

Achievement Standard

Subject Reference	Design and Visual Communication 1.35		
Title	Undertake development of design ideas through graphics practice		
Level	1	Credits	6
		Assessment	Internal
Subfield	Technology		
Domain	Design and Visual Communication		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2014	Date version published	17 November 2011

This achievement standard involves undertaking development of design ideas through graphics practice.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Undertake development of design ideas through graphics practice. 	<ul style="list-style-type: none"> Undertake informed development of design ideas through graphics practice. 	<ul style="list-style-type: none"> Undertake effective development of design ideas through graphics practice.

Explanatory Notes

- 1 This achievement standard is derived from Level 6 of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and is related to the material in the *Teaching and Learning Guide for Technology*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.

Further information can be found at <http://www.techlink.org.nz>.

- 2 *Undertake development of design ideas through graphics practice* involves:
- exploring design ideas by considering possible alternatives
 - refining design ideas by considering design details
 - making design judgements that consider qualities of design ideas in terms of the principles of aesthetics and function in response to a brief
 - visually communicating the details of design ideas in response to the design brief.

Undertake informed development of design ideas through graphics practice involves:

- purposefully exploring and refining design ideas in relation to decisions and considerations that are meaningful to the design context

- making design judgements where ideas and decisions are informed by design principles and the brief context.

Undertake effective development of design ideas through graphics practice involves:

- convincingly exploring and refining design ideas in a coherent and connected way that integrates design features
- making design judgments that are convincing and coherent in promoting ideas selected and decisions made.

- 3 *Graphics practice* involves expressing a visual literacy through the development of a design idea by applying design and visual communication techniques and knowledge.
- 4 Visual literacy refers to the visual modes (eg drawing, model-making, digital modelling) used as tools for aiding design thinking and the visual communication of the features of design ideas.
- 5 Design ideas are student generated responses to a design brief.
- 6 Design judgements are supported by qualitative and/or quantitative data through research. Design judgements are decisions made, or opinions expressed, and may reflect a designer's perspectives, values, tastes, or views.
- 7 Evidence of supporting research and well-constructed rationales for these judgements can provided in visual, oral or written form and may be generated using traditional media approaches or computer applications.
- 8 Conditions of Assessment related to this achievement standard can be found at <http://www.tki.org.nz/e/community/ncea/conditions-assessment.php>.

Replacement Information

This achievement standard replaced unit standard 7486 and unit standard 7488.

Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233