

Assessment Report

New Zealand Scholarship Design and Visual Communication 2024

Performance standard 93602

General commentary

Many strong submissions were received for Scholarship Design and Visual Communication with the overall quality of the work being very high.

Candidates who were successful in Scholarship utilised a variety of approaches and strengths and showed that there is no single approach in attaining success. The most successful submissions were well-curated projects that brought together design ideas and thinking clearly. The use of visual techniques to explain the thinking underlying the design practice, as well as communicating ideas, decisions, and outcomes, was important.

The most successful submissions were deeply engaged with their context, and this informed a personalised and highly thoughtful approach to designing. Candidates who developed their own design perspectives typically achieved outcomes that were intentional and sophisticated.

A range of visual communication techniques were employed by candidates including hand sketches, models, and CAD applications. All techniques supported successful thinking and outcomes when utilised well. No one visual technique was more likely to result in success; however, candidates are encouraged to use techniques that communicate their ideas coherently, including showing context, form, and clear details. Successful candidates used visual techniques skilfully and purposefully to bring together all elements of the design.

Candidate projects covered a wide range of contexts. The most successful were contexts that candidates could fully engage with, for example, a specific site that could be visited and well understood, or a human need or opportunity that the candidate connected with. Candidates are advised to select contexts that they are able to engage with fully and fearlessly. Often, a simple context that has been explored and resolved innovatively and in depth provides more opportunity than a very complex context that is dealt with superficially.

Selecting the best evidence for submission is important. Submissions that presented small photographs of exhibitions or final outcomes did not demonstrate outcomes clearly or contain suitable detail and definition. Candidates are reminded not to submit planning work for exhibitions as it is not relevant to this standard.

Report on performance standard

Candidates who were awarded Scholarship with **Outstanding Performance** commonly:

- demonstrated a high level of visual fluency and curation that enabled them to communicate a narrative convincingly
- developed focused design briefs with clear understanding of their intentions to enable greater depth of thinking
- demonstrated full engagement with the people, place, and purpose that they were designing for
- showed a high level of resolution with a satisfying outcome
- were visually articulate in expressing a captivating visual story with sophisticated techniques
- used intentional design thinking to develop and build an idea with conviction and integrity
- demonstrated sustained levels of sophisticated thinking and convincing communication
- engaged in a development process that added complexity and meaning to the developing idea
- thought deeply about the context while refining their ideas and made decisions that resulted in an elegant final outcome.

Candidates who were awarded **Scholarship** commonly:

- engaged in a project that was meaningful and manageable
- understood the context that they were designing for and brought their own point of view and personality into the project
- improved ideas and solved identified problems
- recognised and revisited successful ideas and opportunities from the ideation phases
- thought about the context independently and authentically
- used visual communication techniques to communicate their thinking
- used initiating source material to create ideas that had a sense of purpose
- demonstrated application of skills and knowledge – this may have been through incorporating skilful visual communication techniques or through application of design or technical knowledge
- clearly communicated their ideas and design thinking using visual techniques (e.g. sketching, model-making, formal drawing, or presentation drawings) as suitable to the strengths of the candidate.

Candidates who were **not awarded Scholarship** commonly:

- used inspiration sources literally
- focused submissions on ideating forms or initial idea generation
- engaged with a context that was too complex to thoroughly consider and resolve, e.g. multi-storey hotels, airports, or complete automobile designs
- gave limited consideration to obvious considerations in the design practice
- did not demonstrate clear understanding of the nature of their design context
- did not convey an original design response or treated design issues superficially
- did not demonstrate a high level of detail, skill, or design knowledge
- conveyed a narrative that seemed to be missing chunks, jumped around, or was difficult to follow
- used a variety of strategies to explore and generate ideas with limited depth.