

INDICATOR - PRODUCT

Dimension	Indicator/ Criterion	Definition
<p>Product</p> <p>Focuses on the outcome of the art or design process, emphasis is primarily on the final product (artefact, event, object or process) and its quality</p> <p>Quality used as a proxy to illustrate level of challenge, acquisition of knowledge, and development of skills</p>	Content knowledge	<p>Appropriate underpinning body of knowledge of discipline evident in the final art/design product</p> <p>Acquisition of new knowledge evident in the art/design product</p> <p>Appropriate research evident in the art/design product</p>
	Concept resolution	<p>Idea/concept/design problem fully resolved or developed in the art/design product</p> <p>Idea/concept/design problem rationalised (evidence for thinking demonstrated) in the art/design product</p> <p>Level of challenge met appropriately in the art/design product</p> <p>Innovative, creative and original ideas evident in the art/design product</p> <p>Brief clearly and completely understood and fulfilled in the art/design product</p> <p>Industry, commercial or community standard (depending on level/stage) met in the art/design product</p>
	Presentation	<p>Desirable aesthetic qualities evident in the art/design product</p> <p>Accurate, attention to detail in response to brief (e.g. scale and proportion, calculation and specification, drawing accuracy) evident in the art/design product</p>
	Hard skills	<p>Art/design thinking skills (integration, synthesis, exploration, rationalisation, projection, resolution) evident in the art/design product</p> <p>Effective application of design principles e.g. <i>Elements</i>: line, shape, tone, colour, texture and <i>Combined</i>: proportion, figure/field, unity/contrast, balance rhythm, spatial tension evident in the art/design product</p> <p>Effective use of technical skills (sketching, painting, drawing, lettering, typography techniques and design fundamentals) evident in the art/design product</p> <p>Appropriate contemporary information and communication technology use evident in the art/design product</p>
	Soft skills	<p>Effective use of non-technical skills (decision-making, critical thinking/analysis, evaluation, problem-solving, independent and innovative thinking etc) evident in the art/design product</p> <p>Experimentation, enquiry, questioning of assumptions evident in the art/design product</p> <p>Element of risk taking evident in the art/design product</p> <p>Consideration of audience evident in the art/design product</p>
Magic	<p>Intangible/intuitive judgment that is difficult to describe but is easily recognised when it is present in the product – the wow factor or that special something in the design that just works, captures the imagination, is above expectations, is unexpected and surprising, acclaimed as a touchdown! etc</p>	

Note. For the indicator 'magic', there can be no one arbitrator; for this indicator the peer group could be the assessors.