

Scholarship Design and Visual Communication – Assessment Schedule 2016

DESIGN IDEATION – 8 marks	DESIGN PRACTICE – 8 marks	VISUAL COMMUNICATION – 8 marks
<i>Quality of design ideas generated in terms of a creative interpretation or application of aesthetics/function.</i>	<i>Quality of idea refinement and resolution for the purposes of amalgamating key design considerations relevant to a context.</i>	<i>Quality of the visual communicating of design thinking in terms of its narrative, and visual promotion of ideas selected.</i>
Ideas are generated from initiating sources. (1 mark)	Ideas are clarified through a process. (1 mark)	Use visual techniques / strategies to communicate design ideas . (1 mark)
Ideas are regenerated and explored from initiating sources. (2 marks)	Ideas are clarified through a process that applies design and visual communication . (2 marks)	Use visual techniques / strategies to clearly communicate design ideas. (2 marks)
Design ideas are informed by idea initiation. (3 marks)	Ideas are evolved through a process in response to a design context . (3 marks)	Use visual techniques / strategies to communicate a design narrative . (3 marks)
Design thinking purposefully respond to idea initiation. (4 marks)	Ideas are purposefully evolved through a process in response to a design context. (4 marks)	Use visual techniques / strategies to clearly communicate a design narrative. (4 marks)
Design thinking purposefully respond to idea initiation in an in-depth manner. (5 marks)	Ideas are purposefully evolved through a coherent process in response to a design context. (5 marks)	Use visual techniques / strategies to clearly communicate a design narrative with coherence and detail . (5 marks)
Complex design thinking OR resolved design ideas demonstrates the clever use of idea initiation. (6 marks)	Ideas are convincingly evolved through a coherent process OR design considerations are integrated and synthesised in a convincing manner. (6 marks)	Use visual techniques / strategies to convincingly communicate a design narrative OR high quality visual presentation principles / skills are used in a convincing manner. (6 marks)
Perceptive design thinking OR innovative / sophisticated resolved ideas demonstrates the insightful use of idea initiation. (7 marks)	Ideas are convincingly evolved and design considerations are integrated and synthesised in a sophisticated manner. (7 marks)	Use sophisticated visual techniques / strategies for communicating a design narrative OR outstanding visual presentation principles / skills are used with visual impact . (7 marks)
Perceptive design thinking AND innovative / sophisticated resolved design ideas demonstrate the insightful use of idea initiation. (8 marks)	Ideas are convincingly evolved and design considerations are integrated and synthesised in a sophisticated and highly refined manner. (8 marks)	Use sophisticated visual techniques / strategies for communicating a design narrative AND outstanding visual presentation principles / skills are used with visual impact . (8 marks)
Sub Total	Sub Total	Sub Total
Overall Level of Performance (maximum 24 marks)		

Clarification of terminology:

Design ideas – individual ideas that have design qualities that relate to both aesthetic and functional considerations as related to a design context.

Design thinking – a series of design ideas that consider and interrogate divergent and convergent possibilities – can be empathetic, purposeful, or meaningful to a design context.

Idea initiation – initial ideas that have been generated, regenerated, and explored from initiating sources – can be aesthetic, pragmatic, or theoretical.

Design context – typically defined by a brief situation and specifications – extends to relatable environmental, social, historical, cultural considerations.

Visual techniques – the modes, media, and methods associated with visually communicating information.

Visual strategies – the visually based approaches that act as design tools for the initiating and evolving of design ideas.

Design narrative – the visual story-telling of the design practice that has taken place.

Purposefully – the production of a body of design work that has clear intention and engages considered decision-making.

Coherent / Coherence – range of different elements and considerations that are brought together effectively as a set, with a logical consistency, clarity and unity of thought, purpose, or narrative.

Convincing / Convincingly – intentions are conveyed in a compelling manner with little doubt and with utter assuredness / conviction.

Integrating and synthesising – taking a diverse range of design ideas, knowledge and skills, blending them into a coherent whole or combine them in a new way so as to produce an effective outcome aesthetically and functionally.

Sophisticated – engage a complexity of design thinking or visual literacy, whether reflected through in-depth and refined understanding, or utilising multiple layers of meaning.

Innovative – ideas that lead to something new and / or different, whether it is something original or renewed, in terms of either aesthetics or function.

Insightful – perceptive design thinking that challenges the conventional in order to extend and transform design ideas.