 Practical assignment

Task 1

Task title: Branding

Due date: day/month/week/year

Remember

You are to upload your work via Google classroom and also display it in a mini visual design exhibition. Please see your teacher about handing everything in.

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 a 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 a web banner with logo placed.
6. Using InDesign or Illustrator or Photoshop (or a combination of all) to produce a poster.
7. An exhibition.

Methodology

| Work through these steps | Tick when done |
| --- | --- |
| 1 Watch all instructional videos/ and or teacher demonstrations, sketch ideas 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:

Marking criteria and teacher feedback

Marks: 60 (formal marks are evidenced by the achievement indicators page 4).

| 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 a web banner with logo placed | /10 |
| Using InDesign or Illustrator or Photoshop (or a combination of all) to produce a poster | /10 |
| 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:  /60 |

Below is a list that your teacher has to tick off by the end of the year.

You will be given a tick for every outcome you achieve. After you have completed this task the teacher may tick off some of the outcomes you have achieved so far.

You will not be given a mark.

Stage 6 Visual Arts life skills objectives

Students will develop knowledge, understanding, skills, values and attitudes to:

* represent a point of view and interpretations of the world in art making
* represent a point of view about the visual arts in critical and historical studies.

Outcomes and achievement indicators

| Area of content | Outcomes | A student | Achieved independently or with support |
| --- | --- | --- | --- |
| Practice | VALS1 | experiences a variety of art making activities using a range of materials, techniques and processes. |  |
|  | VALS2 | develops understanding and skills in using a range of 2D, 3D and/or 4D forms. |  |
| Conceptual framework | VALS3 | explores the function of and relationship between artists, artworks, the world and audiences. |  |
|  | VALS4 | documents and represents ideas about the world including personal, social and cultural experiences and events. |  |
| Frames | VALS5 | appreciates, interprets and makes judgments about the meaning and significance of their own and others’ artworks. |  |
|  | VALS6 | makes a variety of artworks that reflect their experiences and responses or point of view. |  |
| Representation | VALS7 | explores the ways in which ideas and experiences of the world are represented. |  |

[Stage 6 Visual Arts Life Skills Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/stage-6-creative-arts/visual-arts-life-skills) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2000.