

Design - PRACTICAL B+

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

Graphic Design- Logo design 'Lozy Waffle' and food truck design

Practical Application

PA1 Conceptualisation, development, and resolution of imaginative or personally relevant visual ideas.

The evidence in the approach of the final resolution is thoughtful and well-planned in the development of a logo for 'Lozy waffle' to be promoted on a food truck. The conceptualisation of the design is thoughtful and well planned in the development of a final resolution that is imaginative and personally relevant.

PA4 Application of technical skills and use of media, materials, and technologies and processes to communicate visual ideas in resolved work(s) of art or design.

The logo design 'Lozy Waffle' and technical drawings of the food demonstrates the application of highly effective technical skills in the detailed and sensitive drawings of the concept design. There is evidence of highly effective application with some refined technical skills to communicate the visual design.

Analysis and Synthesis

Practitioners Statement

AS3 Evaluation of own work and connections or comparisons with other practitioners' work.

The responses thoughtfully and competently document the problem solving and design processes involved and evaluate their work in the realisation of the resolved design concept in relation to the 'Lozy Waffle' logo and food truck design. References are linked to existing restaurants and logos. There is evidence of aesthetic considerations with reference to visual elements of the design.

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

The responses of their own work includes thoughtful and well-explained descriptive summaries and evaluation of their own work. Appropriate conclusions of the final resolved pieces are evident in that provide an understanding of the ideas resolved.

	Practical Application	Analysis and Synthesis
A	<p>Initiation of complex or challenging and well-planned conceptualisation, development, and resolution of innovative, imaginative, or personally relevant visual ideas.</p> <p>Comprehensive exploration to refine technical skills and use different media, materials, and technologies.</p> <p>Insightful and thorough documentation of creative visual thinking and problem-solving processes.</p> <p>PA4 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>Highly perceptive critical analysis and interpretation of a variety of works of art or design from different contexts.</p> <p>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>Insightful evaluation of, and conclusions about, visual arts learning.</p>
B	<p>PA1 Thoughtful and well-planned conceptualisation, development, and resolution of imaginative or personally relevant visual ideas.</p> <p>Thorough exploration to refine technical skills and use media, materials, and technologies.</p> <p>Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.</p> <p>Effective application of some refined technical skills and some sensitive use of media, materials, technologies, and processes to communicate visual ideas in a work or works of art or design.</p>	<p>Well-informed and well-considered critical analysis and interpretation of several works of art or design from different contexts.</p> <p>Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</p> <p>AS3 Thoughtful evaluation of own work and connections or comparisons with other practitioners' work.</p> <p>Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.</p>