

Assessment Schedule – 2019

Design and Visual Communication: Initiate design ideas through exploration (91627)

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<i>Initiate design ideas through exploration.</i>	<i>Initiate design ideas through insightful exploration.</i>	<i>Initiate design ideas through extensive exploration.</i>

Evidence

Not Achieved	Achievement	Merit	Excellence
<p>No source is material evident.</p> <p>Source material is not interpreted using visual communication strategies or taken into alternatives and variations.</p> <p>Design ideas are not derived from the alternatives and variations.</p>	<p>Use an experience(s) to generate starting ideas; using visual communication strategies to interrogate and re-generate ideas towards design ideas.</p> <p>Inspirational sources (experiences) are present. These could include mood / inspiration boards, compilation of images, collage, designer studies, modelling, observational drawing, photographs, etc.</p> <p>From inspirational sources, visual communication strategies are used to experiment, play and manipulate shape (2D) and form (3D), exploring alternatives and variations to generate starting ideas</p> <ul style="list-style-type: none"> • Alternatives are distinct, different, contrasting or have divergent shapes / forms. • Variations are adaptations, alterations and modified versions of a shape / form. <p>Alternatives and variations are visually interrogated and re-generated which lead towards design ideas.</p> <ul style="list-style-type: none"> • Interrogated and re-generated refer to the thinking and visual communication of shapes / forms that are re-examined / critiqued, selected, and re-drawn. • Design ideas must have identifiable functional and aesthetic qualities. 	<p>Use visual communication strategies to analyse and identify an emerging train of thought and re-interpret ideas to form design ideas.</p> <p>Through the reinterpretation of design ideas an emergent train of thought is evident.</p> <ul style="list-style-type: none"> • Reinterpretation of design ideas is applying thinking and visual communication that is purposeful and meaningful in its connection to its context. • Emerging train of thought is where a theme is developing with a perspective (viewpoint) and direction (intention) in either a functional / aesthetic / contextual or thematic way. 	<p>Use visual communication strategies to challenge thinking and extend and transform ideas to form design ideas.</p> <p>The train of thought of design thinking is further extended / transformed, which challenges and / or moves beyond the predictable design idea.</p> <ul style="list-style-type: none"> • Transform ideas means the design idea has been seen in a new way.

Note: Visual communication strategies may include but are not limited to: abstraction, recombination, repetition, rotation, reflection, simplification, de-construction, truncation, exaggeration.