

Assessment Schedule – 2012

Graphics (93602)

DESIGN THINKING (8 marks)	SYNTHESIS (8 marks)	VISUAL COMMUNICATION (8 marks)
Ideas and decisions are valid, with good consideration . (1 mark)	Ideas and outcomes are explored and clarified . (1 mark)	Ideas and outcomes are well communicated visually using techniques and strategies. Presentation techniques and principles are employed. (2 marks)
Ideas and decisions are valid and well considered in leading to an appropriate outcome . (3 marks)	Ideas and outcomes are explored and clarified, demonstrating the application of design processes and principles. (2 marks)	Ideas and outcomes are clearly communicated visually using techniques and strategies. Presentation techniques and principles are employed. (3 marks)
Ideas and decisions are valid and well considered in leading to an articulate outcome . (4 marks)	Ideas and outcomes are explored and developed , demonstrating the application of design processes and principles. (4 marks)	Ideas and outcomes are clearly and coherently communicated visually using techniques and strategies. Presentation techniques and principles are employed. (4 marks)
Ideas and decisions are valid and well considered in leading to an articulate outcome that reflects either sophisticated or innovative ideation . (5 marks)	Ideas and outcomes are explored and developed, demonstrating the coherent application of design processes and principles. (5 marks)	Ideas and outcomes are clearly and coherently communicated visually using techniques and strategies in a refined manner. High quality presentation techniques and principles are employed. (5 marks)
Ideas and decisions are valid and well considered in leading to an articulate outcome that reflects sophisticated and innovative ideation. (6 marks)	Ideas and outcomes are explored and developed, demonstrating the coherent application of design processes and principles, integrating and synthesising knowledge and skills in an effective manner. (6 marks)	Ideas and outcomes are clearly and coherently communicated visually using techniques and strategies in a refined manner. High quality presentation techniques and principles are employed that are innovative and effective . (6 marks)
Ideas and decisions are valid and well considered in leading to an articulate outcome that reflects sophisticated and highly innovative ideation. (7 marks)	Ideas and outcomes are explored and developed in depth , demonstrating the coherent application of design processes and principles, integrating and synthesising knowledge and skills in an effective manner. (7 marks)	Ideas and outcomes are clearly and coherently communicated visually using techniques and strategies in a highly refined manner. Outstanding presentation techniques and principles are employed that are innovative and coherent , having visual impact . (7 marks)
Ideas and decisions are valid and comprehensively considered in leading to a highly articulate outcome that reflects sophisticated and highly innovative ideation. (8 marks)	Ideas and outcomes are explored and developed in depth, demonstrate an extended and coherent application of design processes and principles, integrating and synthesising knowledge and skills in a highly effective manner. (8 marks)	Ideas and outcomes are clearly and comprehensively communicated visually using techniques and strategies in a highly refined manner. Outstanding presentation techniques and principles are employed that are innovative and highly coherent, having visual impact. (8 marks)
Sub Total	Sub Total	Sub Total
Overall Level of Performance (maximum 24 marks)		

Clarification of terminology:

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

Coherence – A diverse range of elements and ideas that are brought together effectively as a unit, with a logical consistency, clarity and unity of thought and/or purpose.

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

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

Articulate Outcome – An outcome that demonstrates clarity of intent or purpose.

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

Visual Communication Strategies – the visually based approaches that act as design tools for the generating and developing of design ideas.