

Assessment Schedule – 2021**Scholarship Design and Visual Communication (93602)****Assessment Criteria**

DESIGN IDEATION – 8 marks	DESIGN PRACTICE – 8 marks	VISUAL COMMUNICATION – 8 marks
<i>Quality of design ideas generated in terms of a creative interpretation or application of aesthetics / function.</i>	<i>Quality of idea refinement and resolution for the purposes of amalgamating key design considerations relevant to a context.</i>	<i>Quality of the visual communicating of design thinking in terms of its narrative, and visual promotion of ideas selected.</i>
Ideas are generated from initiating sources. (1)	Design ideas are expressed through design thinking. (1)	Use visual techniques/strategies to communicate design ideas . (1)
Ideas are generated and explored from initiating sources. (2)	Design ideas are clarified through design thinking that apply design considerations . (2)	Use visual techniques/strategies to clearly communicate design ideas. (2)
Design ideas are responding to initiating sources. (3)	Design ideas are evolved through design thinking that applies design considerations OR clarified in response to design context . (3)	Use visual techniques/strategies to communicate a design narrative . (3)
Design ideas are purposefully responding to initiating sources. (4)	Design ideas are clearly evolved through design thinking that applies design considerations AND clarified relevant to design context. (4)	Clearly communicate a fluent design narrative OR high-quality visual presentation principles/ skills are used. (4)
Design ideas are purposefully responding to initiating sources in a creative manner . (5)	Design ideas are purposefully evolved either conceptually OR technically through design thinking that is relevant to design context. (5)	Clearly communicate a coherent, fluent design narrative OR high-quality visual presentation principles/ skills are used coherently . (5)
Compelling design ideas OR a design outcome demonstrates the clever use of initiating sources. (6)	Design ideas are convincingly evolved either conceptually OR technically through design thinking that is relevant to design context. (6)	Convincingly communicate a design narrative OR outstanding visual presentation principles/ skills are used convincingly . (6)
Insightful design ideas OR an innovative/ sophisticated design outcome demonstrates insightful use of initiating sources. (7)	Design ideas are convincingly evolved conceptually AND technically through design thinking that is relevant to design context. (7)	Use sophisticated visual techniques/ strategies for convincing design narrative OR sophisticated visual presentation. (7)
Insightful design ideas AND an innovative/ sophisticated design outcome demonstrates insightful use of initiating sources. (8)	Design ideas are convincingly evolved through insightful design thinking that integrates and transforms ideas. (8)	Use sophisticated and refined visual techniques/ strategies for communicating an insightful design narrative. (8)

Clarification of terminology:

Coherently / Coherent – range of different elements and considerations that are brought together effectively as a set, with a logical consistency, clarity and unity of thought, purpose, or narrative.

Convincingly / Convincing – intentions are conveyed in a compelling or detailed manner with little doubt and with utter assuredness / conviction.

Design considerations – aesthetic and functional parameters of the design situation that require dealing with either creatively or technically in proposing design possibilities and outcomes.

Design context – broadly defined by a brief situation and specifications (people, place, purpose) – and extends to related environmental, social, historical, cultural considerations.

Design evolution – engagement with the context (people, place, purpose) to advance the design. Making decisions that improve the quality or effectiveness of the ideas.

Design ideas – ideas that have design qualities that relate to both aesthetic and functional considerations.

Design narrative – the visual storytelling of the design thinking that has taken place.

Design thinking – a collective set of design ideas that are related and interrogate divergent and convergent possibilities – can be empathetic, purposeful or meaningful to a design context.

Evolve – decision making that improves the quality / effectiveness of the ideas. Includes engagement with the context (people, place, purpose) to advance the design idea.

Initiating sources – starting material (visual and/or text based) that is used to stimulate and inspire design ideas – this source material can be aesthetic, technical, thematic or theoretical.

Innovative – ideas that lead to something new and/or different, whether it is something original or renewed, in terms of either aesthetics or function.

Insightful – perceptive thinking that is highly astute or challenges the conventional in enabling the extending and transforming of design ideas, design narratives or potential design outcomes.

Integrated – taking a diverse range of design ideas, knowledge and skills, blending them into a coherent whole or combined in a new way to produce an effective outcome aesthetically and functionally.

Purposefully – the production of a body of design work that has clear intention, designer perspective, and engages considered decision-making.

Sophisticated – engage a complexity of design thinking or visual literacy, whether reflected through in-depth and refined understanding, or utilising multiple layers of meaning.

Visual strategies – the visually based approaches that act as design tools for initiating and evolving design ideas.

Visual techniques – the modes, media and methods associated with visually communicating information.