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|  | **Fail (>50)** | **Pass (51-64)** | **Credit (65-74)** | **Distinction (75-84)** | **High Distinction (85+)** |
| **Research** | No evidence of research or analysis of the problem/purpose or the target market/end user. | There is evidence of research but it is not clearly linked to the problem or purpose of the design. The target market is not clearly defined. | There is evidence of independent research and it being applied to help identify the target market. The problem or purpose of the design is described. | There is evidence of depth of independent research to identify and analyse the evidence base and clearly identify the target market and end user. The problem or purpose of the design is identified and analysed. | There is substantial evidence of independent research that evaluates the evidence base and clearly identifies the target market and end user. The problem or purpose of the design is identified and comprehensively analysed. |
| **Conceptual Development** | Design ideas are not explored. The relationship between form to content is absent; some relevant skills are applied but not effectively. | Design ideas are explored. The relationship between form to content is described; relevant skills are applied but not effectively. | Design ideas are articulated in a clear manner. The relationship between form to content is identifiable; there is good application of some discipline processes/skills. | A delimited range of design ideas are creatively explored. The relationship between form to content is analytically explored; there is effective application of discipline processes and skills | A strategic and delimited range of design ideas are creatively explored and applied. The relationship between form to content engages analytical reflection; there is highly effective application of discipline processes and skills. |
| **Outcome** | The task is undeveloped or misunderstood. The brief is not addressed. | Not all aspects of the task are developed. Aspects of the brief are addressed but some requirements are missing or misinterpreted. | The outcome displays thought. Some innovation is identifiable. The basic requirements of the brief have been addressed. | The outcome reflects a creative and/or analytical approach. The brief has been addressed fully | The outcome is developed and resolved to a sophisticated level. It demonstrates critical reflection through creative thought and innovation. All aspects of the brief have been fulfilled. |
| **Presentation and documentation** | The documentation of the development process is absent or it is incomplete. Ideas are weak and not well communicated. Verbal presentation does not describe the work or is not completed. | The documentation of the development process is present but inconsistent and not professionally presented. Ideas are described but not well. Verbal presentation describes the work but is unclear. | The documentation of the development process is neat and well documented. Ideas are described throughout and communicated well. Verbal presentation is clear. | The documentation of the development process is analytically discussed and professionally presented. Ideas are compared and contrasted and communicated in an easy to follow manner. Verbal presentation is clear and professional | The documentation of the development process is analytical, reflective and professionally presented. Ideas are interrogated throughout and enhance the overall documentation. Verbally persuasive and fully professional presentation. |