

## **UNIT 10.2 VISUAL ARTS THREE**

### **Assessment**

#### **Assessment task**

Use the graphic design process to develop and produce a corporate identity portfolio. Show all the steps undertaken.

The portfolio should include for example:

- The design brief
- A research component
- Notes/drawings on possible ideas
- Thumbnail sketches exploring various ideas
- A selection and development of best thumbnails
- Development of final graphics
- Completion and presentation of final work
- Evaluation.

#### *Assessment criteria*

The assessment task will be assessed on the extent to which students can:

- Select and use appropriate graphic design techniques and materials
- develop designs which meet the requirements of the design brief
- develop designs with evidence of original thinking.

*Total: 60 marks*

Note: The other 40 marks for this term's work will be from the option unit studied