VCE Visual Communication Design: Performance descriptors

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| Visual Communication DesignSCHOOL - ASSESSED COURSEWORK |
| **Performance descriptors** |
| **DESCRIPTOR: typical performance in each range** |
| **Unit 3 Outcome 2**On completion of this unit the student should be able to compare and analyse design examples from selected field(s) of design practice, describing how aesthetic considerations contribute to the effective communication of information or ideas. | **Key Skills** | **Very low** | **Low** | **Medium** | **High** | **Very high** |
| * compare and analyse design examples from selected field(s) of design practice
 | Identifies design examples from selected fields of design practice in the comparison | Outlines design examples from selected fields of design practice in the comparison | Describes design examples from selected fields of design practice in the comparison | Discusses design examples from selected fields of design practice in the comparison | Analyses design examples from selected fields of design practice in the comparison |
| * describe the role of visual language in communicating ideas and information
 | Identifies the role of visual language in communicating ideas and information in design examples. | Outlines the role of visual language in communicating ideas and information in design examples.  | Discusses the role of visual language in communicating ideas and information by drawing on specific examples from fields of design practice.  | Describes the role of visual language in communicating ideas and information drawing on specific examples from fields of design practice.  | Describes the role of visual language in communicating ideas and information drawing on specific examples from different fields of design practice  |
| * analyse influences on aesthetic decisions made by designers
 | Identifies influences on aesthetic decisions made by designers | Outlines influences on aesthetic decisions made by designers. | Describes influences on aesthetic decisions made by designers drawing on examples from fields of design practice | Discusses influences on aesthetic decisions made by designers drawing on examples from fields of design practice | Analyses influences on aesthetic decisions made by designers drawing on examples from fields of design practice |
| * analyse and evaluate applications of methods, media and materials, and design elements and principles in selected design examples
 | Identify applications of methods, media and materials, and design elements and principles  | Outline applications of methods, media and materials, and design elements and principles  | Describe applications of methods, media and materials, and design elements and principles in selected design examples | Examine and analyse applications of methods, media and materials, and design elements and principles in selected design examples from different fields of design practice.  | Explain and evaluate applications of methods, media and materials, and design elements and principles in selected design examples from different fields of design practice.  |
| * use conceptions of good design to evaluate design examples
 | Identify conceptions of good designs in design examples | Outline conceptions of good design in design examples from different fields of design practice.  | Describe conceptions of good design in design examples from different fields of design practice.  | Apply conceptions of good design to analyse design examples from different fields of design practice.  | Apply conceptions of good design to evaluate design examples from different fields of design practice.  |
| * use appropriate terminology during analysis and evaluation.
 | Uses appropriate design terminology | Appropriate design terminology is used in the comparison and description of design examples.  | Appropriate design terminology is used in the comparison and discussion of design examples.  | Appropriate design terminology is used in the comparison, analysis and evaluation of design examples. | Appropriate design terminology is used in the comparison, evaluation and explanation of design examples |

The table below provides an indication of the spread of scores for **the whole of** the task.

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| **Total Marks** | **Very Low** | **Low** | **Medium** | **High** | **Very high** |
| 50 marks | 1 - 10 | 11 - 20 | 21 - 30 | 31 - 40 | 41 - 50 |