**DESIGN METHODS: ASSIGNMENT 1**

SUBMISSION DATE:

FRIDAY 18TH DECEMBER 2015

**BRIEF**

Students are required to design and produce a poster advertising an imagined game which would be suitable for mobile devices.

Component 1:

The final poster design must contain typography and also a unique character design and, if required, an abstract logo. Other components are at the student’s discretion. The design must be sensitive to a specified target audience, genre, and mood. The poster should be created entirely in *Photoshop* on an RGB canvas, and should be submitted as a flattened jpeg, adhering to the ISO A Series aspect ratio. Students may work in landscape or portrait.

Component 2:

This is a **design** task. Students will be graded on their understanding of the materials presented in this module, and on their ability to research, analyze, distil information, and demonstrate critical thinking. As such, students will be required to provide a written component of approximately 1500 words, demonstrating their thought processes and iterative approach to design in their search for ‘the best possible solution’. Iterations and visual research materials should be presented as images inserted into the document. Annotations and references must be included, and will not contribute to the word count. Students are required to detail in an opening sentence a logline (goal, obstacles, means) for their imagined game.

Both components provide students with the opportunity to demonstrate a technical competence with the appropriate software.

Students are advised to refer to the brief regularly as they undertake this task. Students will be **automatically referred** if any single component is missing, incomplete, or misinterpreted.

Students will be graded on the understanding that they have attended, or independently caught up on, all Design Methods lectures and have performed the lesson tasks, studied the supporting materials, and have undertaken private research tasks.

**SUBMISSIONS**

By noon, Friday 18th December 2015, students should submit a CD\* containing only:

* A single flattened jpeg
* A *Word* document of approximately 1500 words containing references

\*Students will be given prior notice if/when we move across to on online submission process.

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| **BA HONS COMPUTER GAMES DESIGN** |
| **IMDCGD103-12YRD Design Methods (Level 1)**: ASSIGNMENT NO. 1 |
| **Creation of a Poster**: Weighting 50% |
| 1ST Marker: Dave Pimm 2nd Marker: Chris Janes |
| Student Name: |

**1st Marker Commentary:**

**2nd Marker Commentary:**

**Please see next page for grades and the agreed grade for the assignment.**

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|  | **Component 1**  Demonstrate creativity and technical competence in the construction of the poster. (25%) | **Component 2**  Demonstrate an informed, iterative and reasoned approach to the development of your ideas as evidenced by your supporting documentation. (75%) |
| **1+**  **1=**  **1-** | **Consistently excellent**  **Mostly excellent**  **Very high standard** | **Consistently excellent**  **Mostly excellent**  **Very high Standard** |
| **2.1+**  **2.1=**  **2.1-** | **Very good standard**  **Good standard**  **Mostly good standard** | **Very good standard**  **Good standard**  **Mostly good standard** |
| **2.2+**  **2.2=**  **2.2-** | **Fair standard**  **Moderately good**  **Reasonable standard** | **Fair standard**  **Moderately good**  **Reasonable standard** |
| **3 +**  **3 =**  **3-** | **Adequate standard**  **Passable standard**  **Poor but passable standard** | **Adequate standard**  **Passable standard**  **Poor put passable standard** |
| **Refer** | **Insufficient work submitted of passable standard** | **Insufficient work submitted of passable standard** |

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| **1st / 2nd Marker Recommended Assignment Grade:** |  |  |
| **AGREED ASSIGNMENT GRADE :** |  | |