

## **Design – Folio A+**

### ***Graphic Design / logo, stationery and merchandise (20 pages)***

The evidence in the student work demonstrates ***sustained upper-level achievement*** against the following specific features.

### **Practical Application**

#### **PA1 Conceptualisation, development, and resolution of personally relevant visual ideas.**

The folio evolved from the initiation of a complex and challenging design brief that outlines in-depth the project of intent. The ideas explored were developed in response to contemporary designers' works and an authentic insight into visual art forms, media exploration and applications relevant to the design brief. The creative exploration of ideas and processes culminated into the resolution of highly innovative, imaginative and personally relevant ideas.

#### **PA2 Exploration to refine technical skills and use media, materials, and technologies.**

The folio demonstrates comprehensive exploration of a range of media, materials and applications which have been developed and technically refined to communicate the expressive and emotive intentions inherent to the concepts of design.

#### **PA3 Documentation of creative visual thinking and/or problem solving processes.**

There is thorough evidence in the folio of insightful and thorough documentation of creative visual thinking and explanation of the relevance of problem solving processes in connection to ideas. The documentation is extensively supported by insightful annotations and critical analysis of aesthetic considerations throughout the processes in relation to the designers works.

### **Knowledge and Understanding**

#### **KU1 Knowledge of visual arts concepts, forms, styles, conventions, and an understanding of their practical application.**

In-depth knowledge of selected visual design concepts, forms and styles underpin the intent of the folio in relation to the design brief. The folio is presented clearly and concisely with annotations and visual responses indicating the depth of knowledge and understanding of the conventions and styles relevant to their creative possibilities and practical application.

#### **KU2 Knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.**

The folio demonstrates an in-depth knowledge and understanding of design in different contexts that are clearly considered with extensive references throughout informing idea generation and media exploration in relation to cultural and social issues, historical and contemporary designers and their practices.

**KU3 Understanding of the aesthetic and/or functional qualities in works of art or design.**

Through extensive research and analysis of a variety of design works and the subsequent exploration of ideas and practical exploration and applications there is evidence of insightful and discerning understanding of the aesthetic qualities of visual art forms and compositional conventions.

**Analysis and Synthesis**

**AS2 Use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.**

Throughout the folio there is extensive evidence and sophisticated use of visual arts language to interpret and respond to the visual arts learning and the creative visual thinking in relation to the design brief. Through the testing and final stages of the design works there is evidence of the synthesis of thoughts that determine the resolution of issues and questions to develop a highly resolved design brief.

**AS4 Evaluation of, and conclusions about, visual arts learning**

With initiation of a complex and well-planned design brief there is insightful evaluations, highly creative visual thinking and conclusions drawn to the resolved pieces of design works and demonstration of minimalistic design aesthetic.

The evidence in the student work demonstrates **sustained upper-level achievement** against the following specific features

	Practical Application	Knowledge and Understanding	Analysis and Synthesis
<b>A</b>	<p><b>PA1</b> Initiation of complex or challenging and well-planned conceptualisation, development, and resolution of innovative, imaginative, or personally relevant visual ideas.</p> <p><b>PA2</b> Comprehensive exploration to refine technical skills and use different media, materials, and technologies.</p> <p><b>PA3</b> Insightful and thorough documentation of creative visual thinking and problem-solving processes.</p> <p>Highly effective application of refined technical skills and sensitive use of media, materials, technologies, and processes to communicate visual ideas in a work or works of art or design.</p>	<p><b>KU1</b> In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.</p> <p><b>KU2</b> In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</p> <p><b>KU3</b> Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.</p>	<p>Highly perceptive critical analysis and interpretation of a variety of works of art or design from different contexts.</p> <p><b>AS2</b> Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.</p> <p>Discerning evaluation of own work and connections or comparisons with other practitioners' work.</p> <p><b>AS4</b> Insightful evaluation of, and conclusions about, visual arts learning.</p>