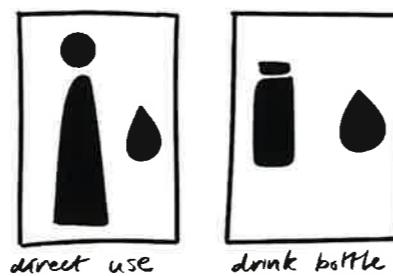


water drop

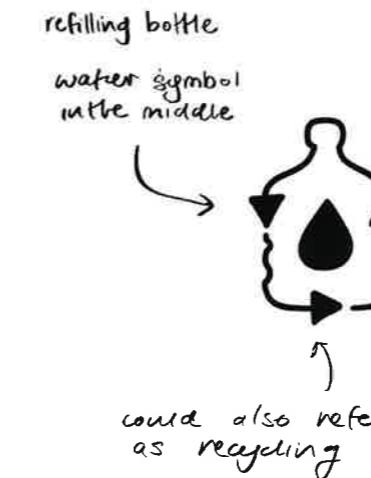
- indicates that it is for water.
- can get confused with the drink bottle option.



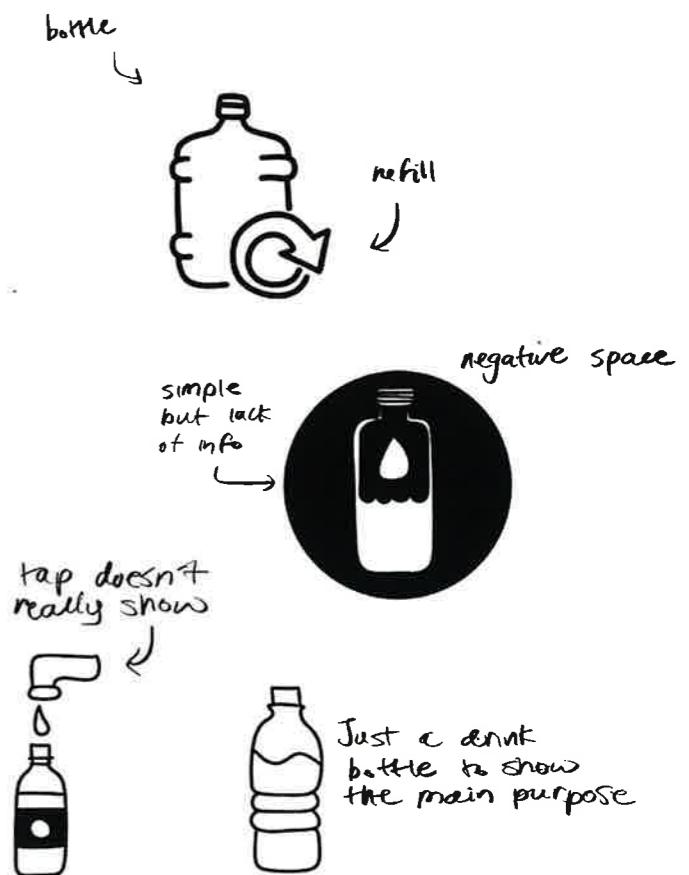
This takes up less space



can have different icon next to the water drop to indicate what is what.



could also refer as recycling



shows the shape of the drinking fountain for it to be used for water bottles



→ add the bottom

→ since it's new concept the design should be self-explanatory

have a explaining stand explain on the design

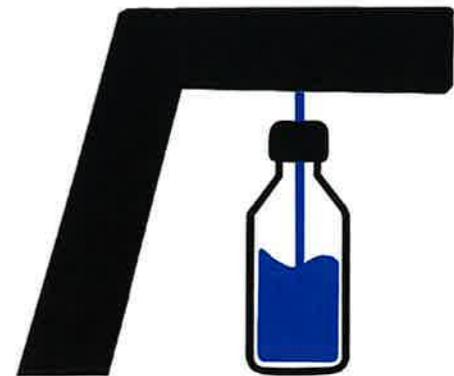
if so, no need for detailed icon of use for button

the actual design of fountain



adding the water output to match the other two.

then would be better to use a drink bottle that is clear.



# DEVELOPMENT

## SHARING



- use feet to press button
- dog has direct access to fresh water
- people can stand on the drinking surface
- need larger surface area

- press button by hand
- separate stand for dogs
- faucet useless



- drain water on floor
- high water output
- easy install



paw icon indicating used for pets



matte steel so water doesn't stain and safe for dogs to lick

CHOSSEN DESIGN

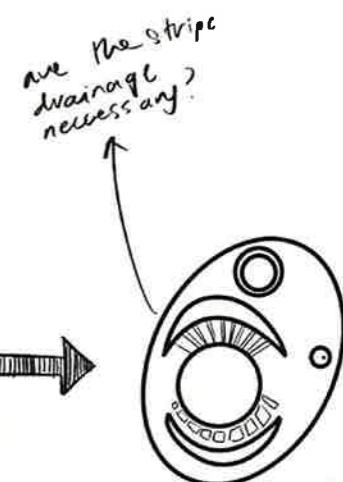


since the bottom of the design has a drainage hole this design would be the best

bottom view

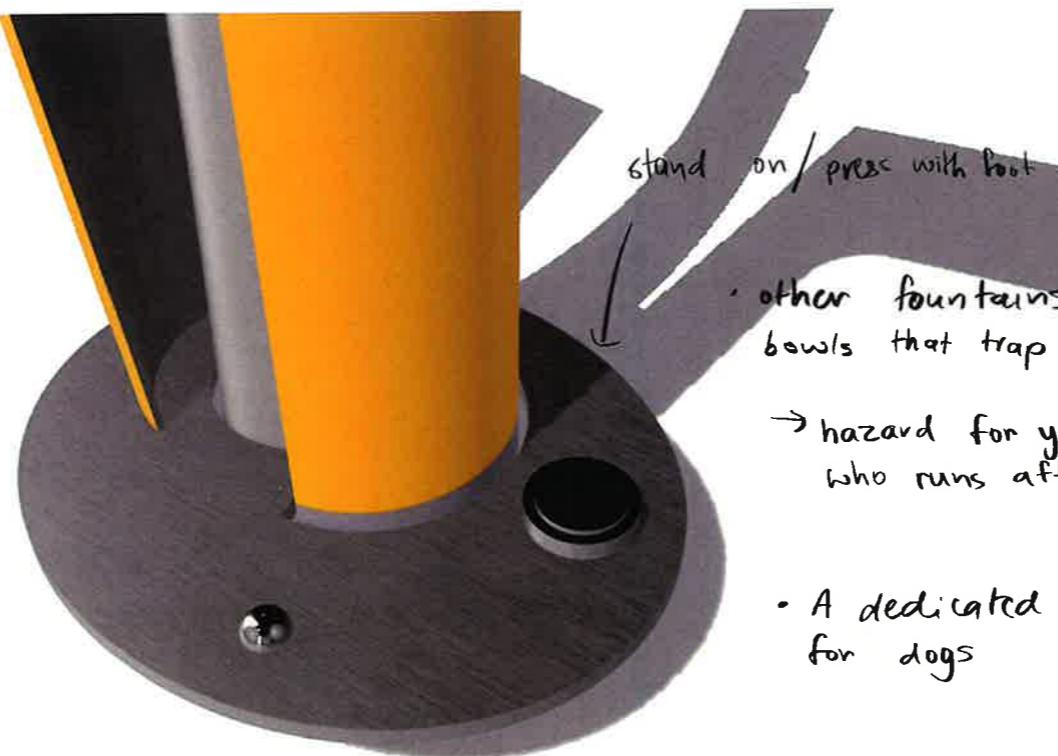


drainage port



slightly bigger so water can flow through here

split into half so when replacing and repairing do not have to uninstall the whole thing to unequip



stand on/press with foot

other fountains have messy bowls that trap stagnant water

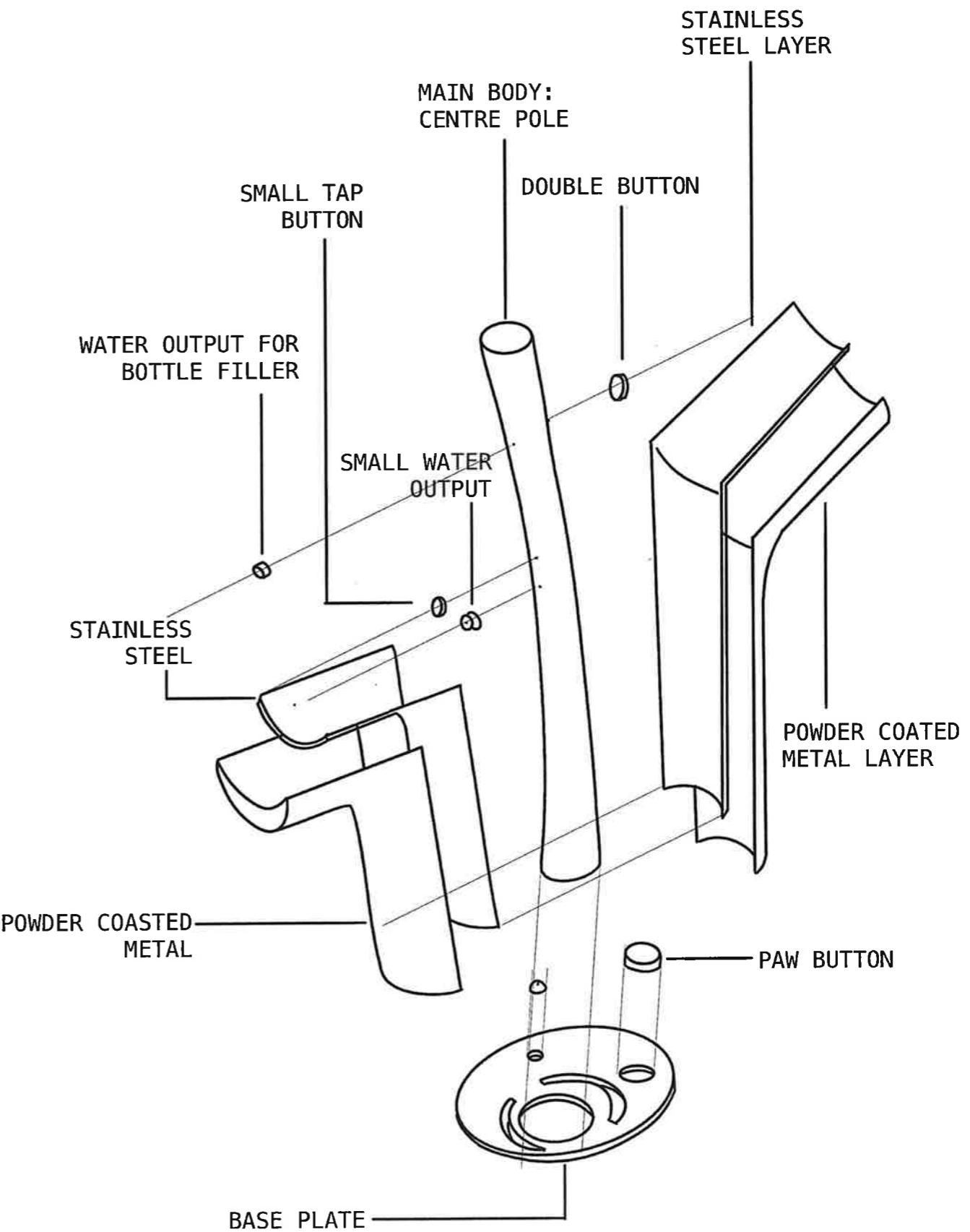
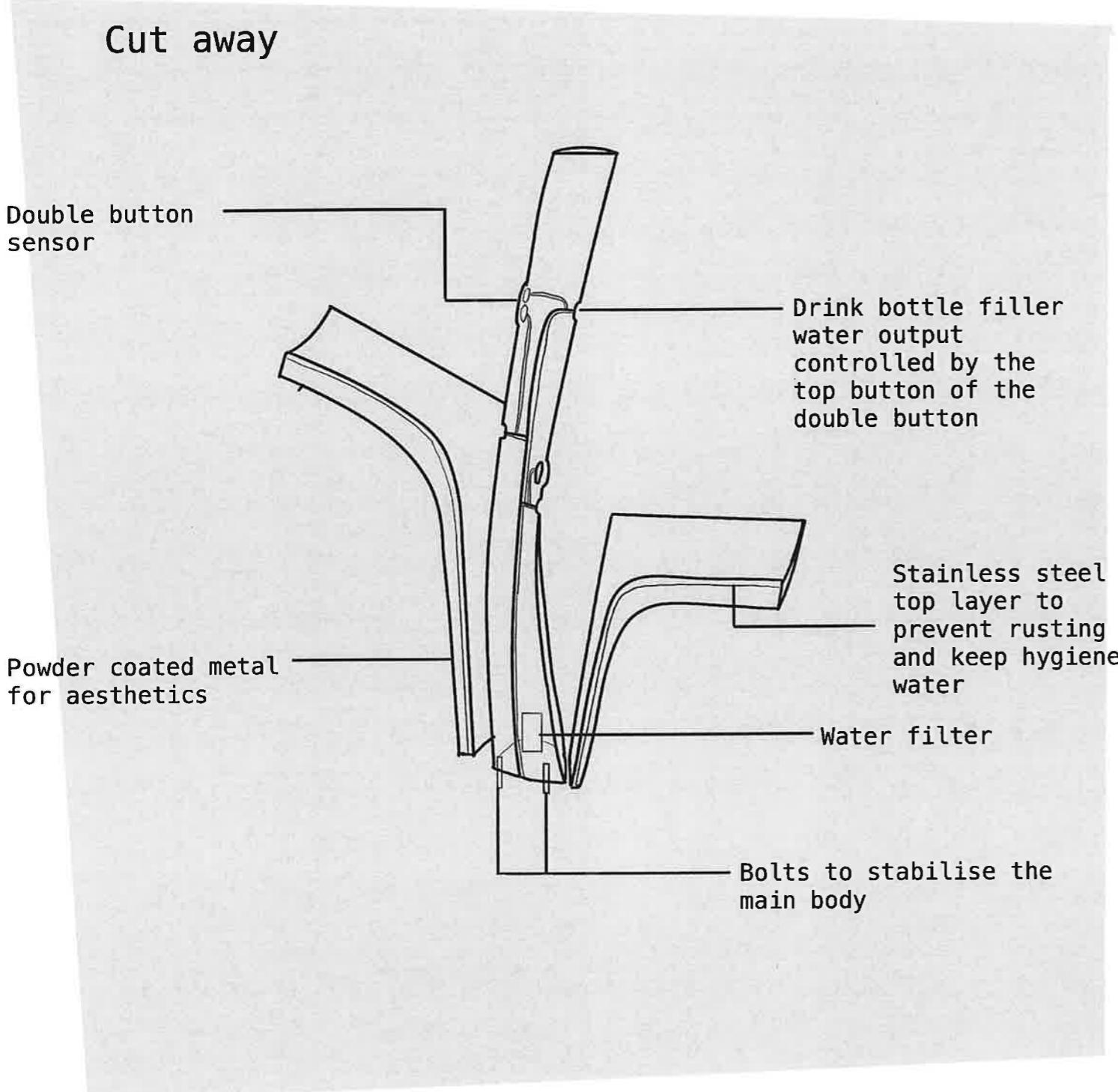
→ hazard for young children who runs after water.

• A dedicated bubbler function for dogs



# DEVELOPMENT

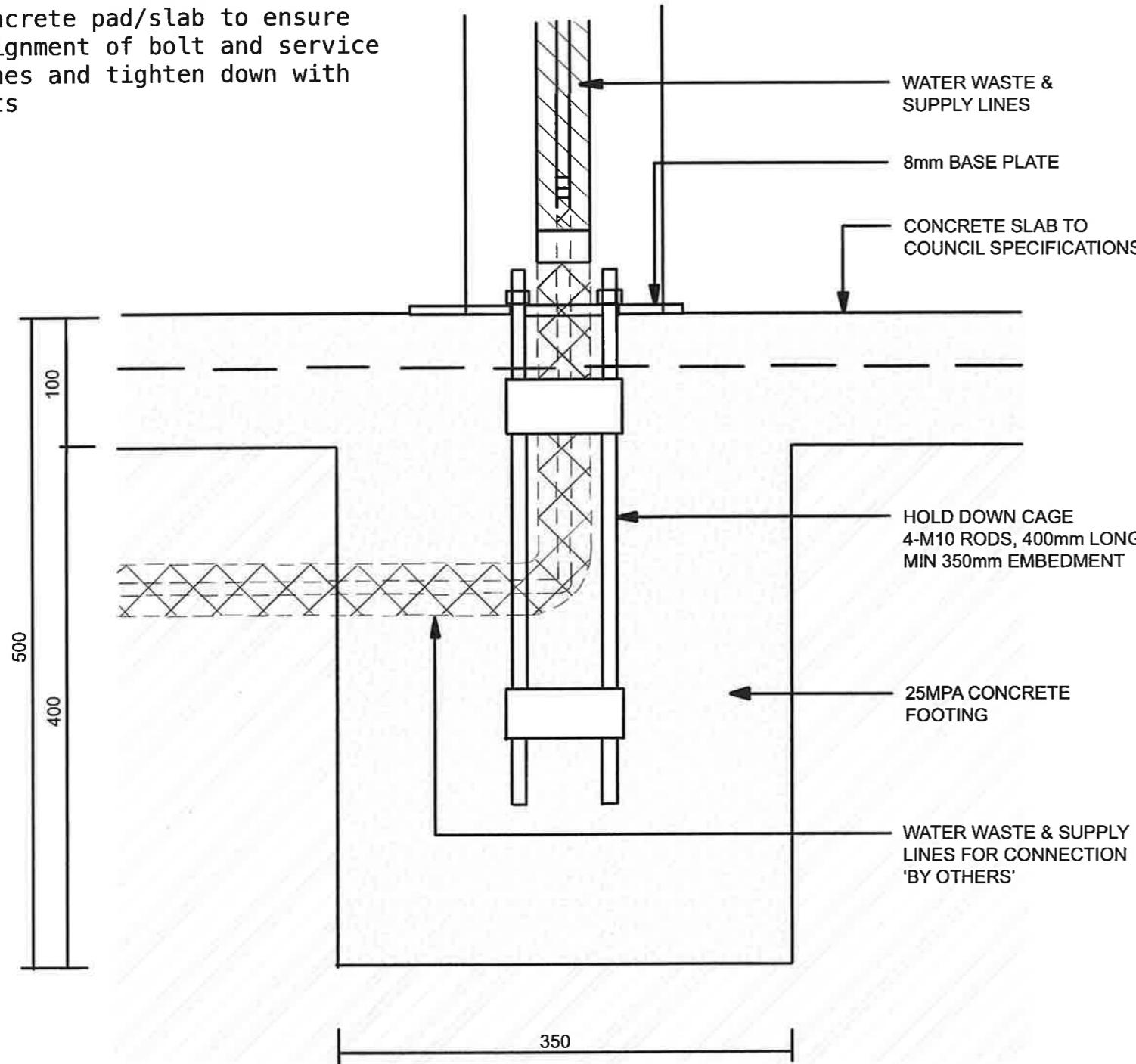
## Details



# DEVELOPMENT

## STRUCTURAL

Install the fountain onto set concrete pad/slab to ensure alignment of bolt and service lines and tighten down with nuts

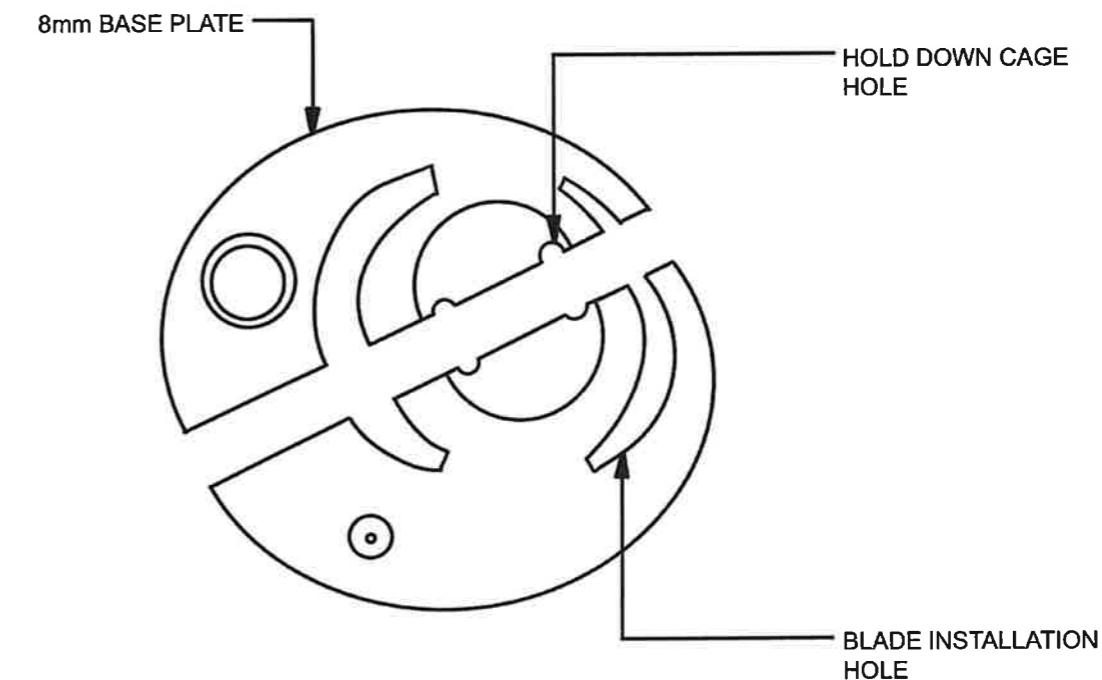


### CONSIDERATIONS:

Must have enough space below for the water fountain to be stabilised. Follow the detail to dig and prepare the hole

Ensure the bolt assembly is located centrally in fountain hole and set top of all threads a minimum of 35mm above proposed finish height

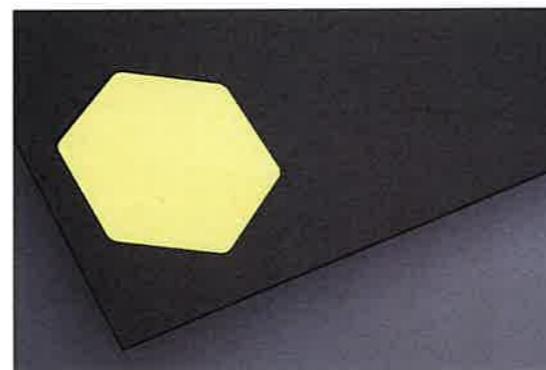
Waste and inlet water lines are located through the centre circle of the cut base plate holes; ensure



Once bolt and service lines are correctly installed, pour concrete, filling to desired height of Bottom of fountain base plate

# DEVELOPMENT

## LOGO CONCEPTS

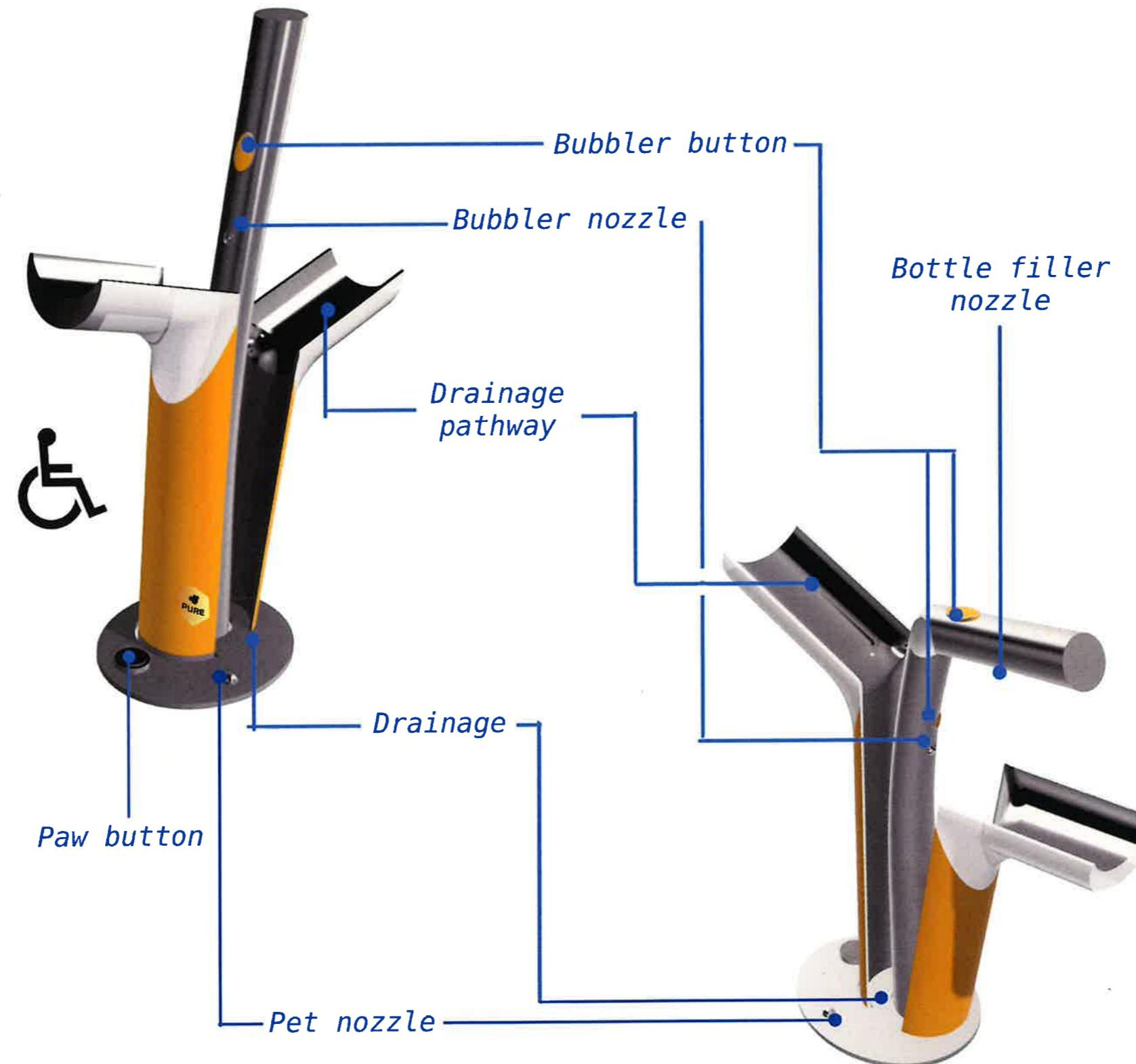




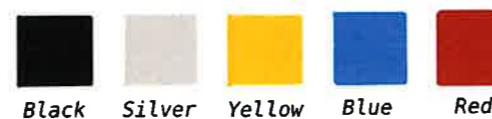
Advanced hi-tech drinking fountain  
Also for the disabled and dogs



# PURE WATER: DRINKING FOUNTAIN

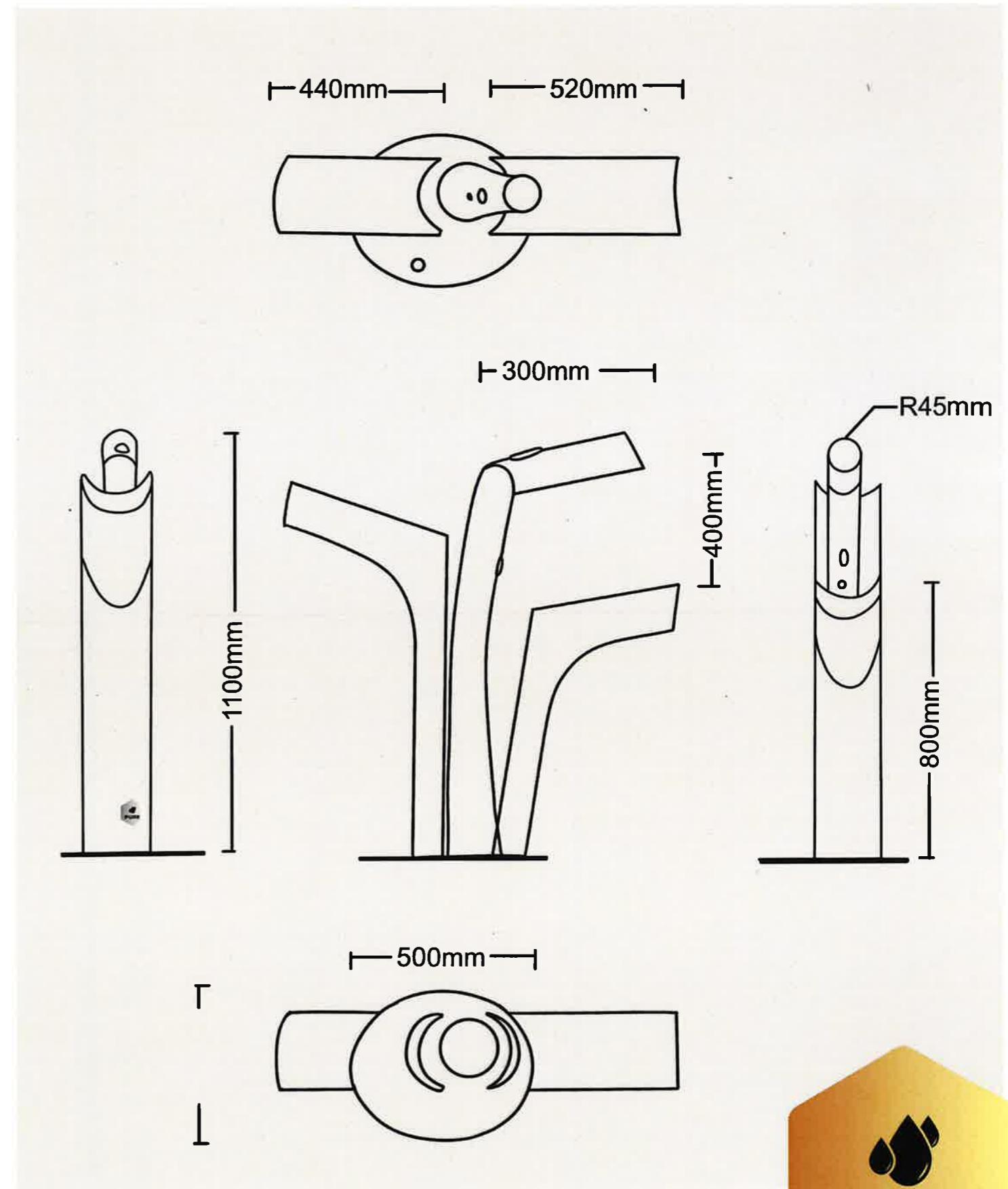
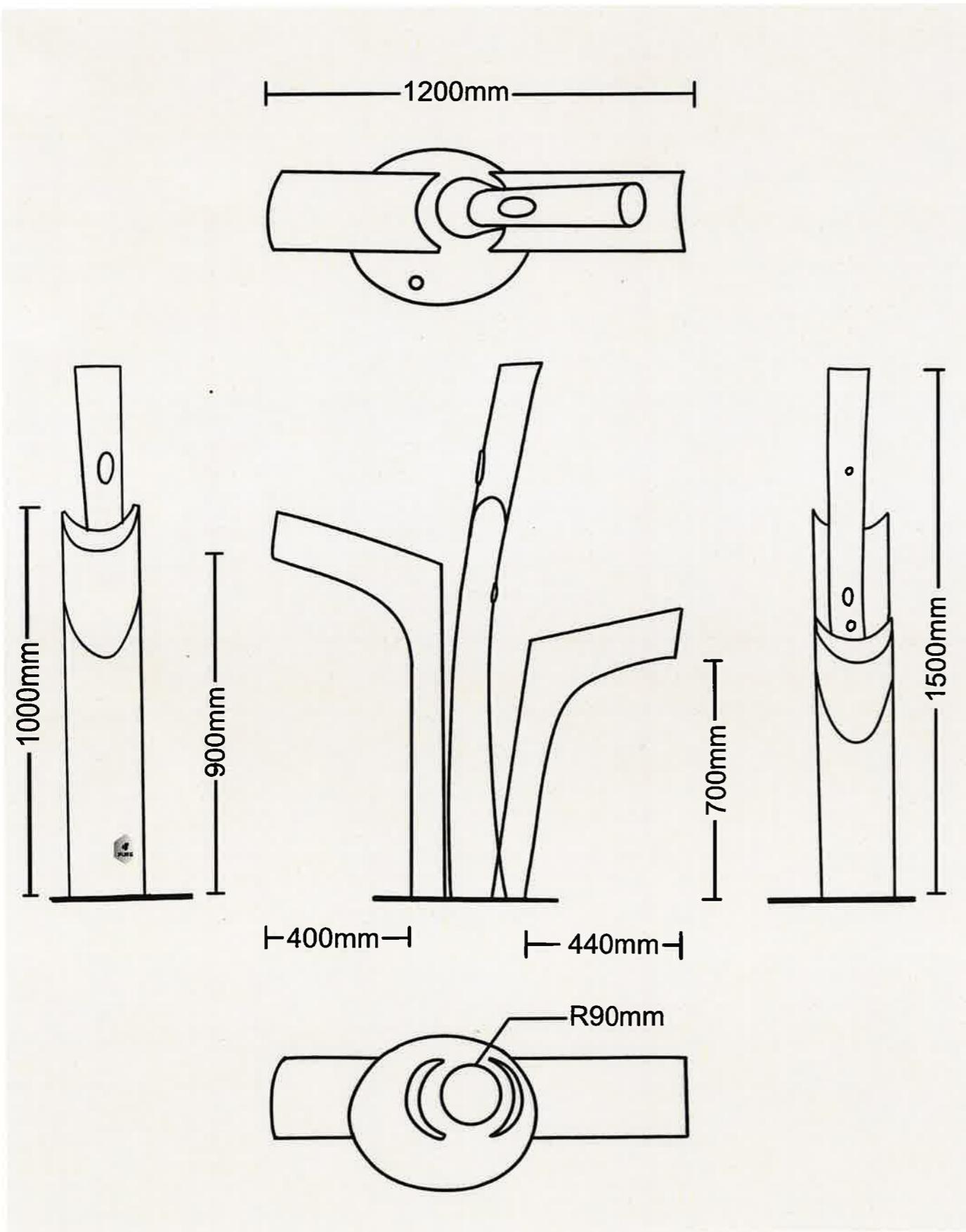


• BUBBLER • BOTTLE FILLER • WHEELCHAIR • IN-GROUND FIXING • WATER FILTER •



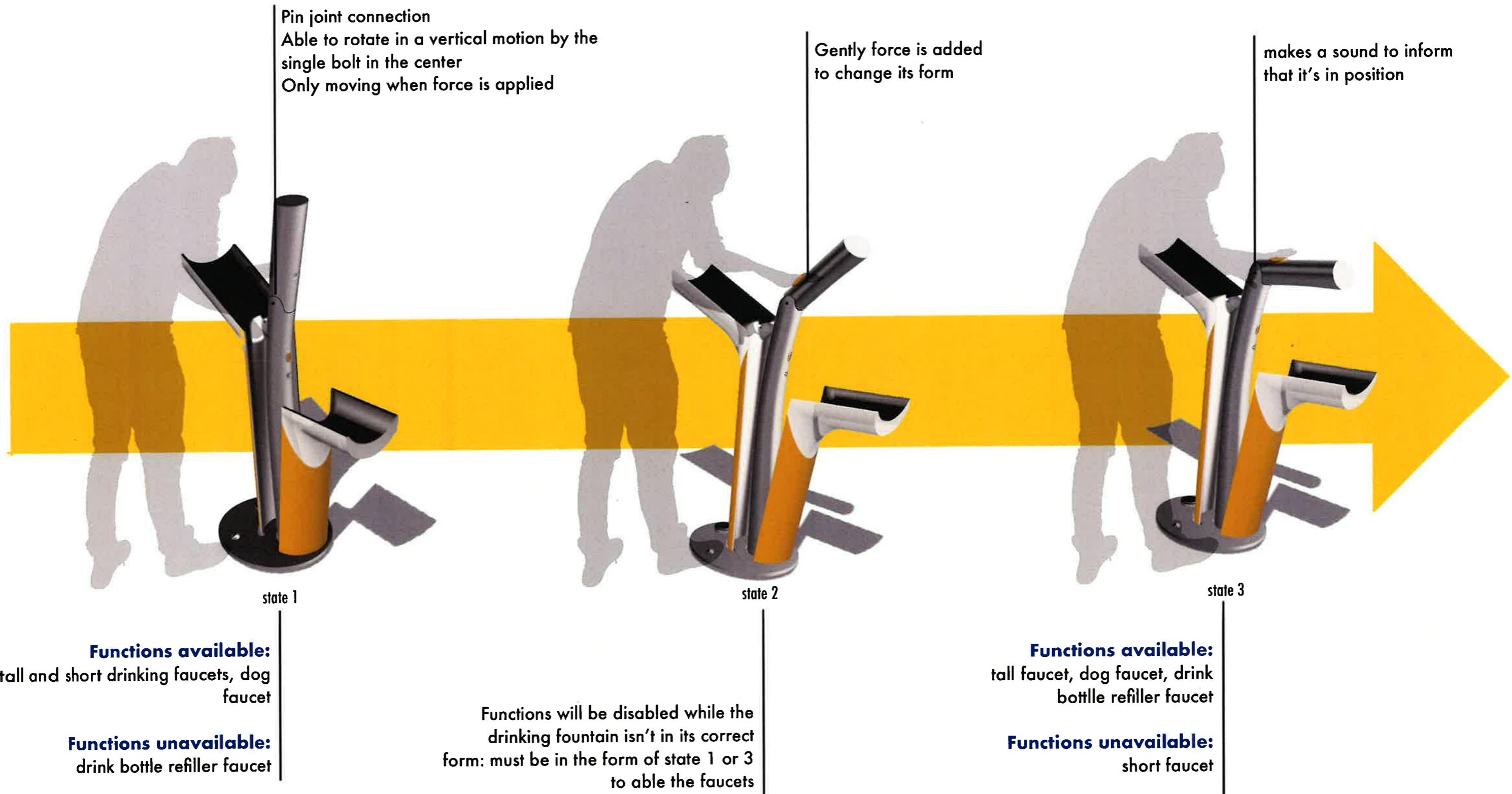
Standard powder coat colour range, additional powder coat colours available, galvanised/stainless options for coastal applications

# DIMENSIONS



# How it works

The Pure Drinking Fountain can be changed into different forms to serve different purposes.



# Features

6 features make this innovative product stand out.

## Double button

Stainless steel 316 valve components feature teflon-coating for smoother pushing action



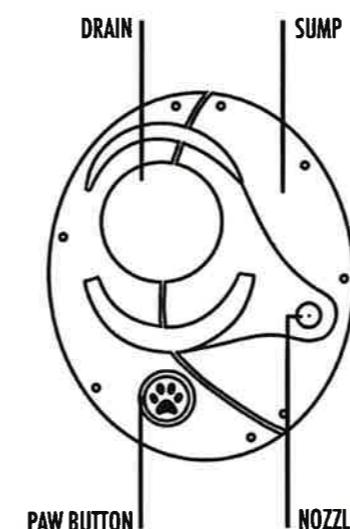
## Nozzle

At a 45 degree angle for direct drinking use nozzles to perform an arc motion



## Integrated dog bubbler

Step on the paw button to hydrate your dog. Water drains immediately after use for optimum hygiene. Eliminates bowl and stagnant water



## Refill

Filling a bottle height <350mm is easy with the unique fountain structure



## Vandal-resistance

The fountain uses extra-strong hardware designed for heavy-duty use. Can be repaired and replaced with parts

# All-in-one

Refill your bottle  
Take a drink  
Hydrate your dog

## Refill

Designed to fill regular bottles

## Drink

Release water to drink

## Hydrate

Step on the paw button to hydrate pets



# Products

## Options

### Body

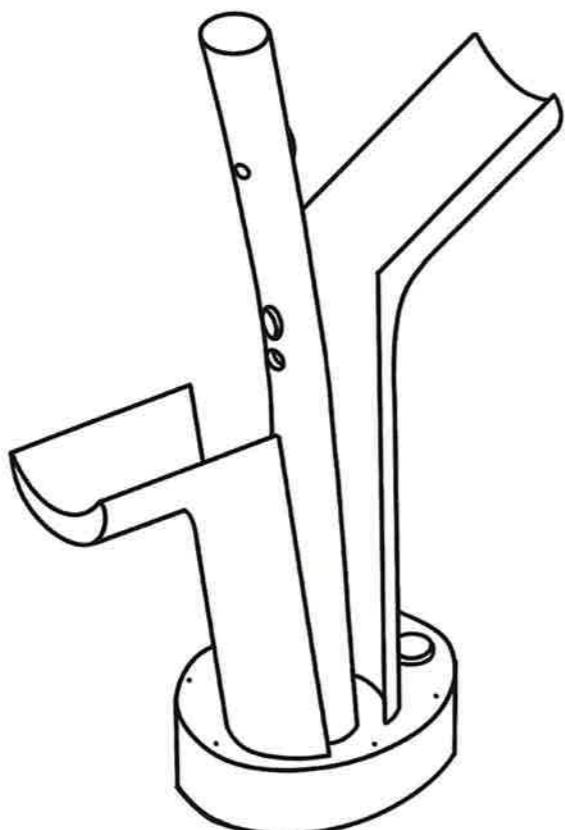
Stainless steel 304  
Stainless steel 316

### Filter

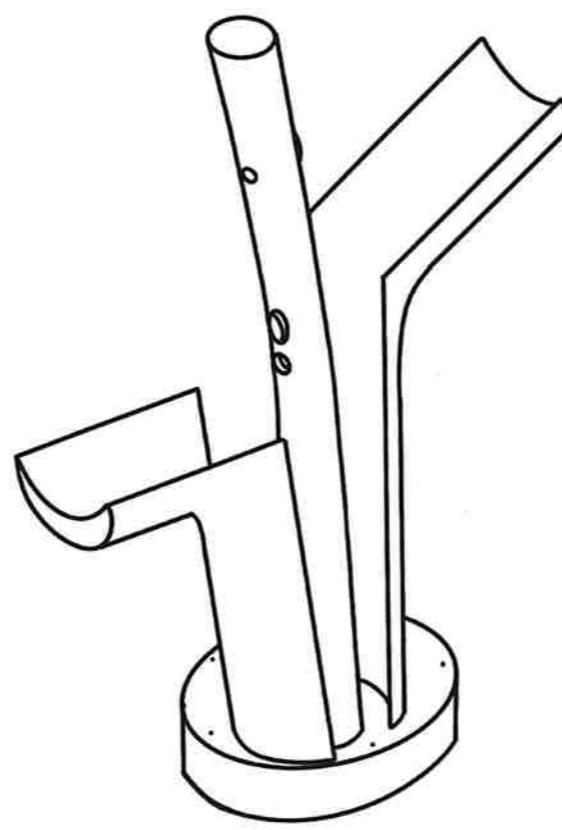
Integrated filter available



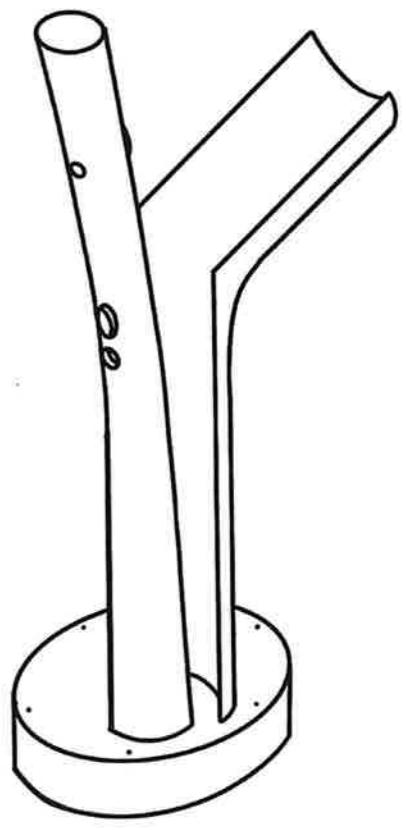
## Type



Pure Dog Bubbler



Pure Fountain



Pure Single Fountain

## Outstanding Product Scholarship Exemplar 2022

<b>Subject</b>	Design and Visual Communication	<b>Standard</b>	93602	<b>Total score</b>	19
<b>Grade score</b>	<b>Annotation</b>				
	<p><b>General</b></p> <p>This submission is a cohesive project that continually raises questions, explores possibilities, and makes improvements to ideas. The project very clearly focuses on its context and seeks ways to create an innovative response. It continually considers who the product is for, where it will be used and what it needs to do. The submission clearly demonstrates insightful thinking and robust resolution of a design outcome in terms of creating a product that can be used by a range of people and even animals. Overall, this submission demonstrates sustained levels of sophisticated thinking and convincing communication.</p>				
6	<p><b>Design ideation</b></p> <p>This submission explores and generates ideas throughout the entire project. Initially, ideas for form and aesthetics are explored. As the project progresses, the giraffe inspiration is explored in more interesting ways. The designer is fully engaged with both the potential of the giraffe inspiration as well as the issues related to the context. The idea of the height difference between a mother giraffe and her baby is used to explore design opportunities for meeting the needs of a variety of users. The way that a giraffe moves inspires the functionality of the water fountain. The final product incorporates some interesting ideas that show clever use of initiating sources. There are some opportunities for innovation within this submission that could be picked up on and explored further.</p>				
7	<p><b>Design practice</b></p> <p>The strength of this submission is its sophisticated integration of the giraffe theme with its design context and the functional requirements relating to the context. The design practice shows clear engagement with its context and deep thinking about the purpose of the design and the people who will be using it. The design thinking is perceptive, reflective and shows determination to create a high-quality outcome. The design practice has a practical focus but also aims to produce an elegant, refined product. The final product incorporates several functional features, yet also achieves a sleek, sophisticated appearance.</p>				
6	<p><b>Visual communication</b></p> <p>This submission uses visual techniques to convey a clear and engaging narrative of its design practice. A range of visual communication techniques are used effectively to communicate a thoughtful design narrative. It is very easy to understand the design thinking and to see the progression of the design using visual techniques. Visuals often include people and animals that clearly show how the product is used. The submission utilises both hand sketching and CAD techniques to express a fluent, convincing narrative. The final design is expressed using very polished CAD visuals that show the outcome convincingly. Most pages contain a range of smaller visuals, and it would be useful to utilise some larger, more powerful visuals at times. The internal details of the fountain could also be expressed more clearly.</p>				