

## Assessment Schedule – 2021

### 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 <b>insightful</b> exploration.</i>	<i>Initiate design ideas through <b>extensive</b> 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 <b>experience(s)</b> to generate <b>starting ideas</b>; using visual communication strategies to <b>interrogate and re-generate</b> ideas towards <b>design ideas</b>.</p> <p>Inspirational sources (<b>experiences</b>) 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 <b>alternatives</b> and <b>variations</b> to generate <b>starting ideas</b></p> <ul style="list-style-type: none"> <li>• <b>Alternatives</b> are distinct, different, contrasting or have divergent shapes / forms.</li> <li>• <b>Variations</b> are adaptations, alterations and modified versions of a shape / form.</li> </ul> <p>Alternatives and variations are visually <b>interrogated and re-generated</b> which lead towards <b>design ideas</b>.</p> <ul style="list-style-type: none"> <li>• <b>Interrogated and re-generated</b> refer to the thinking and visual communication of shapes / forms that are re-examined / critiqued, selected, and re-drawn.</li> <li>• <b>Design ideas</b> must have identifiable functional and aesthetic qualities.</li> </ul>	<p>Use visual communication strategies to analyse and identify an <b>emerging train of thought</b> and <b>re-interpret ideas</b> to form design ideas.</p> <p>Through the <b>reinterpretation</b> of design ideas an <b>emergent train of thought</b> is evident.</p> <ul style="list-style-type: none"> <li>• <b>Reinterpretation</b> of design ideas is applying thinking and visual communication that is purposeful and meaningful in its connection to its context.</li> <li>• <b>Emerging train of thought</b> is where a theme is developing with a perspective (viewpoint) and direction (intention) in either a functional / aesthetic / contextual or thematic way.</li> </ul>	<p>Use visual communication strategies to challenge thinking and <b>extend and transform ideas</b> to form design ideas.</p> <p>The train of thought of design thinking is <b>further extended / transformed</b>, which challenges and / or moves beyond the predictable design idea.</p> <ul style="list-style-type: none"> <li>• <b>Transform ideas</b> means the design idea has been seen in a new way.</li> </ul>

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