

## Achievement Standard

**Subject Reference** Graphics 1.6

**Title** Apply a design process and design principles to identified needs and opportunities

**Level** 1      **Credits** 5      **Assessment** Internal

**Subfield** Design

**Domain** Design - Graphic Communication

**Status** Expiring      **Status date** 20 January 2011

**This achievement standard is expiring. Assessment against the standard must take place before the expiry date set out below.**

**Expiry date** 31 December 2011      **Date version published** 20 January 2011

This achievement standard involves the application of key stages in a design process and application of design principles, including evaluation against design specifications.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>• Apply key stages of a design process.</li> <li>• Apply key design principles.</li> <li>• Evaluate own design solution with reference to design specifications.</li> </ul>	<ul style="list-style-type: none"> <li>• Apply all stages of a design process.</li> <li>• Apply design principles in decision-making, with notes linking principles and decisions.</li> <li>• Evaluate own design solution with reference to most design specifications.</li> </ul>	<ul style="list-style-type: none"> <li>• Apply fully all stages of a design process, with notes supporting decisions and transition stages.</li> <li>• Apply design principles fully in decision-making, with notes giving an in-depth justification of decisions made in relation to the principles.</li> <li>• Fully evaluate own design solution with reference to all design specifications.</li> </ul>

## Explanatory Notes

- 1 This achievement standard is related to *Graphics Education: Guidelines for Years 9–13*, Learning Media, Ministry of Education, 2001.
  - 2 The application of a *design process* to identified needs and opportunities could include researching, specifying, generating, selecting and developing appropriate solutions. Ongoing evaluation is an important part of this process. The design process will incorporate societal considerations. Societal should be interpreted in a broad sense to include environmental factors.
  - 3 The *key principles* of design are aesthetics and function. The elements of design derived from the principles include shape, form, rhythm, balance, proportion, colour, contrast, stability, reliability and user friendliness. The student needs to use appropriate design language when annotating their design ideas.
  - 4 Evaluation involves identifying good features, faults, function and aesthetics, societal implications, etc, and where appropriate, suggesting alternative solutions for improvements or modification either as a final solution or during the design process. Justifying the design solution against the design specifications is an important feature of evaluation.
  - 5 *Justification* refers to a clear, in-depth explanation of why a particular approach has been used or a particular decision made, in relation to the design specifications.
  - 6 The student must use notes on design ideas to clarify the transition between conceptual, developmental and final solution stages.
  - 7 It is recommended that candidates provide evidence within the context of a given design brief.
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## Replacement Information

This achievement standard has been replaced by AS91069.

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## Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Accreditation and Moderation Action Plan (AMAP) reference

0226