

ASSESSMENT AND INTERNAL VERIFICATION FRONT SHEET (Individual Criteria)

Course Title	Bachelor of Arts (Honours) in Interactive Digital Media			Lecturer Name & Surname	Greta Ellul Xuereb	
Unit Number & Title		CAGDN-506-1504 Digital Media in Visual Arts				
Assignment Number, Title / Type		Interactive design with a flair				
Date Set		27/10/2023	Deadline Date	1. 13/12/23 2.10/01/24 3.26/01/24		
Student Name			ID Number		Class / Group	

Assessment Criteria	Maximum Mark
KU1: Understand the technical requirements and process in preparing artwork for screen.	10
KU2: Understand the technical requirements and process in preparing work for print.	10
AA1: Experiment and generate a range of design solutions to a given brief.	10
AA2: Generate a range of experiments using raster digital software.	10
AA3: Generate a range of experiments using vector digital software.	10
AA4: Apply the correct use of raster software to create artwork to a given brief.	10
AA5: Apply the correct use of vector software to create artwork to a given brief.	10
AA6: Export final outcomes to the correct file format.	10
SE1: Record and present a process and technicalities used in the form of a blog or journal.	10
SE2: Evaluate final outcome and one's progress.	10
Total Mark	100

Notes to Students:
<ul style="list-style-type: none"> This assignment brief has been approved and released by the Internal Verifier through Classter. Assessment marks and feedback by the lecturer will be available online via Classter (http://mcast.classter.com) following release by the Internal Verifier Students submitting their assignment on Moodle/Turnitin will be requested to confirm online the following statements: <ul style="list-style-type: none"> Student's declaration prior to handing-in of assignment <ul style="list-style-type: none"> ❖ I certify that the work submitted for this assignment is my own and that I have read and understood the respective Plagiarism Policy Student's declaration on assessment special arrangements <ul style="list-style-type: none"> ❖ I certify that adequate support was given to me during the assignment through the Institute and/or the Inclusive Education Unit. ❖ I declare that I refused the special support offered by the Institute.

Purpose and Aims

The purpose of this unit is to aid learners develop an understanding of digital literacy and production methods within the context of practical digital media project development. Learners will gain knowledge on how to work with colour in different contexts (e.g. screen vs print, raster vs vector, etc.) as well as familiarise themselves with issues concerning the display, storage and distribution of digital images.

This unit shall involve a combination of theoretical lessons and practical exercises in order to introduce you to the basic principles of digital literacy before you undertake a digital media project. Extensive experimentation from both conceptual and technical standpoints is going to be a critical component of your work, and will continue to feature prominently in your practice as a designer as you seek inspiration from a variety of divergent sources.

Learning Outcomes

1. Identify and analyse the digital colour theory associated with the use of digital media and technical requirements of digital media.
2. Identify and analyse the display, storage and distribution of digital media. Experiment with Digital Media and Generate a range of design solutions to a given brief
3. Present a finished solution to a given brief that demonstrate an understanding of digital literacy. Utilise raster and vector software to create final outcomes to a given brief.
4. Evaluate a finished solution to a given brief that demonstrate an understanding of digital literacy and discuss Final Outcomes and Record one's progress and work in the form of a Technical Journal/Blog.

Scenario

Past styles and trends are a popular source of inspiration, and as a matter of fact, are making a comeback across a variety of different contemporary media including, film, music, video games, television series, interior design and graphic design. The 60's, 70's, 80's and 90's visual styles are some of them. Your work for this unit is to create a set of artworks that look at those decades but still looks at the future. The end result should give off a feeling of fun, and celebrate a design style that continues to be of inspiration today.

You are about to embark on a journey that will give you the opportunity to create and design your own interactive artwork gallery. The theoretical and practical lectures throughout this unit should help you visualize your concept digitally by creating and exporting the design collateral appropriately.

Plagiarism will NOT BE TOLERATED. Any student found plagiarising work will receive a zero on that respective task. All work and research must be your own.

Task 1

In this task you will begin by focusing on digital colour theory, preparing artworks for screen, and preparing artworks for print. You are expected to conduct your own research and study the following topics in preparation for a class test.

A) Colour theory, including:

- 1) HSV / HSB vs HSL colour wheels
- 2) Raster images vs Vector Images
- 3) RGB vs CMYK
- 4) Screen Pixels & ICC Profiles
- 5) Colour gamut
- 6) Colour harmonies

B) The steps involved when:

- 1) Preparing artworks for screen (colour, resolution, save settings, outputs)
- 2) Prepare artworks for print (colour, resolution, save settings, outputs)

IMPORTANT

- Many of these theories are going to be explained in class, however you're expected to do your own research and prepare yourself for the class test.
- The test will be multiple choice, and you will be given an hour and a half to complete 36 questions.

Grading Criteria: KU1, KU2

Date of Test: 13th December 2023 – During your lesson

Task 2

In this task, you will be experimenting with imagery and creating your own digital compositions. Choose a theme and focus on using the same colour schemes, fonts, and style throughout your works. Your work will be divided as follows:

PART 1 – Raster Based Experimentation:

- A) Choose **ONE** theme from the below list:
- 1) Fairy-tale with a modern twist
 - 2) A dream I once had
 - 3) A childhood belief
 - 4) Alternate history (what if something from the past had changed)

Use the chosen theme to come up with 6 raster-based artwork ideas. Create a minimum of **6 refined sketches** (at least one for each artwork) which illustrate how the layout and composition of the artworks will look.

- B) Begin collecting good, usable stock photos and/or your own photos of people, animals, objects, natural elements, etc. Your collection should be varied as possible and should also contain a number of different colours and textures. Your objective is to gather a small database of photos that you can use to create your envisioned artworks. **You need to have a minimum of 40 images in your collection (having more to choose from is encouraged).** Your images need to keep with the theme you chose in the previous step.
- C) Provide evidence of your visual research in the form of annotated images in the form of a **digital journal**. It is important to explain why each of your examples is relevant to your idea/s and theme, and how you intend to use them in your artworks. Your annotations should be reflective and should explain your thought process and creative intentions prior to representing any finalised works.

Example: “I would like to use this photo because, for me, it portrays the concept of ‘sharing is caring’ in childhood. I plan to use this photo as a starting point for a surreal landscape which I saw in a dream. I intend to use the children in the photo as the main subject in my composition.



- D) Using the images in your collection, and following the sketches you've previously made, you are going to create **6 raster compositions** with the main intention of telling a visual story. Use a variety of techniques to make your artworks stand out whilst fitting within your chosen theme. These artworks should be as varied as possible both in terms of aesthetics and technique and include a variety of photography, photo manipulation, flat design, typography, digital illustration etc.

You may use found stock imagery to produce your designs, **however** you will need to edit or alter them to a certain degree. Simply placing an existing image and superimposing text and filters over it **is not an acceptable outcome**. Cropping, blending, changing image size, and superimposition are highly recommended. Although you may use Photoshop's AI to a certain extent to enhance your artwork, using an AI image generator is NOT ACCEPTABLE.



PART 2 – Vector Based Experimentation:

- A) Use vector software to compliment your raster compositions by creating **6 vector thumbnails** that represent your previously made artworks. These should be made in the form of “buttons” that will be used to link to your artworks in the following task (Task 3). Each thumbnail should have a transparent background and must include a key element from your raster artwork represented in a simpler way.

You must NOT use the image trace function on Adobe illustrator. All vector images must be your own. You can use any techniques you wish, such as flat design, soft gradient design or textured design, as long as it matches your raster-based experiments. Your designs should keep with the same colour schemes and theme.

For example, Raster-based artwork:



Vector-based representation, which will be used in the next task:



IMPORTANT

- Your raster artworks should be A4 sized and saved for screen in RGB colour mode.
- You are required to submit both finished exported works and the relevant unmerged working files for this task (PSD, AI, XCF, SVG or otherwise). Working files must have all layers intact (not merged into one layer) and should have layers organised and named accordingly.
- You must record your creative process in your **digital journal**. Failure to do so will affect your grade negatively.

Submission:

- 6 refined sketches (either physical or in your digital journal).
- 40 or more annotated images (in your digital journal).
- 6 raster-based artworks (PNG or JPG).
- 6 vector-based thumbnails (EPS or SVG).
- 12 working files (PSD, AI or XCF).

Grading Criteria: AA2, AA3, AA4, AA5, AA6, SE1

Deadline: 10th January 2024

Task 3

In this task, you will be using the previous raster artworks and vector thumbnails to present the works coherently.

- A) Create an infographic (ideally using vector software) to make a sort of storyline that explains your artworks. You may design the infographic any way you see fit, but it must ultimately remain similar in theme and colour to your previously made artworks. Use the vector thumbnails you created in the previous task to build your storyline and make it more visually pleasing.
- B) Using software like (but not limited to) Adobe InDesign, make your storyline clickable and interactive. Your vector thumbnails should take viewers to their respective raster images when clicked. (Don't forget to add a way the user can go back to the infographic).
- C) Add a separate dedicated button at the end of your infographic which takes you to an **evaluation** page. Your evaluation should mention your process whilst creating all your artworks (how you came up with the idea, how you manipulated the images, etc), what you enjoyed most, and any difficulties you may have overcome. Comment on your work's strengths and shortcomings and present possible solutions for improvements. Your evaluation needs to be **between 600 and 700 words**.

Your evaluation should be presented professionally. No other constraints are being imposed upon you; all other aspects of your evaluation's design are entirely up to you, provided that the final outcome is well presented and comprehensible.

Submission:

- Clickable infographic PDF (interactive PDF) with all previous artworks and a separate page for your evaluation.

Grading Criteria: AA1, SE2

Deadline: 26th January 2024



Minimum Evidence List

1	T1: Class TCA	<input type="checkbox"/>
2	T2: 40 collected images	<input type="checkbox"/>
3	T2: 6 raster artworks	<input type="checkbox"/>
4	T2: 6 vector thumbnails	<input type="checkbox"/>
5	T2: 12 working files	<input type="checkbox"/>
6	T2: Digital Journal	<input type="checkbox"/>
7	T3: Clickable infographic PDF	<input type="checkbox"/>
8	T3: 600–700-word Evaluation	<input type="checkbox"/>

Print this page and hand in with your assignment on final hand in date.