

Assessment Schedule – 2019

Design and Visual Communication: Use visual communication techniques to generate design ideas (91337)

Achievement Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
|--|---|---|
| <i>Use visual communication techniques to generate design ideas.</i> | <i>Use visual communication techniques skilfully to generate design ideas.</i> | <i>Use visual communication techniques effectively to generate design ideas.</i> |

Evidence

| Not Achieved | Achievement | Merit | Excellence |
|--|---|--|--|
| <p>Visual communication techniques (visual modes and media) are poorly applied or limited in conveying design ideas.</p> <p>Insufficient design ideas shown where aesthetic or functional qualities are not recognisable, not present, or not visually communicated.</p> | <p>Use visual communication techniques to explore functional and aesthetic qualities means examining different design ideas (that could be variations of a single concept or a range of concepts in response to a brief).</p> <p>Explore functional and aesthetic qualities are to be viewed holistically.</p> <ul style="list-style-type: none"> • Functional qualities may include operation, human interface, ergonomics, proxemics, circulation, environmental factors, construction, materials, components, assembly, mechanisms, dimensions, etc. • Aesthetic qualities may include colour, tone, texture, pattern, shape (2D), form (3D), balance, proportion, surface finish, style, etc. <p>Generated design possibilities are different design ideas that are simple alternatives which are predictable, obvious, superficial, or derivations of existing ideas.</p> | <p>Use visual communication techniques to explore in detail the functional and aesthetic qualities of the design.</p> <ul style="list-style-type: none"> • Explore in detail means that design qualities (functional and aesthetic) are clarified through a range (or families) of drawings that show details from different viewpoints. This could include different levels of visual explanation (e.g. overall and closeups, external and internal information, sequence drawings for showing movement, showing design ideas in situ, etc.). <p>Generated divergent design possibilities means design idea variations that are challenging, creative, unexpected, experimental, unusual and / or quirky.</p> | <p>Use visual communication techniques to comprehensively explore the functional and aesthetic qualities of the design.</p> <ul style="list-style-type: none"> • Comprehensively explore means that design qualities (functional and aesthetic) are highly informative and easy to follow. <p>Extended divergent design possibilities show evidence of design thinking that inspires idea regeneration and manipulation (this can be evident in the ideation that leads to the generating of divergent design ideas or the initial development of a chosen divergent design idea).</p> |

Note: **Visual communication techniques** could be digital and / or hand drawn (analogue), e.g. sketching, rendering, illustration, instrumental drawing, model making, mock-ups, 3D constructions, collage, overlays, CAD, animation, photography, etc.

Design ideas: Ideas that have functional and aesthetic qualities as opposed to shapes/forms that are essentially sculptural in nature (as is evident in the initial stages of ideation).