

Assessment Schedule – 2025

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 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 experience(s) to generate starting ideas; using visual communication strategies to interrogate and regenerate ideas towards design ideas.</p> <p>Inspirational sources (experiences) are present.</p> <p>Starting ideas are linked to inspirational sources and use visual communication strategies that visually interrogate and regenerate ideas and forms (3D).</p> <p>Design ideas derived from visual interrogation and regeneration have identifiable functional and aesthetic qualities.</p>	<p>Use visual communication strategies to analyse and identify an emerging train of thought and reinterpret ideas to form design ideas.</p> <p>Reinterpretation of design ideas apply purposeful design thinking and visual communication connected to its context.</p> <p>Emerging train of thought develops a theme or design idea with a viewpoint or intention that is either functional / aesthetic / contextual or metaphorical.</p>	<p>Use visual communication strategies to challenge thinking and extend and transform ideas to form design ideas.</p> <p>Extend and transform design ideas, which challenge or move beyond the predictable or result in a design idea seen in a new way.</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.