



SAMPLE ASSESSMENT OUTLINE

DESIGN
ATAR YEAR 12

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Sample assessment outline

Design – ATAR Year 12

Unit 3 and Unit 4

Assessment component	Assessment type	Assessment type weighting	Assessment task weighting	Weighting for combined mark	When	Assessment task	Syllabus content
Practical	Production/ portfolio	100%	40%	20%	Semester 1 Week 14	Task 2: Commercial brand strategy Students investigate, explore ideas and follow a design process in response to a commercial design brief	Design Design process and methods Communication Communication theories Stakeholders Production Production processes and methods Materials and technologies
			40%	20%	Semester 2 Week 10	Task 5: Influential advertising campaign Students investigate, explore ideas and follow a design process in response to an influential design brief	Design Design process and methods Communication Communication theories Stakeholders Production Production processes and methods Materials and technologies
			20%	10%	Semester 2 Week 13	Task 8: Practical design portfolio Practical design portfolio demonstrating a comprehensive design process and resolved Unit 3 and/or Unit 4 design solutions	Practical (portfolio) submission of up to 15, A3 single-sided sheets addressing content selected from the Unit 3 and/or Unit 4 syllabus
			100%	50%			

Assessment component	Assessment type	Assessment type weighting	Assessment task weighting	Weighting for combined mark	When	Assessment task	Syllabus content
Written	Response	40%	10%	5%	Semester 1 Week 3	Task 1: Branding research Analyse three corporate brands and identify the key design strategies used to create a successful corporate identity. Critically examine the application of design elements and principles and semiotics/codes and conventions and their effect on communicating meaning to an intended audience	Design Design elements and principles Communication Communication theories Stakeholders Application of colour and type Production Production processes and methods
			10%	5%	Semester 1 Week 8	Task 3: In-class response Short answer response task based on Semester 1 syllabus content	In-class timed response under test conditions on the design principle 'form follows function'
			10%	5%	Semester 2 Week 4	Task 6: In-class response Short answer response task based on Semester 2 syllabus content	Content selected from the Unit 3 syllabus
			10%	5%	Semester 2 Week 8	Task 7: In-class response Short answer response task based on Unit 3 and Unit 4 syllabus content	Content selected from Unit 3 and Unit 4 syllabus
	Written examination	60%	30%	15%	Examination week	Task 4: Semester 1 written examination	A representative sample of Unit 3 syllabus content
			30%	15%	Examination week	Task 9: Semester 2 written examination	A representative sample of the syllabus content from Unit 3 and Unit 4
				100%	50%		