

## Scholarship Design and Visual Communication – Assessment Schedule 2015

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

### 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.