

Assessment Schedule – 2024

Design and Visual Communication: Develop product or spatial design ideas informed by the consideration of people (92002)

Assessment Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|--|
| <i>Develop product or spatial design ideas informed by the consideration of people.</i> | <i>Refine product or spatial design ideas informed by the consideration of people.</i> | <i>Extend product or spatial design ideas informed by the consideration of people.</i> |

Evidence

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|--|
| <ul style="list-style-type: none"> Shows design ideas that have features that incorporate aesthetic and functional considerations. Links ideas to people and a context. Makes design choices. <ul style="list-style-type: none"> Uses visual communication techniques to show the main features of the design ideas. | <ul style="list-style-type: none"> Shows design possibilities that are related to people and a context. Shows progression through a visual sequence or journey that makes changes that are connected to people and a context. Makes design decisions that are connected to people and a context. <ul style="list-style-type: none"> Uses visual communication techniques to show how features relate to functional and aesthetic aspects of the design. | <ul style="list-style-type: none"> Shows a visual progression that advances the quality of design ideas (aesthetically and functionally). Development incorporates features that are linked to improving what people (as potential users) will experience. <ul style="list-style-type: none"> Uses visual communication techniques to show how the features and details link to what people (as users) will experience. Uses visual techniques to communicate how features and details are integrated with the design as a whole. |

Cut Scores

| Not Achieved | Achievement | Achievement with Merit | Achievement with Excellence |
|--------------|-------------|------------------------|-----------------------------|
| 0–2 | 3–4 | 5–6 | 7–8 |

Notes:

To **consider people** within a design idea is to keep the possible users of the potential design outcome in mind throughout the design process and demonstrate how the design idea seeks to meet needs or improve their lives (could be in relation to their needs, values, experiences, beliefs, customs, tikanga).

Evidence that meets the criteria for **generating alternative design ideas** would include various different candidate ideas related to the product or spatial design context.

Evidence that meets the criteria for incorporating **aesthetic and functional considerations** would include expressing elements of appearance and use related to the product or spatial design context.

Visual communication techniques are the visual communication skills and literacy required to convey design thinking, design narratives, and design outcomes.

*place = the location or setting in which the outcome may be used. Could be a site or geographical location or it could be the type of place in which an outcome is designed to be used e.g., a marine setting, a sporting activity, a domestic setting.

Examples of visual communication techniques for *product and spatial design* include:

- bubble diagrams for spatial design
- 2D and 3D sketches
- detail sketches
- floor plans for spatial design
- sections and elevations
- rendering
- tracing
- CAD models
- physical models for product design
- section views for product design
- rapid sketching (crating and outlines)
- drawing systems (isometric, oblique, planometric, architectural, and perspective for spatial design etc)
- design variations and views
- photomontage.