

## Scholarship 93602

### Scholarship Design and Visual Communication (DVC) 2018

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

DESIGN IDEATION	DESIGN PRACTICE	VISUAL COMMUNICATION
<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 apply design considerations</b> . (2)	Use visual techniques / strategies to <b>clearly</b> communicate design ideas. (2)
<b>Design ideas are responding</b> to initiating sources. (3)	Design ideas are <b>evolved</b> through design thinking that apply design considerations <b>OR clarified</b> in response to <b>design context</b> . (3)	Use visual techniques / strategies to communicate a <b>design narrative</b> . (3)
Design ideas are <b>purposefully responding</b> to initiating sources. (4)	Design ideas are evolved through design thinking that apply design considerations <b>AND</b> clarified in response to design context. (4)	<b>Clearly</b> communicate a design narrative <b>OR high quality</b> visual presentation principles / skills are used. (4)
Design ideas are purposefully responding to initiating sources in a <b>creative manner</b> . (5)	Design ideas are <b>purposefully</b> evolved either <b>conceptually</b> <b>OR technically</b> through design thinking in response to design context. (5)	Clearly communicate a <b>coherent</b> design narrative <b>OR high quality</b> visual presentation principles / skills are used <b>coherently</b> . (5)
<b>Convincing design ideas</b> <b>OR a design outcome</b> demonstrates the <b>clever use</b> of initiating sources. (6)	Design ideas are <b>convincingly</b> evolved either conceptually <b>OR technically</b> through design thinking in response to design context. (6)	<b>Convincingly</b> communicate a design narrative <b>OR outstanding</b> visual presentation principles / skills are used <b>convincingly</b> . (6)
<b>Insightful design ideas</b> <b>OR an innovative / sophisticated</b> design outcome demonstrates <b>insightful use</b> of initiating sources. (7)	Design ideas are convincingly evolved either conceptually <b>AND</b> technically through design thinking in response to design context. (7)	Use <b>sophisticated</b> visual techniques / strategies for <b>convincing</b> design narrative <b>OR sophisticated</b> visual presentation. (7)
<b>Insightful design ideas</b> <b>AND an innovative / sophisticated</b> design outcome demonstrates <b>insightful use</b> of initiating sources. (8)	Design ideas are convincingly evolved through <b>insightful</b> design thinking that integrates and <b>transforms</b> ideas. (8)	Use <b>sophisticated and refined</b> visual techniques / strategies for communicating an <b>insightful</b> design narrative. (8)
<b>Sub Total</b>	<b>Sub Total</b>	<b>Sub Total</b>
<b>Overall Level of Performance (maximum 24 marks)</b>		

## **Clarification of terminology:**

**Design ideas** – ideas that have design qualities that relate to both aesthetic and functional considerations.

**Design thinking** – a collective set of design ideas that are related and interrogate divergent and convergent possibilities – can be empathetic, purposeful or meaningful to a design context.

**Initiating sources** – starting material (visual and/or text based) that is used to stimulate and inspire design ideas – this source material can be aesthetic, technical, thematic or theoretical.

**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** – broadly defined by a brief situation and specifications (people, place, purpose) – and extends to related environmental, social, historical, cultural considerations.

**Visual techniques** – the modes, media and methods associated with visually communicating information.

**Visual strategies** – the visually based approaches that act as design tools for initiating and evolving design ideas.

**Design narrative** – the visual story-telling of the design thinking that has taken place.

**Purposefully** – the production of a body of design work that has clear intention and engages considered decision-making.

**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.

**Innovative** – ideas that lead to something new and/or different, whether it is something original or renewed, in terms of either aesthetics or function.

**Sophisticated** – engage a complexity of design thinking or visual literacy, whether reflected through in-depth and refined understanding, or utilising multiple layers of meaning.

**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.

**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.