



NEW ZEALAND QUALIFICATIONS AUTHORITY  
 MANA TOHU MĀTAURANGA O AOTEAROA

**QUALIFY FOR THE FUTURE WORLD**  
**KIA NOHO TAKATŪ KI TŌ ĀMUA AO!**

## Level 2 NCEA Design and Visual Communication (DVC) 2015

**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.

<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> identifiable design qualities.</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 identifiable design qualities.</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 a <b>depth of understanding</b> through well-articulated visual means.</li> <li>• Divergent design ideas are produced that are explored and <b>extended</b> to show identifiable design qualities.</li> </ul>
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<p><b>Overall level of attainment for 91337</b></p>
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