

## Assessment Schedule – 2024

### 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 material is evident. <i>OR</i></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, or do not have functional and aesthetic qualities.</p>	<p>Use an <b>experience(s)</b> to generate <b>starting ideas</b>; using visual communication strategies to <b>interrogate and regenerate</b> ideas towards <b>design ideas</b>.</p> <p>Inspirational sources (<b>experiences</b>) are present.</p> <p>Starting ideas are linked to inspirational sources and use visual communication strategies that <b>visually interrogate and regenerate ideas and forms (3D)</b>.</p> <p><b>Design ideas</b> derived from visual interrogation and regeneration have <b>identifiable functional and aesthetic qualities</b>.</p>	<p>Use visual communication strategies to analyse and identify an <b>emerging train of thought</b> and <b>reinterpret ideas</b> to form design ideas.</p> <p>Reinterpretation of design ideas apply <b>purposeful</b> design thinking and visual communication <b>connected to its context</b>.</p> <p>Emerging train of thought <b>develops a theme or design idea</b> with a <b>viewpoint or intention</b> that is either functional / aesthetic / contextual or metaphorical.</p>	<p>Use visual communication strategies to challenge thinking and <b>extend and transform ideas</b> to form design ideas.</p> <p>Extend and transform design ideas, which <b>challenge or move beyond the predictable</b> or result in a <b>design idea seen in a new way</b>.</p>

**Notes:** *Inspirational sources (experiences)* could include mood / inspiration boards, compilation of images, collage, designer studies, modelling, observational drawing, photographs, film clips, music extracts, etc.

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

Visual *interrogation and regeneration of ideas* refers to the thinking and visual communication of 3D forms that are re-examined, critiqued, selected, and redrawn and shown through the manipulating and exploring of alternatives and variations.