

AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2015

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Use visual communication techniques to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques skilfully to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques effectively to generate design ideas.

Visual communication techniques are used to generate ideas to show design qualities. <hr/>	Visual communication techniques are used skilfully to generate ideas to show design qualities with clarity through well-articulated visual means.	Visual communication techniques are used effectively to generate ideas to show design qualities with clarity and a depth of understanding through well-articulated visual means.
Design ideas are produced that explore identifiable design qualities <hr/>	Divergent design ideas are produced that explore identifiable design qualities	Divergent design ideas are produced that are explored and extended to show identifiable design qualities.

Commentary:

Vis Com – **A**

Des Ideas – **A**

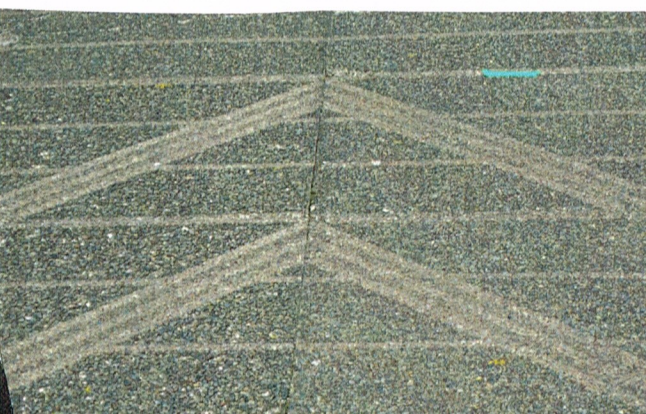
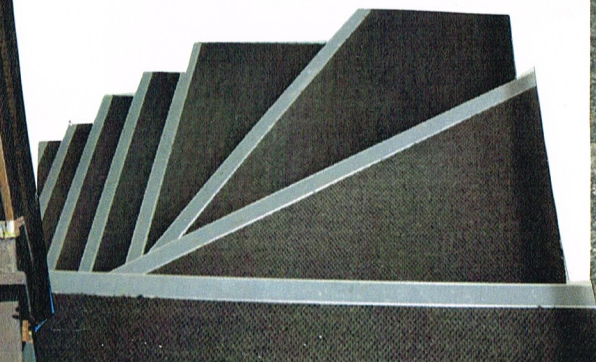
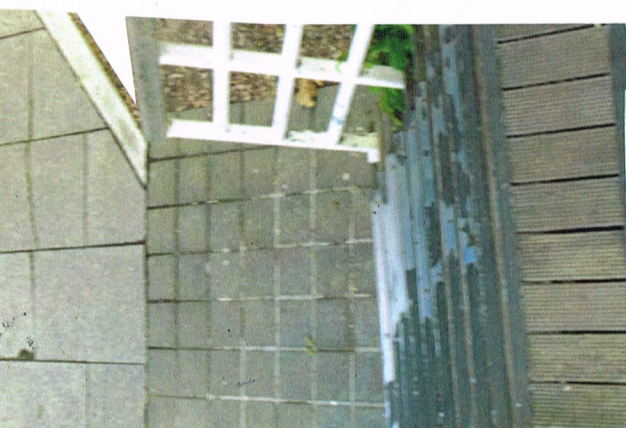
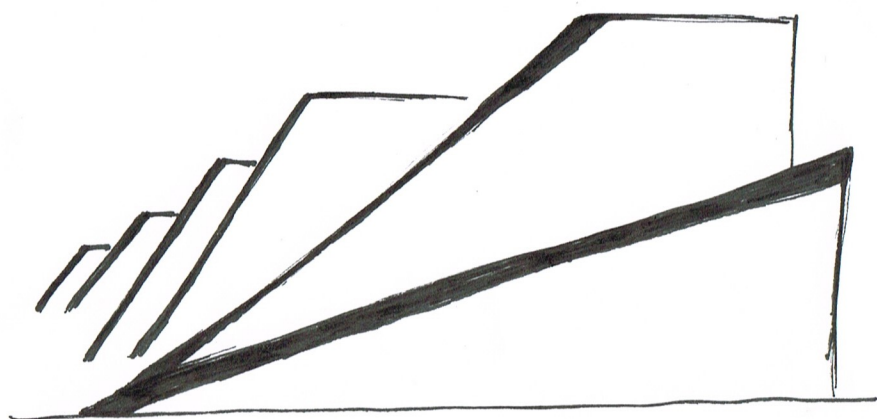
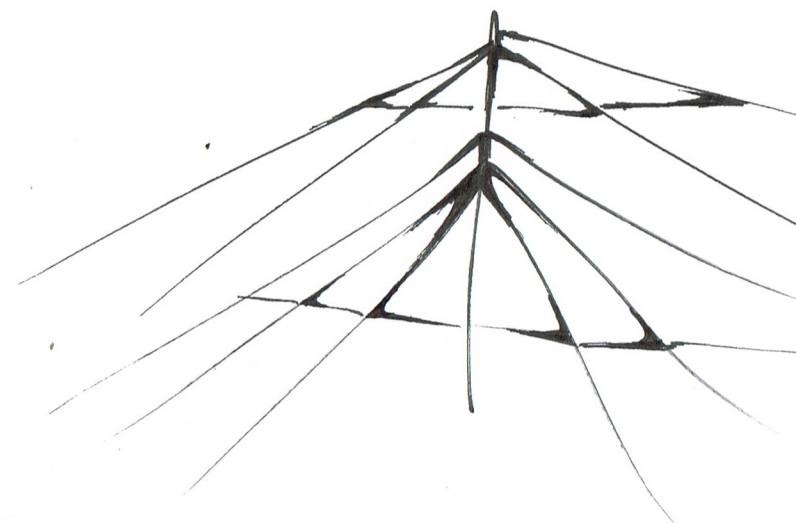
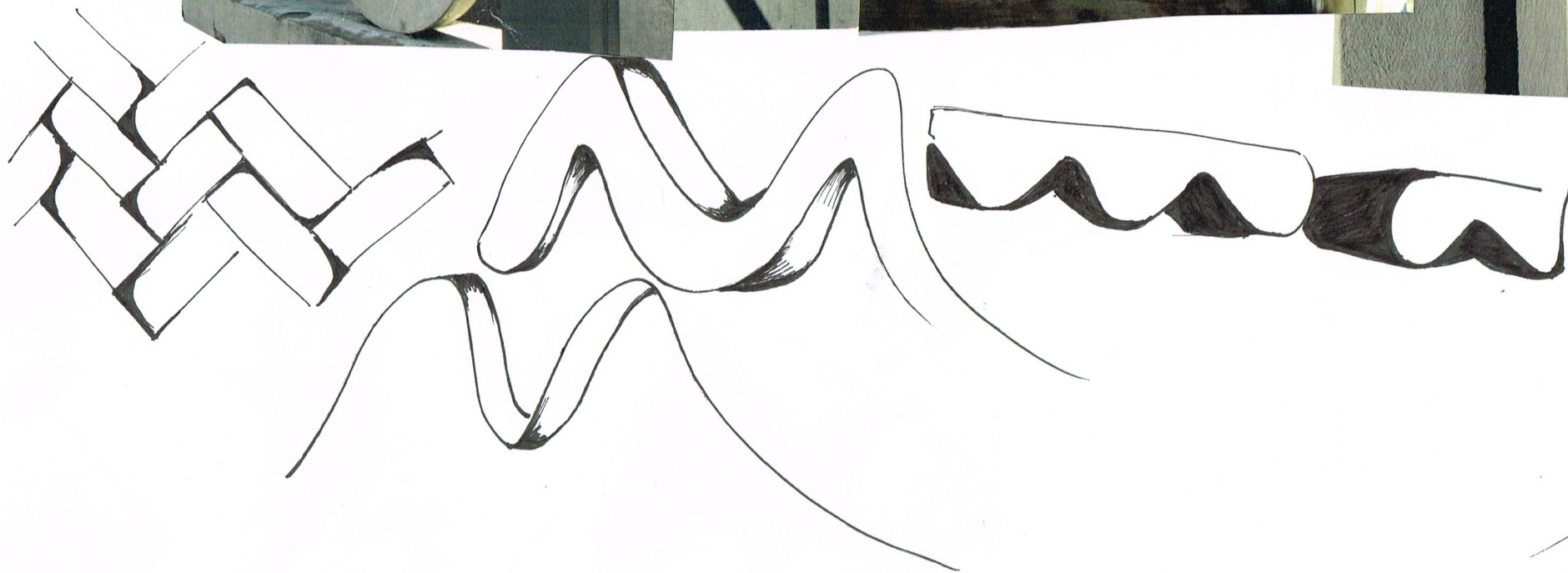
A

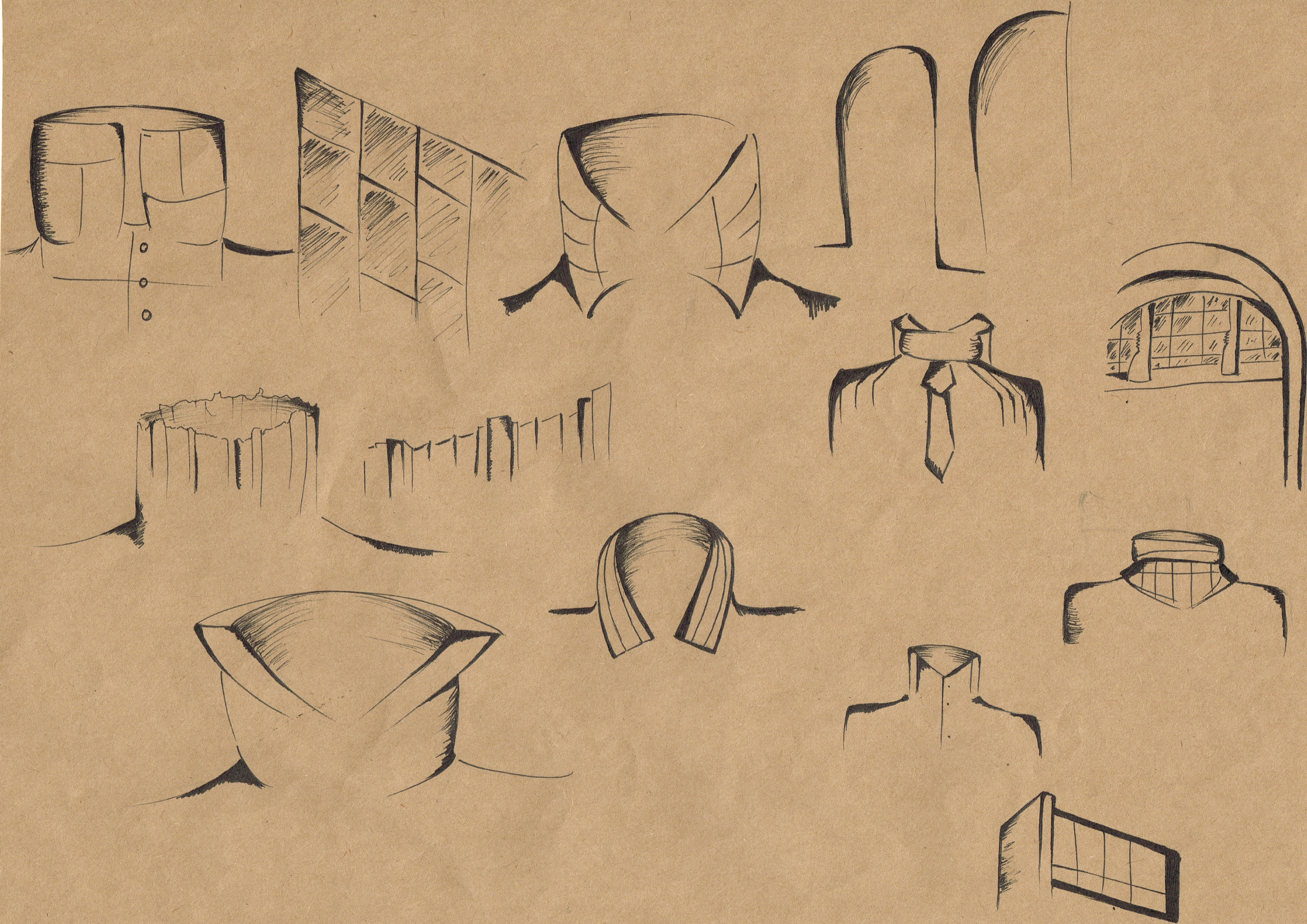
A range of different ideas produced but not creative enough to be considered divergent for a fashion project.

Visual Communication is sufficient in terms of showing multiple views, using the figure and showing colour and aesthetics. Some very basic construction detail apparent but not well shown as required for the higher grades.

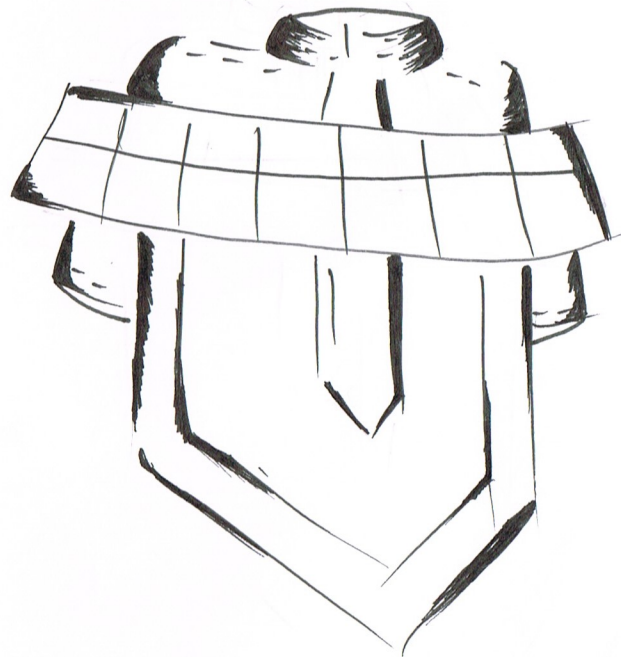
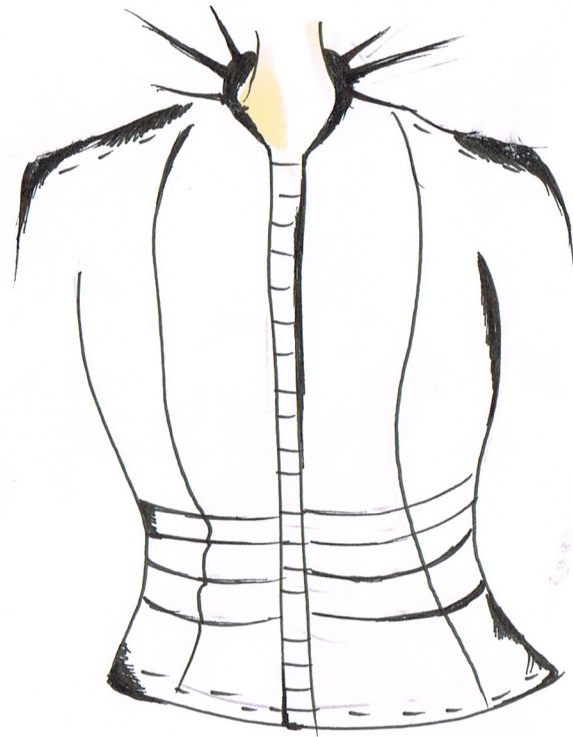
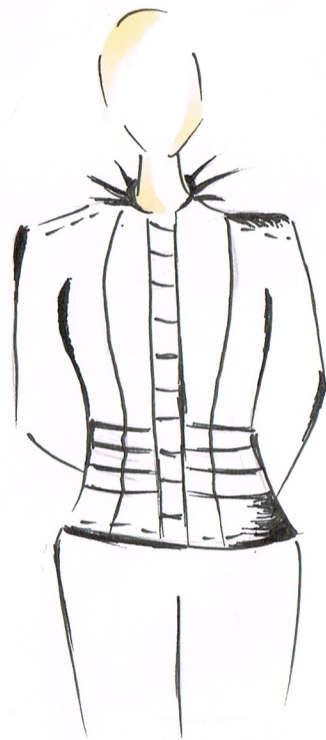
Enough evidence for an Achieved.

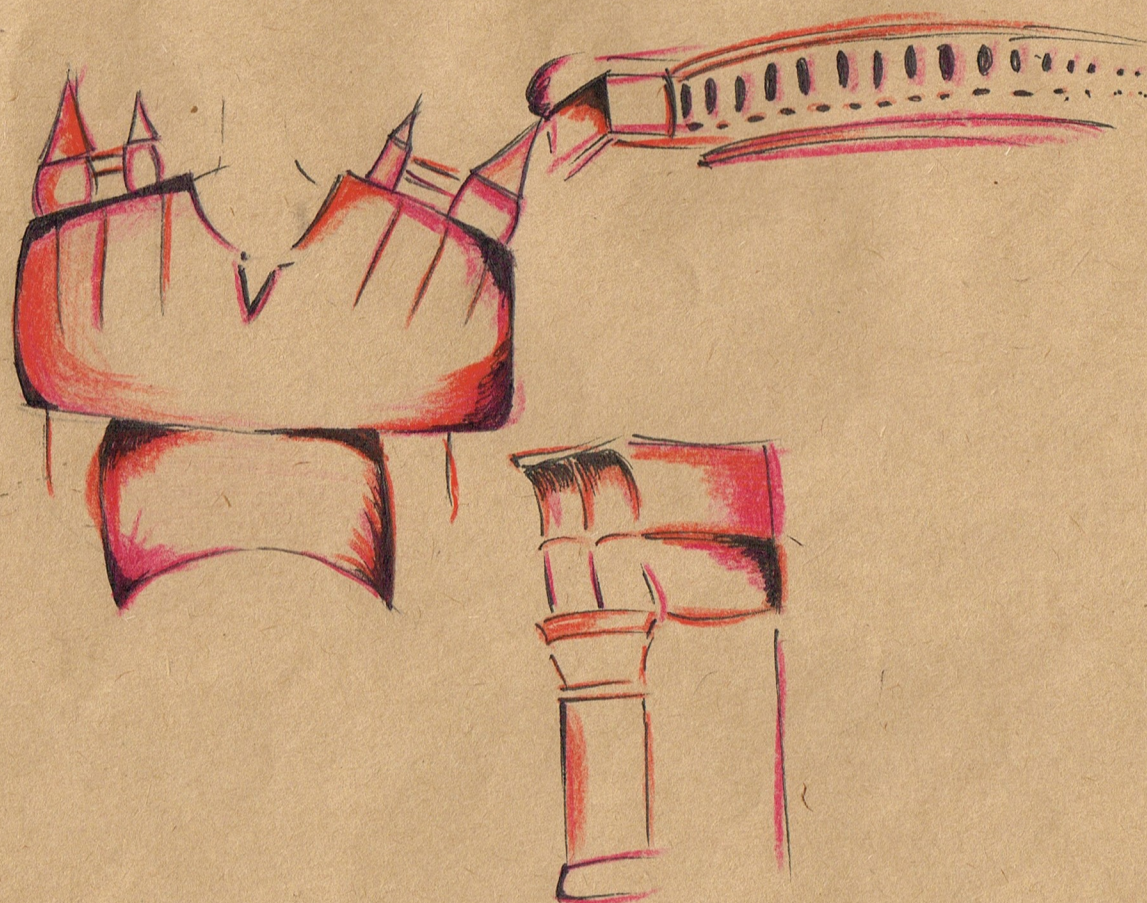
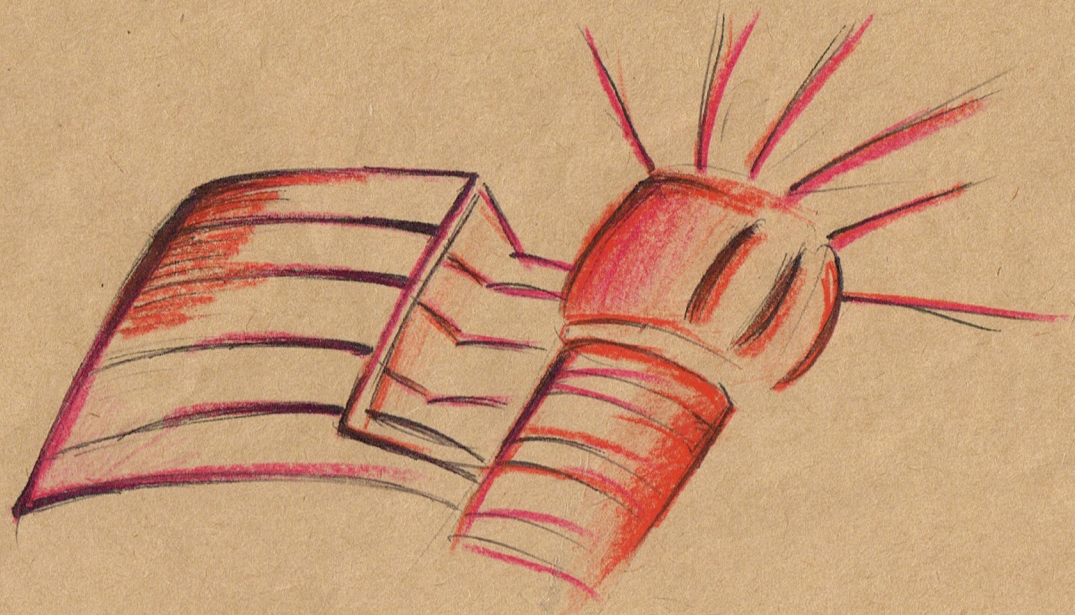


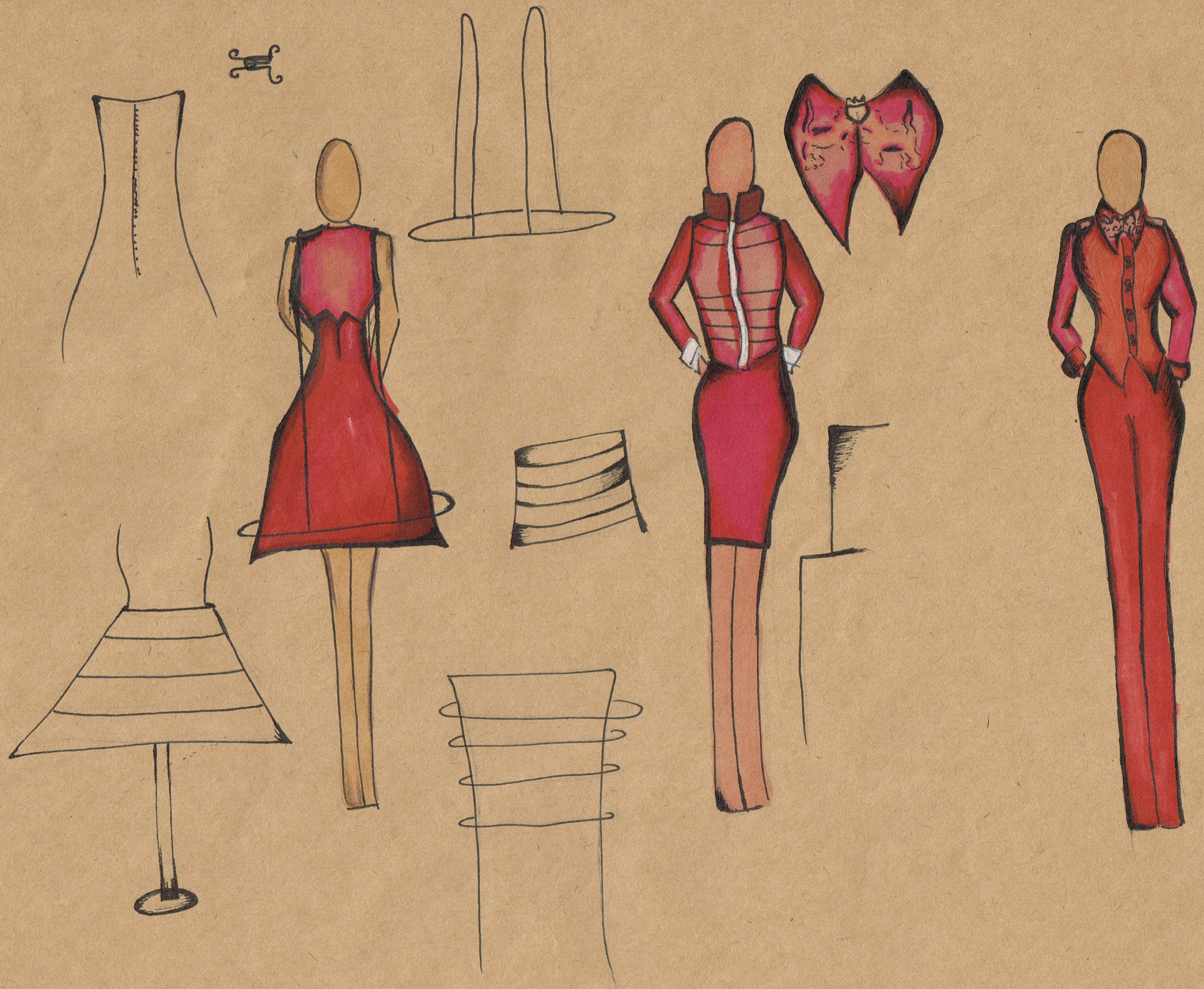


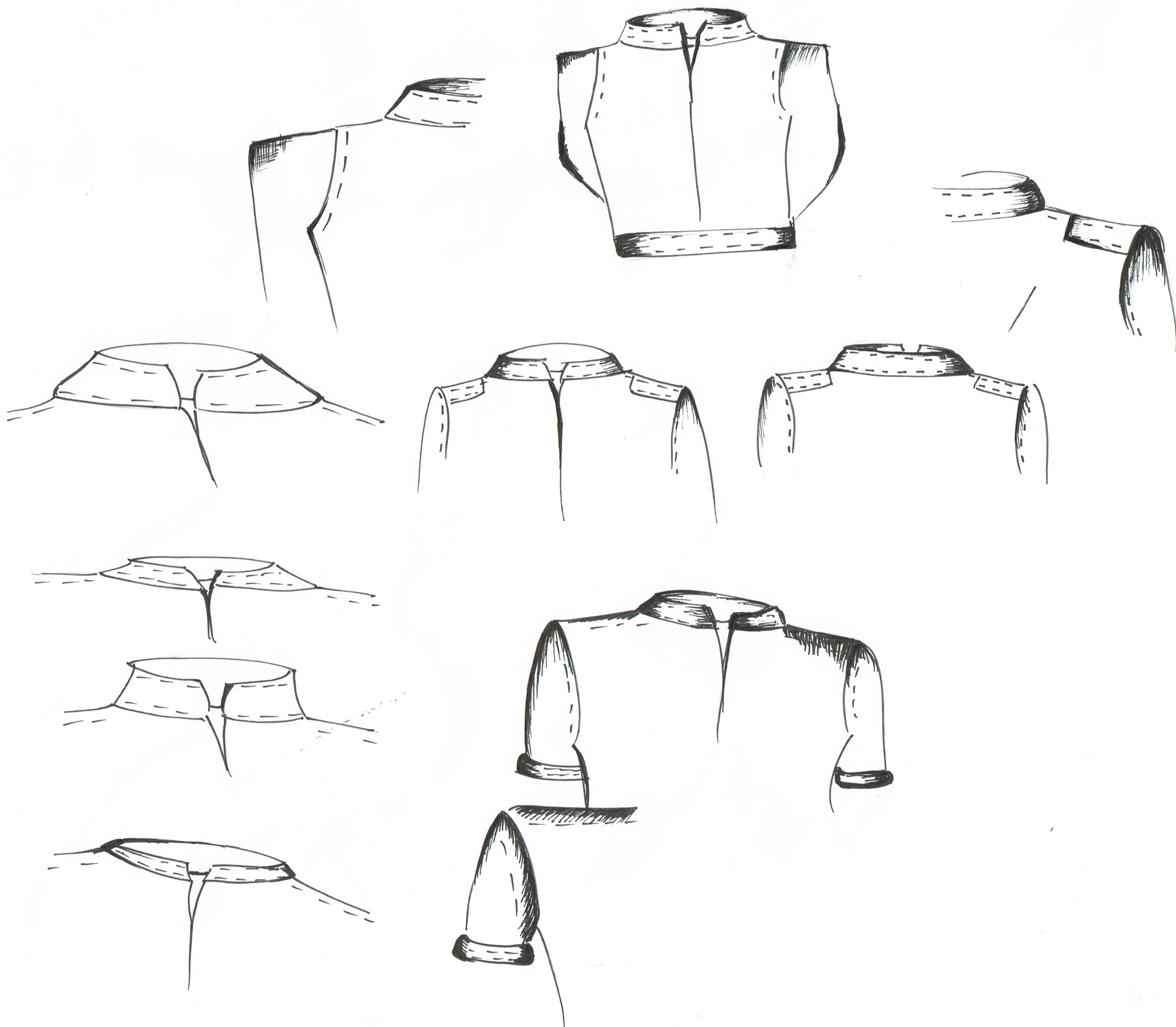


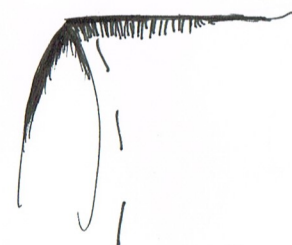
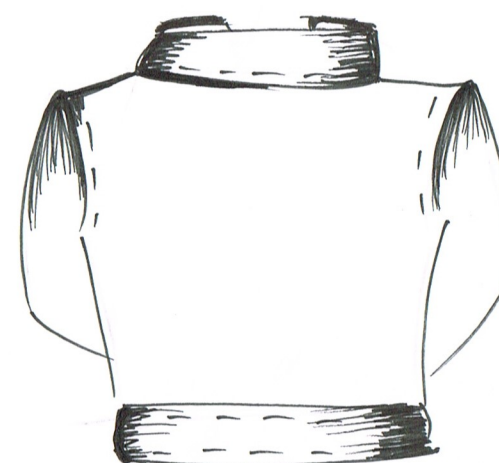
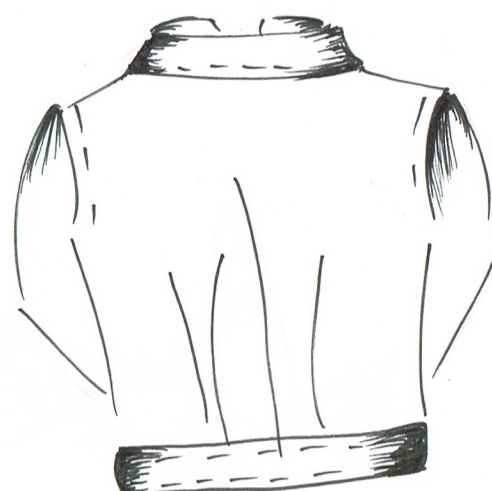
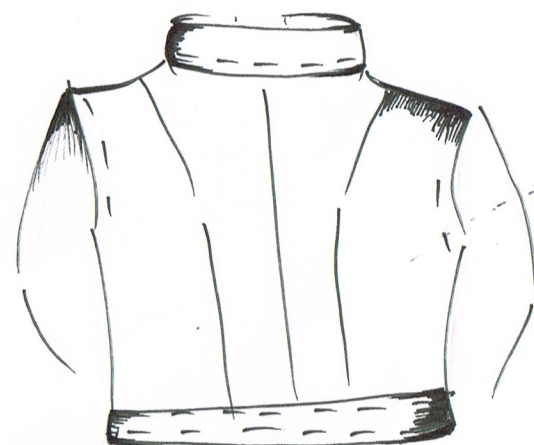
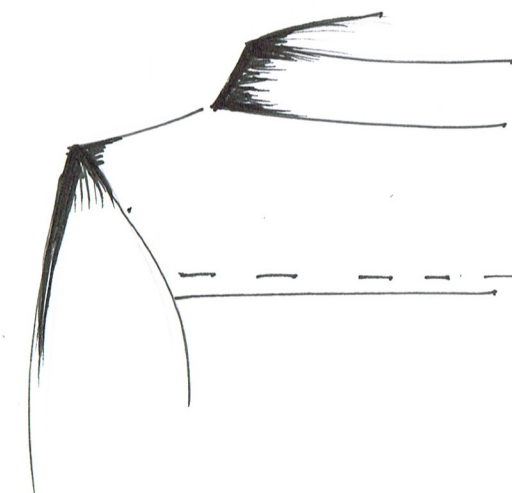
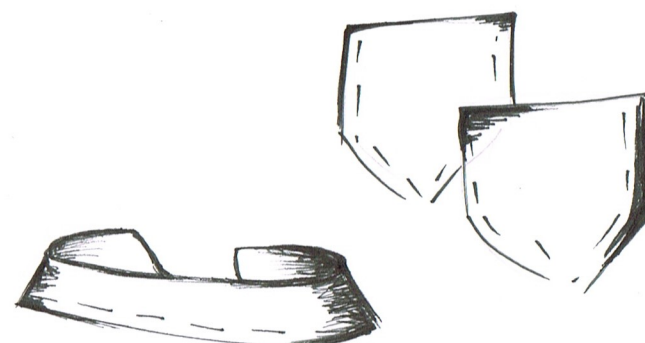
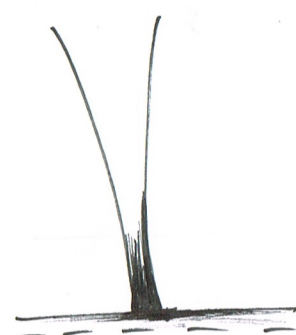
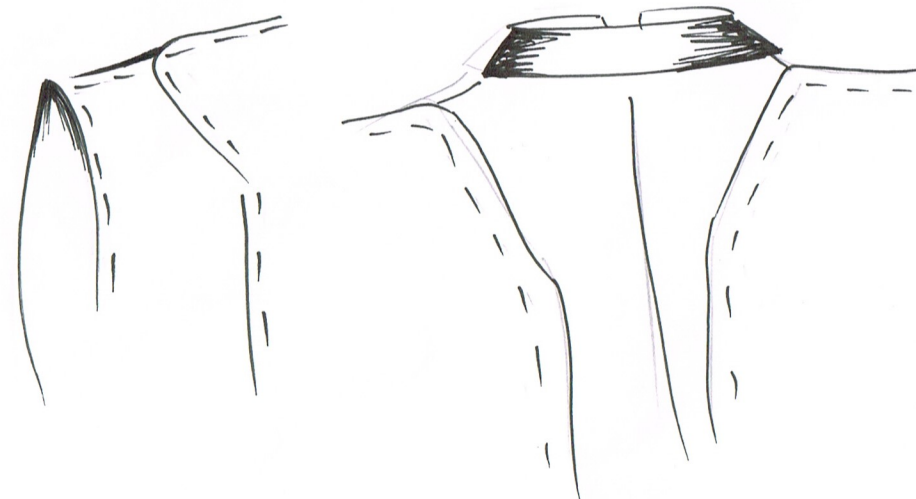
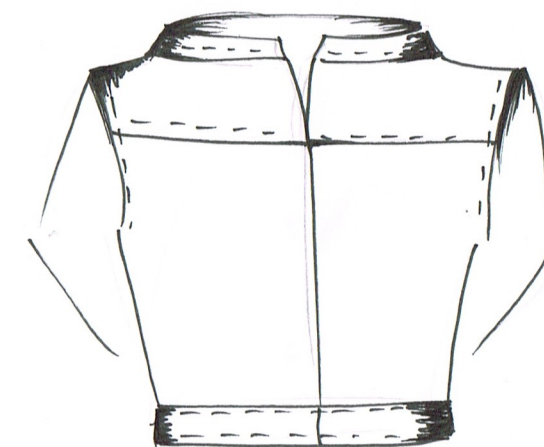
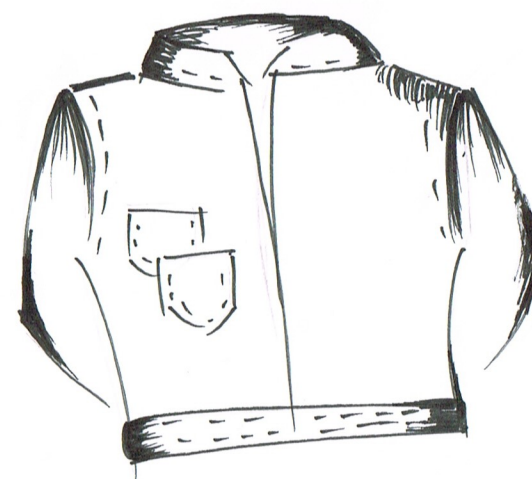
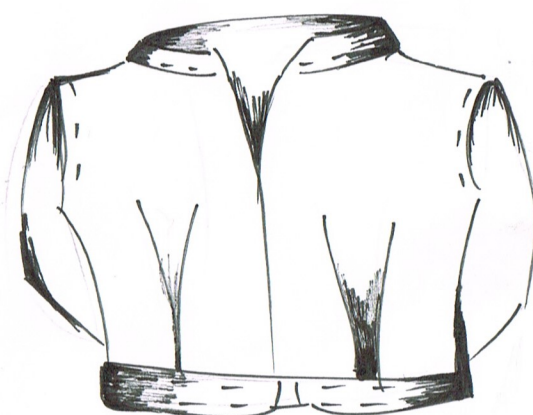
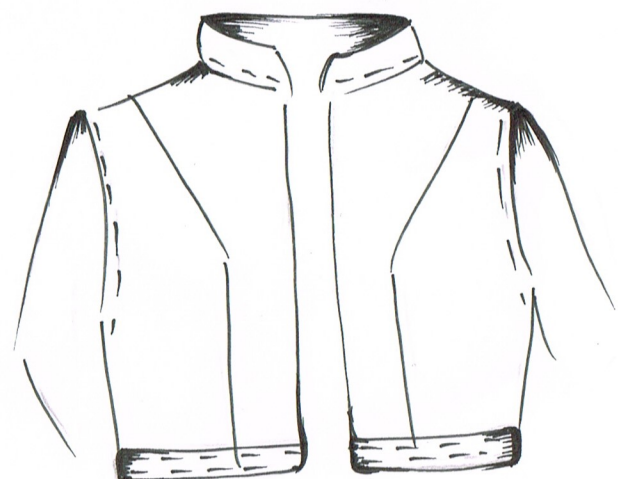












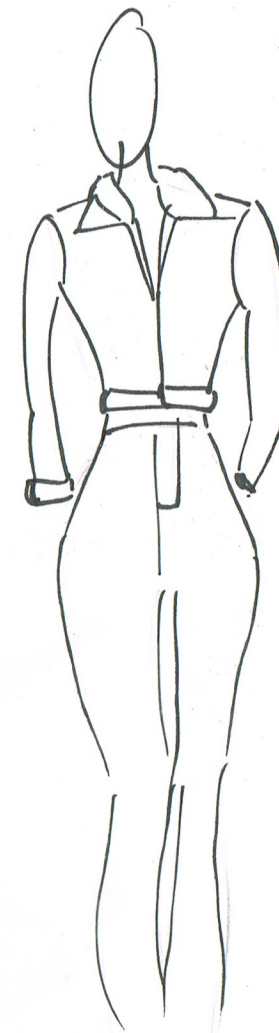
FRONT



BACK



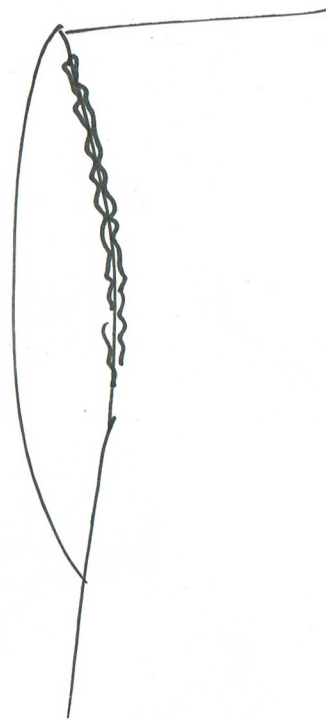
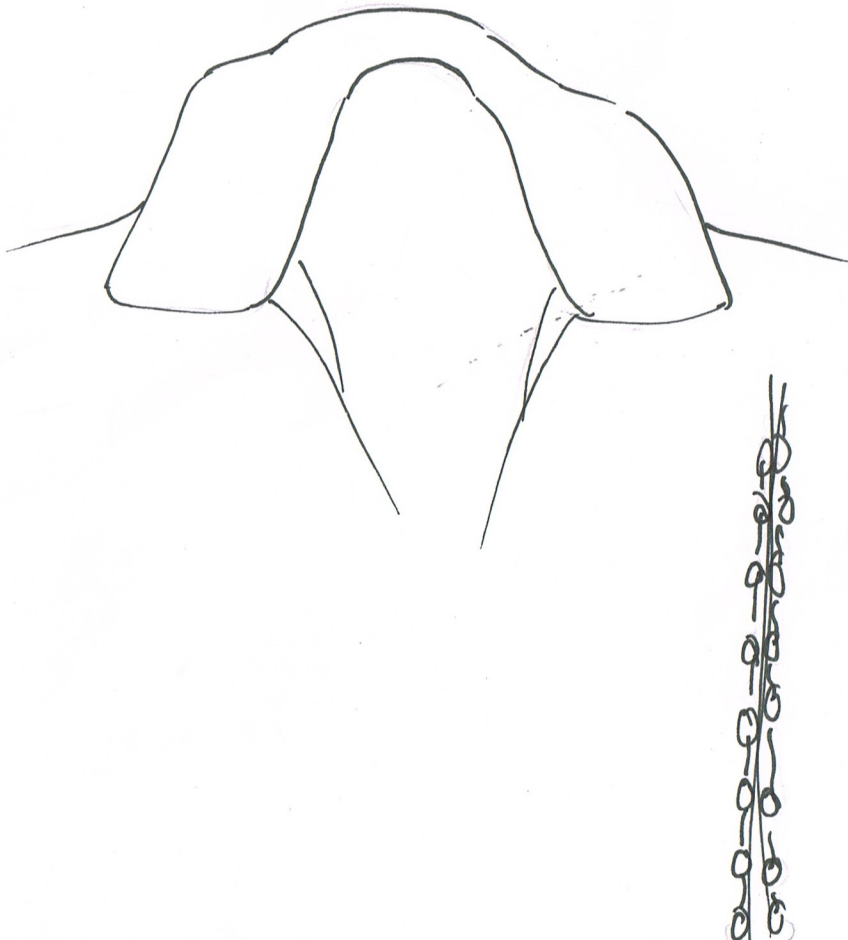
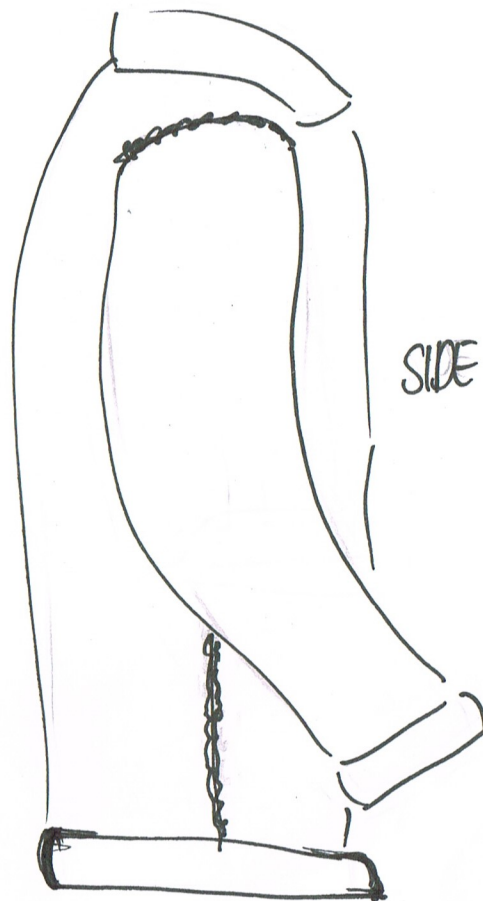
FRONT



BACK



SIDE



Janna Savuda

