 Practical Assessment

Task 1

Task title: Branding

Due date: day/month/week/year

Weighting: 20%

Outcomes assessed: DM1, DM3, DM4, DM5, DM6

Remember

You are to upload your work via Google classroom and also display it in a mini visual design exhibition. Please sign the clip board with the sign off sheet that is placed outside the CAPA staff room. Indicate what you submitted via Google classroom and also what you displayed in the exhibition. Once you have done this, your teacher will give you a receipt as evidence.

Specific criteria

You are required to set up a mini visual design exhibition in the art open area which will display your work, you also have to submit your digital works via Google classroom.

1. Design brief template
2. Research, sketching and conceptualising- working in visual design diary and on a mood board.
3. Designing hand drawn logo
4. Digitalising the logo.
5. Creating web banners with logo placed
6. Using InDesign or Illustrator or Photoshop (or a combination of all) to produce a publication such as:
   * a magazine add
   * clothing tags
   * stationary
   * flyers
   * invitations
   * posters.
7. An exhibition.

Methodology

| Work through these steps | Tick when done |
| --- | --- |
| 1 Watch all instructional videos/ and or teacher demonstrations writing key technical aspects in your visual design diary. |  |
| 2 Work through steps and create your graphic design images. |  |
| 3 You will be setting up a mini visual design exhibition. Your peers and teacher(s) will ask you questions about your work. |  |

Date distributed:

Remember

Students are reminded that, because this is an assessment task, absence from school resulting in failure to hand the task in by the due date, will require you to phone the school rolls office on the due day and support this with a medical certificate on your first day back at school.

Any extensions of time must be organised with your teacher prior to the due date. Check your assessment booklet regarding requirements.

Absence without an explanation will result in zero marks and an ‘N’ award notification. A non-serious attempt will also result in zero marks and an ‘N’ award notification. In either case the task must still be completed and submitted to meet NESA requirements.

Marking criteria and teacher feedback

Marks: 70

Weighting: 20%

Outcomes assessed: DM2, DM3, DM4, DM5, DM6

| Item / topic | Mark |
| --- | --- |
| Design brief template | /10 |
| Research, sketching and conceptualising- working in visual design diary and on a mood board | /10 |
| Designing hand drawn logo | /10 |
| Creating web banners with logo placed | /10 |
| Using InDesign or Illustrator or Photoshop (or a combination of all) to produce a publication such as ( at least two):   * A magazine add * Clothing tags * Stationary * Flyers * Invitations * Posters | /20 |
| You are required to set up a mini visual design exhibition in the art open area which will display your work, you also have to submit your digital works via Google classroom. | /10 |
| Teacher feedback: | Total marks:  /70 |