



# Design ATAR course practical (portfolio) examination marking key

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2025

Marking keys are an explicit statement about what the examining panel expect 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
<b>Criterion 1: Application of an iterative design process</b> (evidence of competence in the application of the double diamond model: discover, define, develop and deliver)	
Demonstrates an extensive and insightful application of an iterative design process	6
Demonstrates a comprehensive and well-considered application of an iterative design process	5
Demonstrates a detailed and appropriate application of an iterative design process	4
Demonstrates a clear and adequate application of an iterative process	3
Demonstrates a partial and/or simple application of an iterative design process	2
Demonstrates a superficial and/or limited use of a design process	1
<b>Subtotal</b>	<b>/6</b>
<b>Criterion 2: Development of a comprehensive design brief</b> (evidence of the exploration of a design need or opportunity considering the aim, target audience, stakeholders, constraints, context and deliverables)	
Demonstrates the development of a comprehensive and insightful design brief that clearly articulates a problem that requires a solution	4
Demonstrates the development of a clear and appropriate design brief that outlines a problem that requires a solution	3
Demonstrates simple development of a design brief with some reference to a problem and/or solution	2
Demonstrates limited development of a design brief	1
<b>Subtotal</b>	<b>/4</b>
<b>Criterion 3: Consideration of design responsibilities</b> (evidence of the consideration of relevant legal, ethical, environmental and/or safety factors in design decision-making and iteration)	
Demonstrates comprehensive consideration of relevant design responsibilities with evidence of insightful design iteration	5
Demonstrates thorough consideration of relevant design responsibilities with evidence of effective design iteration	4
Demonstrates clear consideration of relevant design responsibilities with evidence of some design iteration	3
Demonstrates some consideration of relevant design responsibilities with limited evidence of design iteration	2
Demonstrates superficial consideration of relevant design responsibilities	1
<b>Subtotal</b>	<b>/5</b>

Description	Marks
<b>Criterion 4: Application of creative Design Thinking</b> (evidence of creative Design Thinking strategies and/or techniques to visually generate ideas inspired by the design brief)	
Demonstrates extensive and innovative visual ideas through the application of a diverse range of creative thinking strategies and/or techniques	8
Demonstrates comprehensive and well-considered visual ideas through the application of a diverse range of creative thinking strategies and/or techniques	7
Demonstrates varied and effective visual ideas through the application of a range of creative thinking strategies and/or techniques	6
Demonstrates clear visual ideas through the application of a range of creative thinking strategies and/or techniques	5
Demonstrates some appropriate visual ideas through the use of creative thinking strategies and/or techniques	4
Demonstrates simple and/or superficial visual ideas through the use of creative thinking strategies and/or techniques	3
Demonstrates limited visual ideas	2
Demonstrates ineffective visual ideas	1
<b>Subtotal</b>	<b>/8</b>
<b>Criterion 5: Experimentation with critical Design Thinking</b> (evidence of critical Design Thinking strategies and/or techniques to experiment with and refine ideas, using low-fidelity prototyping and target audience testing)	
Demonstrates extensive and innovative experimentation and testing, with evidence of critical design refinement	8
Demonstrates comprehensive and well-considered experimentation and testing, with evidence of insightful design refinement	7
Demonstrates varied and effective experimentation and testing, with evidence of purposeful design refinement	6
Demonstrates clear and considered experimentation and testing, with relevant design refinement	5
Demonstrates appropriate and adequate experimentation and/or testing, with some design refinement	4
Demonstrates simple and/or superficial experimentation and/or testing, with limited design refinement	3
Demonstrates limited experimentation, testing and/or refinement	2
Demonstrates ineffective experimentation or testing, with no evidence of design refinement	1
<b>Subtotal</b>	<b>/8</b>

Description	Marks
<b>Criterion 6: Selection and use of media, materials and/or techniques</b> (appropriate selection, refinement and use of media, materials and/or techniques relevant to the design brief)	
Demonstrates a discerning selection, refinement and sophisticated application of appropriate media, materials and/or techniques relevant to the design brief	5
Demonstrates an effective selection, refinement and considered application of appropriate media, materials and/or techniques relevant to the design brief	4
Demonstrates an appropriate selection, refinement and consistent application of appropriate media, materials and/or techniques relevant to the design brief	3
Demonstrates a simple selection and inconsistent application of media, materials and/or techniques for the design brief	2
Demonstrates a limited selection and/or ineffective application of media, materials and/or techniques for the design brief	1
<b>Subtotal</b>	<b>/5</b>
<b>Criterion 7: Effectiveness of the design proposal</b> (presentation of at least two design outcomes that effectively respond to the design brief)	
Presents a compelling and insightful design proposal that meets all requirements of the design brief	6
Presents an engaging and effective design proposal that meets all requirements of the design brief	5
Presents an original and discerning design proposal that meets all requirements of the design brief	4
Presents a clear and considered design proposal that meets most requirements of the design brief	3
Presents a simple design proposal that meets some requirements of the design brief	2
Presents a limited design proposal that does not meet the requirements of the design brief	1
<b>Subtotal</b>	<b>/6</b>
<b>Total</b>	<b>/42</b>