



Written Examination Paper

The Examination Paper accurately reflected the diversity of the course, giving candidates ample opportunity to illustrate a body of knowledge in relation to both criteria, 2 and 7.

Generally, this style of examination which has a combination of essay and short answer questions allows candidates with varying levels of competence to have ample opportunity to answer questions from a wide choice of options/topic areas.

Correct Grammar and spelling is an issue with marking and candidates are encouraged to use appropriate vocabulary including correct terms and definitions related to industry and wider Computer Graphics and Design theory.

In general terms the level/standard of sketching, which accompanied certain types of questions was not at a high a standard. Candidates working in a Pre-Tertiary Graphic Communication/Design based course would be expected to sketch at a high level incorporating orthographic and 3D perspective illustrations especially when dealing with object/product designs. Flowcharts, Sitemaps etc are well suited to 2D techniques but the use of colour and shading techniques can enhance the communication of ideas across all sketching techniques more easily.

The largest variation in assessment ratings was in relation to Criterion 2. This criterion was marked far more generously internally than what was reflected in the written examination.

Please draw your attention to the standards document for Crit. 2 as very little of the A and B standard was reflected in the examination while a resounding number of candidates received A's, B's internally.

Externally Assessed Folios

A total of 275 folios were assessed on criteria 4 and 5.

Before the markers made any attempt to mark the two criteria many candidate folios, by way of presentation, did not reflect evidence of a major project requiring a minimum of 50 hours. The higher quality folios had evidence illustrating considerably more hours of work than the minimum requirement of 50 hours.

Many candidates produced evidence of idea generation and communication in a 'retrospective' style or feel. All too often the sketches and other graphic developments lacked a high level approach, often only dealing with one idea and a direct reflection of the Computer Graphic product presented. As part of the application of the design or designing process it is important to illustrate many and varied possibilities to solving their design brief.

Many candidates confused the formulation of a design brief with a 'pseudo' commentary often written in first person of what they did in the process of generating their design project. Many projects lacked the 'hook' or situation/scenario that is needed to give a design project some 'life', meaning or relevance. Within the design briefs very little discussion of limitations and requirements especially in relation to project management and timeline etc.

Design development is important and the need to authenticate work as their own. Many folios lacked un-questionable doubt that the design work was genuine evidence of a candidate based 50 hour project. While teachers sign the declaration on many occasions we did not see enough evidence of design development to illustrate authenticity, often leaving the markers unsure/confused. Annotated sketches, research and 'screen grabs' are obvious means to assist a candidate in this process. The discussion of design development through annotations cannot be under estimated. The use of online web 2.0 tools like blogs and wikis are encouraged and freely available. These tools are great for use like a diary with the ability to upload easily screen grabs and annotations for use in recording the generation and communication of ideas.

The Industry Study/Analysis (1500 word) is the academic rigor required to illustrate a candidates ability to research and adequately reference a body of knowledge and where possible reflect their design work through the context of the written essay. All too often the essay was a discussion about their project written in first person with little or no reference to the associated industry. Referencing was not adequate or did it follow standard conventions.

Excessive use of internet sites like Wikipedia and similar sites is ok but it is always beneficial to back up information from these sites with credible information from other sites as well. As an example referring to 'Google' and 'Google Images' is not acceptable as the search engine is not a publisher.

When marking candidate folios ease of use and efficiency in layout and presentation is paramount. Markers are to be left with no doubt when marking that some work has been missed. Printed wall displays need to have the folio adjacent to the display and adequately labeled to minimize confusion. Candidate folios containing coursework not related to the major project should not be presented.

Many projects we consider to be 'B' 'B' status often had the potential to be 'A' 'A' projects with a little extra finesse or refinement with design presentation. Often with 3D projects a better execution of 3D principles and practice with lighting, texturing and polygon modeling techniques would take the candidate work to an adequate 'A' level.

Web based presentations were popular with many lacking a strong reflection of contemporary industry standards and conventions. Visual design recognizing graphic layout and typographic treatment is important together with navigation and page efficiency. Many sites would not have operated outside the 'local' environment thus not performing if installed on a web server. Scripting languages and browser compatibility is always an issue especially with authenticity of code or referencing to code used from elsewhere.

Software applications like PowerPoint or similar should not be dismissed as an effective presentation tool. The software is easy to manage and introduce custom design templates and navigation that give an end user a high level interactive experience.

The markers had considerable discussion about 'scrapbook' style journals as records of design development especially in the early phases of the design process. Sketches, photocopies, magazine articles, annotations and the application of colour in design development drawings is excellent material for the evidence of idea generation and the communication of ideas but is encouraged to be used as an appendix/supplementary to the main design presentation. Digital content alone is encouraged for the main presentation, both on screen and by way of print media.

The submission of folios after the dates clearly posted by TQA on the Candidate Declaration was not acceptable this year. The TQA do not favor this in any way shape or form. Any folios not present on the day of Marking CANNOT not be considered for assessment.

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