

Assessment Evidence

You need to produce a portfolio of work, which demonstrates research, planning and development of ideas exploring visual communication to communicate meaning or a message to a specified audience:

- research and analysis demonstrating an understanding of how others have used visual communication to convey meanings and messages
- practical work that demonstrates the use of visual communication to evoke a response from the viewer in an effective way
- skill in using visual language - signs and symbols - to visually communicate your intended meanings and messages
- ability to analyse and explain your own use of visual communication.

Your work must include evidence of:

- a analyse visual communication in the work of others
- b identify an intended meaning or message for a specific 'audience'
- c use visual communication to develop own work
- d evaluate how effectively you have used visual communication in your own work.

Assessment Criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand a (relates to A01)	Analyse a limited range of 2D art, craft and design work basically , identifying the use of formal elements as the means to visual communication and expression.	Analyse a range of 2D art, craft and design work competently , identifying the use of formal elements as the means to visual communication and expression.	Analyse a wide range of 2D art, craft and design work confidently and in-depth , identifying the use of formal elements as the means to visual communication and expression.	Analyse an extensive range of 2D art, craft and design work with a high level of understanding , identifying the use of formal elements as the means to more complex visual communication and expression.		
Marks available	(0-3)	(4-6)	(7-9)	(10-12)		12
Assessment strand b (relates to A02)	Demonstrate a limited ability to communicate to a specified audience using visual language with basic skill .	Demonstrate the ability to communicate to a specified audience using visual language with competent skill .	Demonstrate the ability to communicate a range of intended messages or meaning to specified audiences using visual language with confident and creative skill .	Demonstrate the ability to communicate a wide range of intended messages or meaning to specified audiences using complex visual language very creatively and imaginatively .		
Marks available	(0-4)	(5-8)	(9-12)	(13-16)		16

	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4	Comment/evidence locations	Mark
Assessment strand c (relates to AO3)	Use visual communication in 2D and 3D with basic skill and limited understanding to develop own work in a limited way.	Use visual communication in 2D and 3D competently and with understanding to develop own work	Use visual communication in 2D and 3D effectively and with confident understanding to develop a range of your own work.	Use visual communication in 2D and 3D creatively and innovatively , to demonstrate a wide range of imaginative development in your own work.		
Marks available	(0-5)	(6-10)	(11-15)	(16-20)		20
Assessment strand d (relates to AO3)	Evaluate in a limited way the effectiveness of own use of 2D and 3D visual language. Discuss in a basic way potential areas for improvement in own work.	Evaluate in a competent way the effectiveness of own use of 2D and 3D visual language. Discuss in a coherent way potential areas for improvement in own work.	Evaluate confidently and in-depth the effectiveness of own use of 2D and 3D visual language. Discuss in a confident way potential areas for improvement in own work.	Evaluate with excellent levels of understanding the effectiveness of own use of 2D and 3D visual language. Discuss imaginatively and in detail potential areas for improvement in own work.		
Marks available	(0-3)	(4-6)	(7-9)	(10-12)		12
Total mark (out of 60)						