

## Level 2 91337 (2.30)

### NCEA Design and Visual Communication (DVC) 2017

<p><b>Authenticity Declaration</b></p> <p><b>CANDIDATE</b>          This work presented for assessment is my own. I have included references to all external sources.</p> <p style="text-align: center;"> <input type="checkbox"/> <i>Tick this box if you do NOT give permission for NZQA to use this work as an exemplar.</i> </p>			
<b>Signature:</b>		<b>Date:</b>	

**AS 91337 (2.30): Use visual communication techniques to generate design ideas (3 credits)**

Achievement	Achievement with Merit	Achievement with Excellence	
Use visual communication techniques to generate design ideas.	Use visual communication techniques <b>skilfully</b> to generate design ideas.	Use visual communication techniques <b>effectively</b> to generate design ideas.	<b>Overall level of attainment for 91337</b>
<ul style="list-style-type: none"> <li><b>Visual communication techniques</b> are used to generate ideas to show design qualities.</li> <li>Design ideas are produced that <b>explore</b> simple alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>Visual communication techniques are used <b>skilfully</b> to generate ideas to show design qualities with <b>clarity</b> through well-articulated visual means.</li> <li><b>Divergent</b> design ideas are produced that explore challenging, creative, or unusual alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>Visual communication techniques are used <b>effectively</b> to generate ideas to show design qualities with clarity and refined detailing.</li> <li>Divergent design ideas are produced that are explored and <b>extended</b>.</li> </ul>	

**Underlined aspects were used in making judgements.**

**A diagonal line indicates that a specific aspect was either not in evidence or was not shown in enough evidence to reach the appropriate level.**