

Achievement Standard

Subject Reference	Design and Visual Communication 2.35		
Title	Develop a product design through graphics practice		
Level	2	Credits	6
		Assessment	Internal
Subfield	Technology		
Domain	Design and Visual Communication		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2018	Date version published	20 November 2014

This achievement standard involves the development of a product design through graphics practice.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Develop a product design through graphics practice. 	<ul style="list-style-type: none"> Clearly develop a product design through graphics practice. 	<ul style="list-style-type: none"> Effectively develop a product design through graphics practice.

Explanatory Notes

- 1 This achievement standard is derived from Level 7 of the Technology learning area in *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 at <http://seniorsecondary.tki.org.nz>.

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

Appropriate reference information is available in *Safety and Technology Education: A Guidance Manual for New Zealand Schools*, Ministry of Education at <http://technology.tki.org.nz/Curriculum-support/Safety-and-Technology-Education>, and the Health and Safety in Employment Act 1992.

- 2 *Develop a product design through graphics practice* involves:
- exploring and refining design ideas that draw on product design knowledge
 - making design judgements on the positive and/or negative aspects of aesthetic and functional features of the design in response to a brief.

Clearly develop a product design through graphics practice involves:

- reviewing and refining design ideas that incorporate product design knowledge

- making design judgements on relevant features of the design, in response to the brief, that inform the progression of design ideas.

Effectively develop a product design through graphics practice involves:

- reviewing and refining well-considered design ideas that integrate product design knowledge throughout the development.

- 3 *Product design* is the design of objects and artefacts and may relate to: fashion, packaging, media products, consumer products and engineered products.
- 4 Product design knowledge includes design approaches, technical knowledge and visual communication techniques relevant to the specific product design context. These may include but are not limited to:
 - design tools used for the development of product design ideas (eg market research, anthropometrics, ergonomics, mock-ups, and models)
 - technical knowledge of materials, joining, fitting, assembly, finish, fasteners, sustainability and environmental considerations
 - product visual communication techniques and approaches (eg product design drawings and rendering, prototypes, models, and animation).
- 5 *Graphics practice* involves expressing a visual literacy through the development of a design idea by applying design and visual communication techniques and knowledge.
- 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 presented for assessment against this achievement standard may be generated using traditional media approaches or computer applications.
- 8 Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.

Replacement Information

This achievement standard and AS91343 replaced AS90324, AS90325, unit standard 7491, unit standard 7492, unit standard 7508, unit standard 7509, and unit standard 7512.

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