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| **Gisborne Secondary College** |
| **VET Interactive Digital Media 3 and 4** |
| **Portfolio One** |
| **CUADIG304 Create visual design components 30** |
| **Trainer: K. Rattan** |
| **Student Name:** |



**VCE VET Scored Task**

**VCE VET Interactive Digital Media**

**TASK TYPE – PORTFOLIO**

Assessment Plan: Creative and Digital Media

**CUA31015 Certificate III in Screen and Media**

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| Assigned to:VASS data entry no: | **WorkPerf.(1st)** | **WorkPerf.(2nd)** | **WorkProject(1st)** | **WorkProject(2nd)** | **Product(1st)** | **Product(2nd)** | **Portfolio(1st)** | **Portfolio(2nd)** |
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 |
| BSBDES302 | Explore and apply the creative design process to 2D forms 50 |  |  |  |  | ✓ |  |  |  |
| CUAANM301 | Create 2D digital animations 35 |  |  |  |  | ✓ |  |  |  |
| CUADIG302 | Author interactive sequences 40 |  |  |  |  |  | ✓ |  |  |
| CUADIG304 | Create visual design components 30 |  |  |  |  |  |  | ✓ |  |
| CUAWRT301 | Write content for a range of media 40 |  |  |  |  |  | ✓ |  |  |
| *Allocation of nominal hours:* |  |  |  |  | 85 | 80 | 30 |  |

**VCE VET Scored Coursework Task - Portfolio**

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| **Program name** | VCE VET IDM |
| **Task type**  | Portfolio - This Portfolio task requires you to complete, collect and compile a collection of your work to demonstrate your competence in the units of competency listed below. |
| **Task number**  | 07 Portfolio 1 |
| **Units of competency covered in this task:** | CUADIG304 Create visual design components 30 |
| **Due date** | **August 4th 2017** |
| **Class time allowed for completion** | You will have a maximum of 20 hours of class time to complete this task. The hours include the teaching and preparation for this task |
| **Assessment overview** | This task will be marked against 5 criteria. Each criteria is worth 5 marks. The total marks available from this assessment are 25 (5 marks for each of the five criteria).The lowest mark you can receive is a total of 5 (a mark of 1 for each criteria). Further details regarding the Scoring Criteria are at the end of this document. |
| **Task overview** | You are running your own Graphic Design company, and have been asked to prepare a portfolio to showcase a proposal to a potential client. You will design (following the design process), and create a mock up for all the design components which the client will use to promote their event. You must try to look at this assessment from a different perspective - you are not a student, but a multimedia professional, trying to please and win the business of a potential client.For this proposal you are required to complete the following items as part of your portfolio: 1 – Design Brief2- Campaign Proposal3- Planning* Gantt Chart using Ms Project
* Logbook
* Portfolio Checklist- Mapping of UOCs to activities
* Evaluation criteria to evaluate whether project meets the purpose and application of ***design techniques, typographical design elements, visual design elements, visual design principles and communication principles***

4 – Visual Development visual diary demonstrating the entire design process5 – Completed Design Components in digital form using a graphics program. Show evaluation of the portfolio using the criteria outlined in step 3.6 – Questions  |
| **Portfolio presentation** | You are required to compile and present your Proposal Portfolio in a visual diary. The portfolio must include all items as listed above. Electronic versions of all work must be saved with logical names, in your home directory. However, you must submit this work in hard copy.Remember that your presentation needs to be professional and allow for your work to be used for future projects . You must also make sure you plan your work and ensure it is submitted on the due date  |

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| **Activity 1** | **Design Brief- Select one of the following events:** * Bi-annual LAN party
* A Music festival
* Launch of a new product

**Design components required are:** * Event/ product Logo
* Poster
* Selection of 3 merchandise

Use the proforma provided and a sample brief as a guide to creating your own brief |
| **Activity 2** | **Campaign Proposal - Overview** To provide an overview of your understanding of the proposal and as an introduction to your Portfolio you will need to prepare a short report on the following points. This report should be no more than 700 – 800 words.* Describe the client you are submitting the proposal for, and your understanding of their event. Identify the purpose of the 3 design components you will create: Logo, Poster and Merchandise (3)
* Identify and describe the target audience and other factors (eg demographic of the area) which will impact on your designs and the way you have written your content. What needs and different perspectives might they have?
* Outline at least one (1) goal or function of the design components and how you aim to achieve this.

**DUE:22nd May 2017** |
| **Activity 3** | **Planning*** Gantt Chart using Ms Project
* Logbook
* Evaluation criteria to evaluate whether project meets the purpose and application of ***design techniques, typographical design elements, visual design elements, visual design principles and communication principles***

***Your portfolio requires an index detailing how the activities relate to the units of competency. All the performance criteria must be addressed.***Before you hand your Portfolio in, it is important to ensure that you have completed and included all the information required for your assessment.**Due Date:26th May** |
| **Activity 4** | **Visual Diary** This visual diary is a record of the design process you have undertaken when developing your proposal for the your chosen event. This visual design is to be divided into 2 sections – Inspiration and Exploration.**Inspiration for each design component: Logo, Poster, Merchandise**Before you start, source at least five existing design components which promote similar events. Provide the name, address and a brief analysis of these components – what you like and/or don’t like about them. Include screen grabs to illustrate your analysis. Also research and document other sources of ideas/inspiration such as books or magazines. (You could build and annotate a Pintrest Board to show your research!) Use and carefully document at least one creative thinking strategy to develop three possible names for the event. Once you have three (3) possibilities, discuss these with your client. Be prepared to explain your ideas and justify these to your client.**Exploration for each design component: Logo, Poster, Merchandise**Begin designing a logo for the newly named event. The logo should appeal to a wide range of audiences and represent the values of the organisation and aims of the event. You will need to develop three (3) possibilities.* Experiment by using a variety of materials and scanning non-digital art into your designs.

In your logbook make notes on the following. These can be presented as annotations relating to your logo designs:* Think and reflect on the development of your designs. What assumptions have you made?
* Evaluate your ideas by considering your designs from the perspective of different audiences.
* Investigate and consider how your ideas will be communicated in a 2D form.
* Once you have developed three (3) possibilities and discuss these with the event coordinator (ie me) to obtain feedback, before continuing. Produce the final logo.

**Due Date: 23rd June** |
| **Activity 5** | **Creating the final products using a graphics package** Three final copies of each product needs to be presented for each design component. All components must be annotated for application of design techniques, typographical design elements, visual design elements, visual design principles and communication principles. Refer to the range statements in the UOCs for definition of these principles. Screen grabs and speech bubbles a great method for annotating your work..**Due Date: 31st July** |
| **Activity 6**  | **Questions*** Reflect on the design process you undertook. Was it successful? What would you do differently?
* Are there any Occupational Health and Safety issues associated with creating design components?
* If they decide to go ahead with your proposal, and given that your Interactive Digital Media company has more than one person in it, what are some of the professional roles of team members that will work on the project?
* What are the relevant legislation that your company needs to abide by in order to complete the campaign?
* What problems did you encounter while creating this proposal? What techniques and processes did you use to resolve these challenges?
* Did you meet the deadlines you set yourself in managing this task? If not, why not?
* What software did you use in creating this proposal? Why?

**Due Date: 4th August** |

**Appendix 3: Design Brief Proforma**

# Design situation

Give a brief outline of the design problem, situation, need or opportunity in two or three sentences. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

# Who?

Describe the user/s or audience for this product or intended outcome. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

# What for?

Explain the purpose of the product or outcome – what should it do? ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

# Why?

Explain why the user/s or audience should find the product or outcome useful – how will it help them? ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**How?**
Explain how the product/outcome is likely to be used or experienced. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**When?**

Describe when the product/outcome might be used or experienced. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**Where?**

Describe where users/audience are likely to need, want or access this type or product/outcome. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

# Landscape Plain Template

# Landscape Plain TemplateConsiderations

Using the information above, list the questions you will need to answer while researching and planning your possible solutions. Questions may relate to the intended users/audience, the product/outcomes, resources or processes. It is important to ask these questions as they may affect your choices, the purpose of the product/outcome, how it might be used or experienced, or other practical aspects related to designing and/or developing your product or outcome.

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# Limitations or constraints

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**Scoring Criteria - Portfolio**

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| **CRITERIA** | **LEVELS OF PERFORMANCE** |
| **1 (base)** | **2** | **3 (medium)** | **4** | **5 (high)** |
| **Application of underpinning knowledge** | Displays an understanding of the key concepts and knowledge underpinning the work task/s. |  | Displays a sound understanding of the key concepts and knowledge underpinning the work task/s. |  | Demonstrates a thorough understanding of all key concepts and knowledge underpinning the work task/s. |
| Applies these understandings in the performance of work functions. |  | Proficiently applies these understandings in the performance of work functions. |  | Effectively applies these understandings in the performance of work functions. |
| **Planning and organisation** | With additional support available, work/assessment tasks are planned, organised and completed according to specifications and within given timelines. |  | Work/assessment tasks are effectively planned, organised and completed according to specifications and within given timelines. |  | Within given specifications and timelines, displays a high level of planning skill in organising and completing the portfolio. |
| **Expressing ideas and information** | Form and style of expression are generally appropriate for the purpose, audience and situation. |  | Form and style of expression are appropriate for the purpose, audience and situation. |  | Form and style of expression are highly appropriate for the purpose, audience and situation. |
| Relevant information and ideas are communicated. |  | Relevant information and ideas are clearly organised and communicated. |  | Relevant information and ideas are effectively selected and communicated. |
| Understanding and use of industry and enterprise language are demonstrated. |  | A sound understanding and correct use of key industry and enterprise language are demonstrated. |  | A thorough understanding and effective use of industry and enterprise language are demonstrated. |
| **Content** | The portfolio provides evidence of sound work that meets the requirements for all competencies/modules being assessed. |  | The portfolio provides evidence of high quality work demonstrating proficiency across all competencies/modules being assessed. |  | The portfolio provides evidence of exemplary work, demonstrating the highest level of proficiency across all competencies/modules being assessed. |
| **Independence** | Under normal workplace supervision, requires additional supervisor-initiated support to complete tasks in accordance with requirements and timelines. |  | Under normal workplace supervision, seeks limited additional supervisor support to complete tasks in accordance with requirements and timelines. |  | Under normal workplace supervision, works independently to complete tasks in accordance with requirements and timelines. |

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| **Requirements for high scoring students** |
| **Scoring criteria - Portfolio** |
| Criteria | **5 (high)** | **What students have to do to gain a 5 for this criterion** |
| **Application of underpinning knowledge** | Demonstrates a thorough understanding of all key concepts and knowledge underpinning the work task/s. |  |
| Effectively applies these understandings in the performance of work functions. |
| **Planning and organisation** | Within given specifications and timelines, displays a high level of planning skill in organising and completing the portfolio. |  |
| **Expressing ideas and information** | Form and style of expression are highly appropriate for the purpose, audience and situation. |  |
| Relevant information and ideas are effectively selected and communicated. |
| A thorough understanding and effective use of industry and enterprise language are demonstrated. |
| **Content** | The portfolio provides evidence of exemplary work, demonstrating the highest level of proficiency across all competencies/modules being assessed. |  |
| **Independence** | Under normal workplace supervision, works independently to complete tasks in accordance with requirements and timelines. |  |