



## SAMPLE ASSESSMENT TASKS

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DESIGN  
ATAR YEAR 11

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## Sample assessment task

### Design – ATAR Year 11

#### Task 2 – Unit 1

**Assessment type:** Response

#### **Conditions**

Period allowed for completion of the task: 3 weeks

Due Semester 1, Week 4

**Total marks:** 25

**Task weighting:** 10% of the school mark for this pair of units

## Product design research

### Part A: Elements and principles – A visual guide

The elements and principles describe fundamental ideas about the practice of good visual design. Elements are considered the building blocks or basic units and the principles are applied to the elements to bring them together into one design. How you apply these principles determines how successful your designs may be.

#### **Elements**

Characteristics of design elements and their application in design:

- line
- shape
- value
- 3D form
- space
- colour
- type
- texture

#### **Principles**

Characteristics of design principles, including Gestalt design principles such as:

- similarity
- proximity
- continuation
- closure
- figure/field
- layout principles
- alignment
- modular/grids
- correspondence
- visual hierarchy
- proportion
- unity

You are to research and clearly define the elements and principles listed above. Present as A3 portfolio pages, include a written definition and examples of each. Reference all sources.

Once you have collected or created your examples, consider your creative layout decisions. Including colour themes, size and placement of images, headings and sub-headings, grids and typography. Present your visual guide in an original layout to effectively communicate your understanding of the design elements and principles.

### Part B: Product logos – Overview and case study

An important part of commercial product design is logo and branding as they trigger an emotional connection in consumers.

You are to present a research report (200–500 words) analysing commercial Logo design. Apply design terminology and language to critically analyse logo designs and investigate any trends that may affect your own design ideas.

**What you need to do:**

1. Create a broad overview:
  - collect at least 20 different product logos
  - include a range of types; symbols, initials-based, typographic (logotype) and mascot
  - group these according to similarities and differences
  - annotate to identify any trends observed
  - annotate using descriptive design language – elements and principles
  - design a page layout to communicate your findings.
  
2. Choose one product logo and conduct a detailed **case study**:
  - consider a logo that has changed over time, e.g. Coke, iTunes, Batman, Apple
  - analyse how type and colour are used to reinforce product identification
  - identify the specific audience in terms of lifestyle behaviour, values and beliefs
  - write 200–500 words on your findings.

## Unit 1 - Marking key for sample assessment task 2

**Part A: Elements and principles – A visual guide**

Description	Marks
<b>Criterion 1: Design elements and principles</b> (Evidence of effective selection and application of design elements and principles)	
Demonstrates successful discernment in selecting and applying relevant design elements and principles	5
Demonstrates effective application of relevant design elements and principles	4
Demonstrates some effective application of design elements and principles	3
Demonstrates application of design elements and principles inconsistently	2
Demonstrates minimal application of design elements and principles	1
Displays no evidence of application of design elements and principles	0
<b>Total</b>	<b>/5</b>
<b>Criterion 2: Originality</b> (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
<b>Total</b>	<b>/5</b>
<b>Overall total</b>	<b>/10</b>
<b>Task weighting: Convert to 5% of overall unit mark</b>	
	<b>/5</b>

## Unit 1 - Marking key for sample assessment task 2

**Part B: Product logos – Overview and case study**

Description	Marks
<b>Criterion 1: Design elements and principles</b> (Evidence of effective selection and application of design elements and principles)	
Demonstrates successful discernment in selecting and applying relevant design elements and principles	5
Demonstrates effective application of relevant design elements and principles	4
Demonstrates some effective application of design elements and principles	3
Demonstrates application of design elements and principles inconsistently	2
Demonstrates minimal application of design elements and principles	1
Displays no evidence of application of design elements and principles	0
<b>Total</b>	<b>/5</b>
<b>Criterion 2: Use of design terminology and language</b> (Evidence use of design terminology, clearly articulated)	
Presents an articulate report demonstrating competent use of a range of appropriate design terminology and language	5
Presents an articulate report demonstrating competent use of design terminology and language	4
Presents a report demonstrating appropriate use of design terminology and language	3
Presents a report demonstrating some appropriate use of design terminology and language	2
Presents a basic report demonstrating minimal use of design terminology and language	1
No evidence of the use of design language	0
<b>Total</b>	<b>/5</b>
<b>Criterion 3: Analysis</b> (Evidence of use of analysis, clear thinking and sound reasoning)	
Provides thorough analysis of relevant information	5
Provides some detailed analysis of relevant information	4
Provides some analysis of relevant information	3
Provides simple and/or partial analysis, mainly relying on supplied information	2
Provides minimal analysis, mainly relying on supplied information	1
No evidence of analysis	0
<b>Total</b>	<b>/5</b>
<b>Overall total</b>	<b>/15</b>
<b>Task weighting: Convert to 5% of overall unit mark</b>	<b>/5</b>

## Sample assessment task

### Design – ATAR Year 11

#### Task 3 – Unit 1

**Assessment type:** Production

**Conditions**

Period allowed for completion of the task: 12 weeks

Part A: Due Semester 1, Week 5

Part B: Due Semester 1, Week 14

**Total marks:** 42

**Task weighting:** 20% of the school mark for this pair of units

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### Product design: Branding

Logos and advertising are how a product is presented to consumers. Through purposeful design, a product can connect with, and trigger an emotional response in, an audience.

You are to design and present a graphic logo and photographic advertisement to meet a design brief. Employ a design process to produce a series of solutions suitable for the promotion of a product. The product logo will feature type and colour relevant to an intended audience. The advertisement may be formatted for a print magazine, bus stop shelter, social media app or website and must incorporate original photographs. Document the development of your design using the design process: research, investigation, analysis, idea development and critical reflection.

Provide evidence of all stages of the design process.

1. **Conduct research** collect visual reference material related to your client and product:
  - read and interpret your design brief
  - identify your client's audience in terms of demographics and psychographics (lifestyle behaviour, cultural values and beliefs)
  - collect and analyse existing images, websites and information from similar products.
2. **Investigate and plan** for suitable design solutions:
  - plan your time management with action planning or Gantt charts
  - understand your intended audience and associated codes and conventions
  - analyse the communication environment relevant to the design in terms of its suitability for the intended audience and purpose.
3. Apply **ideation techniques and analyse design decisions** to generate a range of suitable designs:
  - create mind maps, diagrams, layouts and drawings using brainstorming, synectics and/or SCAMPER techniques to devise possible designs
  - apply design elements and principles, including Gestalt design principles, layout principles and visual hierarchy to your ideas
  - annotate your work to communicate design decisions and justify your choices.
4. You will need to **develop, refine and critique** your design solutions:
  - experiment and develop a wide range of design skills relevant to the design

- apply production processes relevant to the design; consider the use of sustainable materials
- reflectively analyse and evaluate solutions to meet your design brief.

A design brief scenario may include the following, but is not limited to the following two scenarios.

**Queen Bee**, an Australian coffee company has hired you to assist with its promotional needs. An established brand wanting to grow their business and increase profits, they have tasked you to design a new graphic logo and photographic advertisement to appeal to a younger audience. They have an established



Figure 1: Original logo to be redesigned

client base of 30–50 year olds, with many loyal customers regularly frequenting their store in person to purchase take-away coffee and/or coffee-making supplies. Queen Bee is seeking a new logo design to broaden its product appeal to include a younger target audience of 18–30 year olds. They have a reputation of providing high quality, yet affordable coffee products and want to continue to communicate this message. Your design must appeal to their existing customers, encourage repeat business and broaden their products appeal to this new younger demographic.

You are to develop and present three resolved logo design solutions and apply the most successful to a photographic advertisement. Your client, Queen Bee is seeking recommendations on how and where to advertise their product to effectively communicate and appeal to this new target audience of 18–30 year olds.

#### OR

You have been approached by **King Music**, a new startup company offering an online music streaming service. The founder of King Music has developed a unique online music platform that is easily personalised to suit any musical preferences or tastes. They offer an individual music streaming service that appeals to a broad audience, but initially want to target a younger demographic of 13–30 year olds, as they believe this will offer the largest potential audience.

King Music requires a logo and user interface (UI) design for use on a website and mobile device application. Your client is unsure if this is the best business name for their streaming service and is seeking your advice. You are to research and recommend a business name, domain name and website address. Then design and present three logo solutions, featuring your recommended name to appeal to a target audience of 13–30 year olds. Apply your most successful logo design to a digital or online advertisement that incorporates photographic imagery.



## Unit 1 - Marking key for sample assessment task 3

Description	Marks
<b>Criterion 1: Application of planning</b> (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
<b>Total</b>	<b>/5</b>
<b>Criterion 2: Application of skills, techniques and procedures</b> (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
<b>Total</b>	<b>/5</b>
<b>Criterion 3: Experimentation</b> (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
<b>Total</b>	<b>/6</b>
<b>Criterion 4: Annotations and analysis</b> (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
<b>Total</b>	<b>/5</b>

<b>Criterion 5: Originality</b> (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
<b>Total</b>	<b>/5</b>
<b>Criterion 6: Design elements and principles</b> (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
<b>Total</b>	<b>/5</b>
<b>Criterion 7: Design process</b> (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
<b>Total</b>	<b>/5</b>
<b>Criterion 8: Communication and visual literacies</b> (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
<b>Total</b>	<b>/6</b>
<b>Overall total</b>	<b>/42</b>
<b>Task weighting: Convert to 25% of overall unit mark</b>	<b>/25</b>