

Design - Folio

The student has demonstrated each specific feature to a **C** level of the performance standards.

Graphic Design | Graphics and marketing material for a music video company (23 pages)

Product Design | Production of a music video (16 pages)

Practical Application

PA1 Conceptualisation and development of imaginative or personally relevant visual ideas

Throughout the body of work the ideas and concepts throughout the design process of creating the marketing material for the music video company are well considered, imaginative and creative. There is a clear personal connection in the development of the final resolution of ideas.

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

Both folio's evolved from the initiation of a personally relevant considered design brief; Graphics and marketing for a music video company, 'Black Sunset' and the production of a music video, "I'll be Fine". The folio's demonstrated competent exploration and consideration and use of materials and technical skills and refinement of the design products. Sufficient evidence was documented in the use of a range of technologies and media applications that respond to the design brief.

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

Across both folios there is evidence of organised documentation of the creative visual thinking and problem-solving processes that included; sketches, storyboards and media experiments in both film, photography, sound and web applications. All aspects of the design problem solving process were considered and documented as evidence of research with screens shots and annotations.

Knowledge and Understanding

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

The folio's showed appropriate knowledge of design concepts, forms and styles in response to the project of intent. Appropriate knowledge was evident in the application and initiation of designs and selected media conventions that indicated an understanding of their competent practical awareness in response to the design brief and how they link together.

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

There is evidence of links made to artists and designers from different cultural contexts of design that relate specifically to the design brief for inspiration. Throughout both folios there is evidence of responses to idea development where connections are made to existing design solutions and practitioners in both folios. This approach indicates some considered depth of knowledge and understanding of design and the visual arts from different contexts.

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

Idea generation and accompanying research indicates an appropriate understanding of the aesthetic aspects of the design possibilities in connection to the design brief. There is evidence of experiments in the development of the functional qualities to further develop a clear understanding of the purpose and designer intentions.

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 evidence of proficient use of visual arts language to interpret, respond to, and synthesise thoughts of visual arts when exploring visual design concepts for the logo and music video.

AS4 Evaluation of and conclusions about visual arts learning.

The folios explored a range of media, practitioners to develop concepts that show evidence of considered and appropriate evaluations and conclusions about the visual arts learning and understanding that occurred throughout the process.

	Practical Application	Knowledge and Understanding	Analysis and Synthesis
C	<p>PA 1 Considered conceptualisation and development of imaginative or personally relevant visual ideas.</p> <p>PA 2 Competent exploration to refine technical skills and use media, materials, and technologies.</p> <p>PA 3 Organised documentation of creative visual thinking and/or problem-solving processes.</p> <p>Competent application of technical skills and elements of sensitivity in the use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</p>	<p>KU 1 Appropriate knowledge of selected visual arts concepts, forms, styles, and conventions, and some understanding of their practical application.</p> <p>KU 2 Considered knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</p> <p>KU 3 Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.</p>	<p>Informed and considered critical analysis and interpretation of two or more works of art or design from different contexts.</p> <p>AS 2 Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</p> <p>Considered evaluation of own work and connections or comparisons with other practitioners' work.</p> <p>AS 4 Competent and appropriate evaluation of, and conclusions about, visual arts learning.</p>