

**Assessment Schedule – 2023****Scholarship Design and Visual Communication (93602)****Assessment Criteria**

<b>DESIGN IDEAS – 8 marks</b>	<b>DESIGN PRACTICE – 8 marks</b>	<b>VISUAL COMMUNICATION – 8 marks</b>
<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>
<b>Ideas are generated</b> from initiating sources. (1)	<b>Design ideas are expressed</b> through design thinking. (1)	<b>Use visual techniques/strategies</b> to communicate <b>design ideas</b> . (1)
Ideas are <b>generated and explored</b> from initiating sources. (2)	Design ideas are <b>clarified</b> through design thinking <b>that applies design considerations</b> . (2)	Use visual techniques/strategies to <b>clearly</b> communicate design ideas. (2)
<b>Design ideas are responding to</b> initiating sources. (3)	Design ideas are <b>progressed</b> through design thinking that <b>applies design considerations</b> . (3)	Use visual techniques/strategies to communicate a <b>design narrative</b> . (3)
Design ideas are <b>purposefully responding to</b> initiating sources. (4)	Design practice <b>progresses ideas</b> through thinking that <b>engages with the context</b> . (4)	<b>Clearly</b> communicate a design narrative OR <b>high-quality</b> visual presentation principles / skills are used. (4)
<b>Design ideas</b> incorporate the <b>creative use</b> of initiating sources. (5)	Design practice uses <b>purposeful design thinking</b> to <b>improve the quality of the design</b> in relation to the context. (5)	Clearly communicate a <b>coherent</b> design narrative OR high-quality visual presentation principles / skills are used <b>coherently</b> . (5)
<b>Compelling</b> design ideas incorporate the <b>clever use</b> of initiating sources. (6)	Design practice uses <b>intentional thinking</b> about a design context that <b>integrates</b> design considerations. (6)	<b>Convincingly</b> communicate a design narrative OR <b>outstanding</b> visual presentation principles/skills are used <b>convincingly</b> . (6)
<b>Innovative</b> design outcome incorporates <b>insightful</b> use of initiating sources. (7)	Design practice uses <b>convincing</b> design thinking about a design context to develop an outcome that <b>shows resolution or refinement</b> of design considerations. (7)	Use of <b>sophisticated</b> visual techniques/strategies for <b>convincing</b> design narrative OR <b>sophisticated</b> visual presentation. (7)
<b>Innovative and sophisticated</b> design outcome incorporates insightful use of initiating sources. (8)	Design practice uses <b>insightful</b> design thinking about a design context to develop an outcome that shows <b>sophisticated resolution or refinement</b> of design considerations. (8)	Use of <b>sophisticated and refined</b> visual techniques/strategies for communicating an <b>insightful</b> design narrative. (8)

**Cut Scores**

Scholarship	Outstanding Scholarship
14 – 17	18 – 24

**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** – the circumstances or setting in which an outcome will exist (people, place, purpose) – and extends to related environmental, social, historical, cultural considerations.

**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** – seeks to explore possibilities and refine ideas to develop effective solutions for people and places. It is an iterative, non-linear process that is characterised by the alternation of divergent and convergent thinking and an understanding of people.

**Initiating sources** – starting material (visual, text based, and/or problem 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.

**Intentional** – design work that has clear intention, designer perspective, and engages in considered exploration and decision-making in relation to the context.

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

**Purposeful** – an original, personal response that engages with opportunities and considerations within a design context.

**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.