



# **Design ATAR course Practical (portfolio) marking key 2016**

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.

The practical (portfolio) marking key developed is used at an exemplar identification meeting and modified if necessary in the light of candidates' submissions.

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2016/3114[v2]

**Design ATAR course Practical (portfolio) marking key**
**(42 marks)**

Description	Marks
<b>Criterion 1: Application of planning</b>	
(Evidence of use of organisation and planning in the design and production processes)	
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
<b>Total</b>	<b>5</b>
<b>Criterion 2: Application of skills, techniques, procedures</b>	
(Evidence of competence in skills, techniques, procedures for production)	
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
<b>Total</b>	<b>5</b>
<b>Criterion 3: Experimentation</b>	
(Evidence of experimentation, choice of design solutions)	
Meticulous and sophisticated experimentation and deliberate choice of possible design solutions.	6
Extensive and detailed experimentation and considered choice of possible design solutions.	5
Consistent experimentation and choice of possible design solutions.	4
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
<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)	
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 annotation and analysis of information using design terminology.	3
Simple annotation and analysis, mainly relying on supplied information using design terminology.	2
Minimal annotation and analysis.	1
No evidence of annotation and analysis.	0
<b>Total</b>	<b>5</b>

<b>Criterion 5: Originality</b> (Evidence of innovation and originality)	
Sophisticated ideas are used to produce uniquely original and highly innovative design solution(s).	5
Design solution(s) produced are original and innovative.	4
Design solution(s) produced display some originality and innovation.	3
Produces design solution(s) with little innovation.	2
Produces simple designs 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)	
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
<b>Total</b>	<b>5</b>
<b>Criterion 7: Design process</b> (Evidence of competence in the visualisation of a design process; idea generation/ideation, design development, refinement, production and evaluation)	
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 a design process.	2
Minimal evidence of the visualisation of a design process.	1
No attempt visualisation 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 design solution(s) that conveys a message to the intended audience).	
Responds to a design brief with articulate and highly effective communicative work, conveying an engaging message to the intended audience.	6
Responds to a design brief with coherent and effective communicative work that conveys a clear message to the intended audience.	5
Responds to a design brief with appropriate communicative work that conveys a message to the intended audience.	4
Responds to a design brief and appropriately communicates to the intended audience.	3
Responds to aspects of a design brief and communication to the intended audience is limited.	2
Responds to aspects of a design brief and communication to the intended audience is very limited.	1
No evidence of response to a design brief or communication to the intended audience.	0
<b>Total</b>	<b>6</b>