



Design ATAR course Practical (portfolio) marking key 2019

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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Description	Marks
Criterion 1: Application of planning	
(Evidence of use of organisation and planning in the design and production processes, such as: 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.)	
Demonstrates comprehensive, detailed and relevant planning in the design and production processes	5
Demonstrates detailed and relevant planning in the design and production processes	4
Demonstrates relevant planning with some detail in the design and production processes	3
Demonstrates some relevant planning in the design and/or production processes	2
Demonstrates minimal planning in the design and production processes	1
No evidence of planning	0
Total	5
Criterion 2: Application of skills, techniques, procedures	
(Evidence of competence in skills, techniques, procedures for production, such as: sketching, rendering, handling of materials, prototypes, manipulation of IT programs and quality high resolution images.)	
Employs extensively and successfully a range of skills, techniques and/or procedures for production relevant to the design brief	5
Employs effectively a range of skills, techniques and/or procedures for production suited to the design brief	4
Employs with some effect a range of skills, techniques and/or procedures for production suited to the design brief	3
Employs some skills, techniques and/or procedures for production suited to the design brief	2
Employs a limited range of skills, techniques and/or procedures for production suited to the design brief	1
No evidence of the use of skills, techniques and/or procedures for production	0
Total	5
Criterion 3: Experimentation	
(Evidence of experimentation, choice of design solutions, such as: variety of sketched ideas, alternative options investigated, variations of ideas, colour, type, composition, experimenting with materials, media, methods, changes are significant, relevant and justified.)	
Demonstrates meticulous and sophisticated experimentation and considered choice of possible design solutions	6
Demonstrates extensive and detailed experimentation and choice of possible design solutions	5
Demonstrates effective experimentation and choice of possible design solutions	4
Demonstrates experimentation with some effectiveness and choice of possible design solutions	3
Demonstrates some experimentation and choice of possible design solutions	2
Demonstrates limited experimentation and choice of possible solutions	1
No experimentation of design solutions	0
Total	6

Description	Marks
Criterion 4: Annotations and analysis	
(Evidence of use of analysis, clear thinking and sound reasoning using design terminology, such as: 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.)	
Provides extensive annotations and detailed critical analysis of relevant information using design terminology	5
Provides detailed annotations and critical analysis of relevant information using design terminology	4
Provides clear annotations and some analysis of relevant information using design terminology	3
Provides simple annotations and/or some analysis, mainly relying on supplied information using design terminology	2
Provides minimal annotations and analysis	1
No evidence of annotations and analysis	0
Total	5
Criterion 5: Originality	
(Evidence of innovation and originality, such as: original designs and/or own images, exploration of unique ideas and concepts throughout the portfolio, acknowledgement of borrowed images.)	
Uses sophisticated concepts/ideas to develop original and highly innovative design solution(s)	5
Uses effective concepts/ideas to develop original and innovative design solution(s)	4
Uses some effective concepts/ideas to develop design solution(s) that display some originality and innovation	3
Uses concepts/ideas to develop design solution(s) with little originality and innovation	2
Uses basic concepts/ideas to develop simple 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, such as: experimentation and application of elements and principles throughout, application of these in final solution, justification linked to design brief and intended audience.)	
Demonstrates successful discernment in selecting and applying relevant design elements and principles with detailed pertinent justification	5
Demonstrates effective experimentation and application of relevant design elements and principles with relevant justification	4
Demonstrates some effective experimentation and application of design elements and principles with some relevant justification	3
Demonstrates experimentation and application of design elements and principles inconsistently and with some justification	2
Demonstrates minimal experimentation and application of design elements and principles with minor justification	1
Displays no evidence of the application of design elements and principles	0
Total	5

Description	Marks
Criterion 7: Design process	
(Evidence of competence in the application of a design process; idea generation/ideation, design development, refinement, production and evaluation, such as: investigation of design brief, visual research, idea generation techniques, visual development with progression of ideas, refinement, final resolved design solution.)	
Demonstrates a meticulous and comprehensive application of an appropriate design process	5
Demonstrates a coherent application of an appropriate design process	4
Demonstrates a competent application of an appropriate design process	3
Demonstrates a basic application of a design process	2
Demonstrates minimal application of a design process	1
No application of a design process	0
Total	5
Criterion 8: Communication and visual literacies	
(Ability to respond to a design brief and construct a final design solution(s) that conveys a message to the intended audience, such as: final resolved design solution, relevant response to design brief and intended audience, professional quality and appearance, stands alone as a communicative work.)	
Presents a sophisticated and highly effective communicative final design solution(s) that conveys an articulate and engaging message to the intended audience in response to the design brief	6
Presents a highly effective communicative final design solution(s) that conveys an engaging message to the intended audience in response to the design brief	5
Presents an effective communicative final design solution(s) that conveys a clear message to the intended audience in response to the design brief	4
Presents an appropriate final design solution(s) that conveys a clear message to the intended audience in response to the design brief	3
Presents a final design solution(s) that conveys, in a limited way, a message to the intended audience in response to the design brief	2
Presents an incomplete final design solution(s) that conveys, in a minimal way, a message to the intended audience in response to the design brief	1
No final design solution presented	0
Total	6