

Assessment Schedule – 2024**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 applies design considerations . (2)	Use visual techniques/strategies to clearly communicate design ideas. (2)
Design ideas are responding to initiating sources. (3)	Design ideas are progressed through design thinking that applies design considerations . (3)	Use visual techniques/strategies to communicate a design narrative . (3)
Design ideas are purposefully responding to initiating sources. (4)	Design practice progresses ideas through thinking that engages with the context . (4)	Clearly communicate a design narrative OR high-quality visual presentation principles / skills are used. (4)
Design ideas incorporate the creative use of initiating sources. (5)	Design practice uses purposeful design thinking to improve the quality of the design in relation to the context. (5)	Clearly communicate a coherent design narrative OR high-quality visual presentation principles / skills are used coherently . (5)
Compelling design ideas incorporate the clever use of initiating sources. (6)	Design practice uses intentional thinking about a design context that integrates design considerations. (6)	Convincingly communicate a design narrative OR outstanding visual presentation principles/skills are used convincingly . (6)
Innovative design outcome incorporates insightful use of initiating sources. (7)	Design practice uses convincing design thinking about a design context to develop an outcome that shows resolution or refinement of design considerations. (7)	Use of sophisticated visual techniques/strategies for convincing design narrative OR sophisticated visual presentation. (7)
Innovative and sophisticated design outcome incorporates insightful use of initiating sources. (8)	Design practice uses insightful design thinking about a design context to develop an outcome that shows sophisticated resolution or refinement of design considerations. (8)	Use of sophisticated and refined visual techniques/strategies for communicating an insightful design narrative. (8)

Cut Scores

Scholarship	Outstanding Scholarship
13–18	19–24

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.