

## DIGITAL VISUAL DESIGN

Assessment 1 | Visual Design Portfolio (100%) | 15 January 2024



## THE BRIEF

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For the final and only summative assessment for this module, you are required to follow, complete, archive & present all of the minor & major art & design exercises & artworks in the form of a professionally compiled & presented portfolio (SWAY), and submit both the online as well as the PDF version of the same at the end of the semester.

The exact contents of the portfolio are somewhat flexible, however, it is expected to cover all of the following:

- **Artworks on Elements of Design:** Mini design activities playing with elements of design like line, shape, color & size.
- **Artworks on Principles of Design:** Mini design activities playing with principles of design like balance, repetition, contrast & proportion..
- **Design Case Studies:** Detailed design reviews of screens for a website & an app, mapping & reflecting with the practiced elements & principles of design.
- **Final Design Project:** Design screen sets for a multi-page website and an app, in light of the practiced elements & principles of design.
- **Regular posts** reflecting on your continuing comprehension & reflection on your visual design analysis & development.

## LEARNING OUTCOMES

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- A critical understanding of the role of visual design in human interaction with digital technology.
- Knowledge of the core elements and principles of digital visual design.
- An ability to apply visual design principles appropriately, effectively, and professionally in creative computing projects.
- An ability to analyze examples of digital visual design in terms of usability, aesthetic appeal, and user satisfaction.

## KEY ADVICE

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Complete your weekly artworks regularly, so you have time to analyze and reflect on them. Explore good design both online as well in class, indulge in examination & discussion with peers, to continuously identify & take note of the best practices.

# ASSESSMENT DELIVERABLES

Count	Deliverable
1	<div>The <b>PDF file</b> export of your <a href="#">SWAY Portfolio</a> including<ul style="list-style-type: none"><li>• Your name, registration #, module &amp; program</li><li>• Link of the online Sway Portfolio.</li><li>• All exercises, case studies &amp; artworks developed over the semester as briefed.<ul style="list-style-type: none"><li>◦ Artworks</li><li>◦ Case studies</li><li>◦ Screen sets</li></ul></li></ul></div>

# MARKING CRITERIA

1. **Artworks (40%):** The range of artworks completed under the module over the semester, and evidenced in the portfolio.
2. **Visual design & appeal (40%):** The visual design, finish & appeal quality of the completed artworks.
3. **Engagement, analysis & critical reflection (20%):** Evidence of quality engagement, analysis & reflection on the ongoing & completed artworks.

Criteria	Weighting	Quality	Marks
Artworks	40%	The portfolio is either not submitted, or does not present adequate original artworks completed over the semester.	0 – 19 (Low Fail)
		The portfolio is substantially incomplete with evidence of less than 40% of all the original artworks completed over the semester.	20 – 39 (Fail)
		The portfolio presents at least 40% of all the original artworks completed over the semester.	40 – 49 (Third)
		The portfolio presents at least 50% of all the original artworks completed over the semester.	50 – 59 (2:2)
		The portfolio presents at least 60% of all the original artworks completed over the semester.	60 – 69 (2:1)
		The portfolio presents at least 70% of all the original artworks completed over the semester.	70 – 79 (First)

		The portfolio presents all of the original artworks completed over the semester.	80 – 89 (High First)
		The portfolio presents all the original artworks completed over the semester, plus several additional, meaningful & supportive artworks explored & created for this module.	90 – 100 (Outstanding)
Visual design & appeal	40%	The presented original artworks in the portfolio is incomplete with limited evidence of practical skills in visual design.	0 – 19 (Low Fail)
		The presented original artworks are either incomplete or composed/designed to quality & finish, which is unacceptable at the module end.	20 – 39 (Fail)
		The presented original artworks are composed/designed to an acceptable quality & finish, but with severe limitations in composition/design, that do not appear to be well thought out or worked enough on.	40 – 49 (Third)
		The presented original artworks are composed/designed to a fairly appealing, & attractive finish, with occasional instances of limitations in composition/design and adequate scope for improvement.	50 – 59 (2:2)
		The presented original artworks are composed/designed to a good quality and demonstrate thoughtful, appealing, attractive, & professional finish, with some instances of limitations in composition/design and scope for improvement.	60 – 69 (2:1)
		The presented original artworks are composed/designed to a very good quality and demonstrate thoughtful, iterated, appealing, attractive, contemporary & professional finish, with only a few limitations in composition/design.	70 – 79 (First)
		The presented original artworks are composed/designed to an excellent quality and present and demonstrate highly thoughtful, iterated, appealing, attractive, contemporary & professional finish.	80 – 89 (High First)
		Beyond expectations for this level of study.	90 – 100 (Outstanding)
Engagement, analysis & critical reflection	20%	The portfolio of original artworks reflects little to no engagement in the module, with very limited or no evidence of analysis & reflections on the topics & developments, as well as critical reflection on own works.	0 – 19 (Low Fail)
		The portfolio of original artworks reflects insufficient engagement in the module, with little evidence of analysis & reflections on the topics & developments, as well as critical reflection on own works.	20 – 39 (Fail)
		The portfolio of original artworks reflects adequate engagement in the module, with evidence of basic analysis & reflections on the topics & developments, as well as critical reflection on own works.	40 – 49 (Third)

		The portfolio of original artworks reflects substantial engagement in the module, with evidence of fair analysis & reflections on the topics & developments, as well as critical reflection on own works.	50 – 59 (2:2)
		The portfolio of original artworks reflects good engagement in the module, with evidence of good quality analysis & reflections on the topics & developments, as well as critical reflection on own works.	60 – 69 (2:1)
		The portfolio of original artworks reflects active engagement in the module, with evidence of high-quality analysis & reflections on the topics & developments, as well as critical reflection on own works.	70 – 79 (First)
		The portfolio of original artworks reflects excellent engagement in the module, with evidence of excellent analysis & reflections on the topics & developments, as well as critical reflection on own works.	80 – 89 (High First)
		Beyond expectations for this level of study.	90 – 100 (Outstanding)