



Design ATAR course Practical (portfolio) marking key 2018

Marking keys are an explicit statement about what the examiner expects of candidates in the practical (portfolio) examination. They are essential to fair assessment because their proper construction underpins reliability and validity.

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Design ATAR course Practical (portfolio) marking key
100% (42 marks)

Description	Marks
Criterion 1: Application of planning (Evidence of use of organisation and planning in the design and production processes: design brief, intended audience, time management and/or production plan, mind maps, materials lists, model release forms, budget, costing quotes, surveys or others appropriate to context.)	
Comprehensive and relevant planning is evident to an excellent and thorough standard.	5
Consistent and relevant planning is evident to a high standard.	4
Planning is evident to a competent standard.	3
Planning is evident to a basic standard.	2
Only minimal evidence of planning.	1
No evidence of planning.	0
Total	5
Criterion 2: Application of skills, techniques, procedures (Evidence of competence in skills, techniques, procedures for production: sketching, rendering, handling of materials, prototypes, manipulation of IT programs and quality high resolution images.)	
Extensive, detailed and successful use of skills, techniques, procedures suited to the design brief.	5
Employs a broad range of skills, techniques, procedures suited to the design brief.	4
Employs a consistent range of skills, techniques, procedures suited to the design brief.	3
Employs a moderate range of skills, techniques and procedures suited to the design brief.	2
Employs a limited range of skills, techniques, procedures suited to the design brief.	1
No evidence of the use of skills, techniques, procedures.	0
Total	5
Criterion 3: Experimentation (Evidence of experimentation, choice of design solutions: variety of sketched ideas, alternative options investigated, variations of ideas, colour, type, composition, experimenting with materials, media, methods, changes are significant, relevant and justified.)	
Meticulous and sophisticated experimentation and deliberate choice of possible design solutions.	6
Extensive and detailed experimentation and considered choice of possible design solutions.	5
Effective experimentation and choice of possible design solutions.	4
Consistent experimentation and choice of possible design solutions.	3
Some experimentation and choice of possible design solutions.	2
Limited experimentation and choice of possible solutions.	1
No experimentation of design solutions.	0
Total	6

Criterion 4: Annotations and analysis (Evidence of use of analysis, clear thinking and sound reasoning using design terminology: notes or ideas on referenced images, annotation of processes relevant to design brief and intended audience, critical analysis of final solution, use of design terminology throughout.)	
Sophisticated annotations and extensive analysis of relevant information using design terminology.	5
Comprehensive annotations and well analysed, detailed consideration of relevant information using terminology.	4
Clear annotations and analysis of information using design terminology.	3
Simple annotation and/or analysis, mainly relying on supplied information using design terminology.	2
Minimal annotations and analysis.	1
No evidence of annotations and analysis.	0
Total	5
Criterion 5: Originality (Evidence of innovation and originality: original designs and/or own images, exploration of unique ideas and concepts throughout the portfolio, acknowledgement of borrowed images.)	
Sophisticated concepts are used effectively to develop uniquely original and highly innovative design solutions.	5
Comprehensive concepts are used to develop original and innovative design solution(s).	4
Consistent originality and/or innovation is evident in the conception of design solution(s).	3
Some originality and/or innovation is evident in the conception of design solution(s).	2
Minimal originality or innovation is evident in the conception of design solution(s).	1
No evidence of originality or innovation.	0
Total	5
Criterion 6: Design elements and principles (Evidence of effective selection and application of design elements and principles: experimentation and application of elements and principles throughout, application of these in final solution, justification linked to design brief and intended audience.)	
Demonstrates discernment in selecting and applying relevant design elements and principles.	5
Applies design elements and principles selectively and effectively.	4
Applies design elements and principles in a competent manner.	3
Applies design elements and principles inconsistently.	2
Displays minimal application of design elements and principles.	1
Displays no evidence of the application of design elements and principles.	0
Total	5
Criterion 7: Design process (Evidence of competence in the visualisation of a design process; idea generation/ideation, design development, refinement, production and evaluation: investigation of design brief, visual research, idea generation techniques, visual development with progression of ideas, refinement, final resolved design solution.)	
Demonstrates a coherent and sophisticated visualisation of an appropriate design process.	5
Demonstrates a clear and proficient visualisation of an appropriate design process.	4
Demonstrates competent visualisation of an appropriate design process.	3
Visualisation of a design process.	2
Minimal evidence of the visualisation of a design process.	1
No attempt visualisation of a design process.	0
Total	5

Criterion 8: Communication and visual literacies	
(Ability to respond to a design brief and construct a design solution(s) that conveys a message to the intended audience: final resolved design solution, relevant response to design brief and intended audience, professional quality and appearance, stands alone as a communicative work.)	
Sophisticated response to a design brief with articulate and highly effective communicative work, conveying an engaging message to the intended audience.	6
Comprehensive response to a design brief with coherent and effective communicative work that conveys a clear message to the intended audience.	5
Detailed response to a design brief with appropriate communicative work that conveys a message to the intended audience.	4
Clear response to a design brief that communicates to the intended audience.	3
Limited response to aspects of a design brief with little communication to the intended audience.	2
Minimal response to aspects of a design brief with no consideration of the intended audience.	1
No evidence of response to a design brief.	0
Total	6