

# SCHOLARSHIP DESIGN AND VISUAL COMMUNICATION

## Design and Visual Communication Assessment Specification

Scholarship Performance Standard	Design and Visual Communication
Mode of Assessment	Portfolio submission
For Year	2013
Submission Date:	Tuesday 5 November 2013

### Format of the assessment

Assessment will be in the form of a portfolio. A portfolio is an organised collection of evidence that clearly communicates the candidate's knowledge, understanding and skills relevant to the Design and Visual Communication Scholarship performance standard. Evidence may be drawn from one major unit of work or multiple units of work, provided they are linked and integrated in generating a coherent body of material.

A candidate may submit a portfolio of work using a variety of media in any form and up to a maximum size of A2 (420 × 594 mm). Digital media will need to be submitted in a PDF, Powerpoint, HTML or QuickTime format on CD, or a DVD. **Material submitted on USB drives will NOT be assessed.** Where mock-ups, prototypes and models have been used, only comprehensive photographic evidence should be submitted.

Every attempt should be made to keep a scholarship portfolio to **no more than 60 pages**. The submission can be made up of individual sheets or a visual diary or a combination of both to total no more than 60 pages.

The following presentation formats are **recommended** for 2013:

- presentation boards, if used, to be limited to 4
- visual diaries, if used, to be limited to 2
- laminated material, if submitted, limited to maximum of 6 pages.

The following are **not acceptable** in 2013:

- submission material contained in clear files
- an entirely laminated submission
- additional packaging, e.g. boxes
- models – only photographs are to be submitted.

Candidates should develop their ideas within the context of a design brief or briefs, which should draw evidence from any of the following design and visual communication areas: Architecture, Environmental, Engineering, Technological, Media, and Technical Illustration.

Candidates will need to produce evidence at an advanced level and of an in-depth nature specifically in one of these areas. Where there is more than one project (as a result of entry into Level Three), **candidates need to clearly identify the evidence that has been submitted for Scholarship.**

There must be some indication attached to the work that identifies the design topic or context.

Instrumental drawings may include computer-generated drawings. If the candidate wishes to submit computer-generated drawings, they must include evidence of the design brief and their design thinking.

## Special notes

Candidates will need to demonstrate the ability to do each of the following:

- clearly communicate design ideas and solutions through a variety of highly refined design and visual communication modes (e.g. freehand sketching, modelling, formal drawing, annotation)
- apply design processes and principles that integrate and synthesise design and visual communication knowledge in an effective, coherent, and innovative manner
- apply design decisions that are valid and effective in leading to a well resolved and appropriate design solution
- generate design ideas and solutions that are effective and fully considered in terms of design principles and requirements of the brief
- employ presentation techniques with visual impact that are coherent and effective.

The essential nature of evidence being sought lies in the clear demonstration of quality thinking and the effective ideas / solutions that result through the critical and creative application of design and visual communication knowledge and skills. It should be noted that this is in addition to the communication and process skills required at level 3.

**Coherence** refers to the way a diverse range of elements and ideas are brought together effectively as a unit, with a logical consistency, clarity, and unity of thought and / or purpose.

**Effectiveness** refers to processes utilised and solutions generated that are highly appropriate, fit for use, and are capable of producing the desired effect and / or operation.

**Visual impact** refers to the manner of presenting design and visual communication material to create an immediate and lasting impression.

## Authenticity

Candidates must provide material that is their own work and demonstrates their own ability for assessment purposes.

Teachers and candidates are required to validate candidate work by signing an Authenticity declaration form that will be sent to schools by NZQA in the October mail out. A copy of the Authenticity declaration form can also be downloaded from the Design and Visual Communication home page on the NZQA website.