

Level 2 91337 (2.30)

NCEA Design and Visual Communication (DVC) 2017

<h4 style="margin: 0;">Authenticity Declaration</h4> <p>CANDIDATE This work presented for assessment is my own. I have included references to all external sources.</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <input style="width: 30px; height: 20px; margin-right: 10px;" type="checkbox"/> <i>Tick this box if you do NOT give permission for NZQA to use this work as an exemplar.</i> </div>			
Signature:		Date:	

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

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.