

 UNIVERSITI MALAYSIA PAHANG AL-SULTAN ABDULLAH	FAKULTI KOMPUTERAN UNIVERSITI MALAYSIA PAHANG AL-SULTAN ABDULLAH	/ 100
SUBJECT CODE	DRC1423	ASSIGNMENT GIVEN: WEEK 2 DUE: WEEK 6
SUBJECT NAME	FUNDAMENTAL OF MULTIMEDIA	DURATION : 4 WEEKS SLT : 24 HOURS
ASSESSMENT NAME	ASSIGNMENT 1 (INDIVIDUAL)	FINAL MARKS: 20%

CO1	Demonstrates conceptual understanding and knowledge in multimedia, functions of each multimedia element, its usage and processing technique.	10%
CO2	Manipulate multimedia elements (text, graphic, audio, video & animation) using software tools.	10%

INSTRUCTIONS

Create a **visually appealing product packaging label** using Adobe Photoshop and Adobe Illustrator that communicates the essence of the chosen product. The label should combine advanced image editing, photo manipulation, custom graphics, and typography, while applying key principles of branding, design, and colour harmony. The final design must be both professional and impactful, ensuring it captures consumer attention and strengthens the product's identity through thoughtful use of advanced design techniques.

REQUIREMENTS

1. Select a product of your choice (e.g., food & beverage, personal care, eco-friendly goods, or lifestyle items).
[2 Marks; SLT:1 Hour]
2. Design a packaging label that includes the following elements.:
[6 Marks; SLT:1 Hour]

- Brand name and logo
- Product name and tagline/slogan
- Key product highlights or selling points (e.g., organic, premium quality, eco-friendly)
- Ingredients or features list
- Barcode, price, and weight/volume information (integrated neatly into the design)

3. Utilise Adobe Photoshop by: **[12 Marks; SLT 4 Hours]**

- Produce a composite visual that conveys the essence of the product
- Apply advanced image editing or photo manipulation techniques
- Develop a custom background, texture, or pattern that reflects the brand style

4. Utilise Adobe Illustrator by: **[19 Marks; SLT 5 Hours]**

- Design an original logo or brand
- Create unique typography that reflects the product's identity
- Develop at least one relevant vector graphic or icon set (e.g., eco icons, freshness symbols, cultural motifs)

5. Perform colour manipulation on an original or selected image to enhance its visual appeal. **[9 Marks; SLT: 2 Hours]**

6. Final dimensions: The packaging label must follow the actual size and shape of the chosen product (e.g., bottle label, box packaging, pouch, can). Dimensions should be clearly stated in the final submission. **[4 Marks; SLT :1 Hour]**

7. Produce a report with the following format:

1. Cover Page

- a. Student Name
- b. Course Name and Code
- c. Assignment Title
- d. Submission Date

2. Project Overview (200-250 words) **[3 Marks; SLT: 1 Hour]**

- a. Chosen destination/theme
 - b. Brief description of the chosen concept
 - c. Key design elements incorporated
3. Design Process **[11 Marks; SLT: 2 Hours]**
- a. Inspiration and research
 - b. Sketches and initial concepts
 - c. Software techniques used (Photoshop and Illustrator)
 - d. Challenges faced and solutions implemented
4. Design Elements Breakdown **[12 Marks; SLT: 2 Hours]**
- a. Rationale implementation principle of design
 - b. Typography choices and justification
 - c. Image selection and manipulation techniques
 - d. Custom graphics and illustrations explanation
 - e. Color palette justification
5. Technical Specifications **[12 Marks; SLT: 2 Hours]**
- a. File dimensions and resolution
 - b. Color mode
 - c. Fonts used
 - d. List of major Photoshop and Illustrator techniques applied
6. Reflection and Conclusion (150-200 words) **[4 Marks; SLT: 1 Hours]**
- a. Lessons learned
 - b. Areas for improvement
 - c. Final thoughts on the project
7. Reference **[2 Marks; SLT: 1 Hour]**
8. Appendix **[4 Marks; SLT: 1 Hour]**
- a. Draft Idea or design sketches
 - b. Progress screenshots (4-5 snapshots)
 - c. Original images used with credits (If you are using other people photograph)
 - d. Ai detector report

SUBMISSIONS

1. Final flattened image (TIFF)
2. Working files (PSD and AI)
3. Report should be in pdf. Format
4. If the file is bigger do use Google Drive and Paste the link in KALAM (Make sure its shared and can be opened)
5. MUST through KALAM (Do Follow your Lab Class)
6. DUE DATE : 16 NOVEMBER 2025 . FRIDAY at 11.59PM
7. Ai Usage: MUST less than 35%

MARKING RUBRICS

CLO1 *Apply conceptual understanding and knowledge of multimedia in designing a creative and functional product packaging label using Adobe Photoshop and Illustrator.*

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Need Improvement (2)	Unsatisfactory (1)	Weightage	Marks
THEME SELECTION [2 MARKS]							
a) Chosen theme	Highly creative and unique theme; very relevant	Clear and interesting theme	Appropriate theme with some creativity	Theme lacks originality	Unclear or irrelevant theme	0.4	2
OVERVIEW (3 MARKS)							
b) Brief description of the chosen concept	Thorough and clearly explained chosen concept	Well-explained with minor gaps	Adequate but lacks detail	Accepted description	Unclear chosen concept	0.4	2
c) Key design elements incorporated	Excellent design elements	Good application of elements	Some design principles applied	Minimal design elements used	Unclear design principles	0.2	1
DESIGN PROCESS (11 MARKS)							
a) Inspiration and research	Extensive and well documented research	Good research with credible sources	Basic research shown	Limited or weak research	Unclear evidence of research	0.4	2
b) Sketches and initial concepts	Detailed, creative, and well documented sketches	Good sketches with clear idea flow	Adequate sketches	Minimal sketching effort	unclear sketches provided	0.6	3
c) Software techniques used (Photoshop & Illustrator)	Advanced and accurate use of both software	Good command with few errors	Basic but functional use	Limited techniques applied	Poor or no use of software	0.8	4

d) Challenges faced & solutions implemented	Clear identification and creative solutions	Logical problem-solving	Some attempt at reflection	Minimal reflection	Unclear reflection provided	0.4	2
DESIGN ELEMENTS BREAKDOWN (12 MARKS)							
a) Rationale implementation principle of design	Excellent justification using solid design principles	Good explanation with clarity	Adequate rationale	Weak reasoning	Unclear justification given	0.6	3
b) Typography choices & justification	Excellent and consistent typography choices	Appropriate font use	Satisfactory with minor inconsistency	Inconsistent or poorly chosen fonts	Inappropriate font use	0.6	3
c) Image selection & manipulation techniques	Excellent editing and manipulation	Good editing with minimal errors	Satisfactory manipulation	Weak editing quality	Poor or irrelevant images	0.4	2
d) Custom graphics & illustrations explanation	Highly creative and original visuals	Good creativity and clarity	Adequate originality	Minimal creativity	Copied or missing visuals	0.4	2
e) Colour palette justification	Excellent harmony and justification	Good combination and reasoning	Acceptable choice	Weak reasoning	Unclear justification	0.4	2
TECHNICAL SPECIFICATIONS (12 MARKS)							
a) File dimensions & resolution	Correct and precise setup	Minor inaccuracy	Acceptable but inconsistent	Incorrect sizing	Unusable format	0.4	2
b) Colour mode	Correct mode (RGB/CMYK) with understanding	Minor mismatch	Acceptable	Unclear setting applied	Incorrect mode	0.6	3

c) Fonts used	Consistent and suitable fonts	Minor mismatch	Acceptable	Weak selection	Unreadable fonts	0.6	3
d) Major Photoshop & Illustrator techniques applied	Wide range of techniques applied effectively	Good use of multiple tools	Some techniques shown	Limited use	Minimal effort shown	0.8	4
REFLECTIONS AND CONCLUSIONS (4 MARKS)							
a) Lessons learned	Deep and reflective understanding	Clear reflection	Some learning shown	Limited reflection	Unclear reflection	0.4	2
b) Areas for improvement	Insightful and constructive points	Realistic suggestions	Basic points	Weak identification	Unclear statement	0.2	1
c) Final thoughts on the project	Strong conclusion with clear reflection	Good summary	Basic conclusion	Weak Conclusion	Unclear conclusion	0.2	1
REFERENCE AND APPENDICES (6 MARKS)							
a) Reference	>5 Reference	4 Reference	3 Reference	2 Reference	1 Reference	0.4	2
b) Draft idea or design sketches	Detailed draft with creative thinking	Good visual draft	Acceptable draft	Minimal idea shown	Unclear draft	0.2	1
c) Progress screenshots (4–5 snapshots)	Complete, clear, and sequential progress shown	Mostly complete	Some progress shown	Limited evidence	Unclear evidence	0.2	1
5) Original images used with credits	All sources credited properly	Minor missing credit	Partial credit shown	Limited credit info	No credits given	0.2	1
6) AI detector report	Submitted with <35% AI content				>35% AI content or missing	0.2	1
TOTAL MARKS							50

CLO2 *Manipulate multimedia elements such as text, graphics, and visual effects effectively in developing a creative product packaging label using Adobe Photoshop and Illustrator tools.*

Criteria	Excellent (5)	Good (4)	Satisfactory (3)	Need Improvement (2)	Unsatisfactory (1)	Weightage	Marks
DESIGN INTEGRATION (6 Marks)							
Layout integration	Perfect balance and hierarchy	Mostly well-aligned	Adequate integration	Poor alignment	Disconnected layout	0.6	3
Readability & overall layout aesthetics	Visually pleasing and clear	Mostly readable	Acceptable	Slightly hard to read	Unreadable or messy	0.6	3
PHOTOSHOP SKILLS (12 MARKS)							
a) Excellent usage of Photoshop tools	Demonstrates fully usage tools and creativity	Strong use tools with minor issues	Competent tools usage; some limitations	Basic tools usage	Lacks skill or incorrect tool usage	1.2	6
b) Image blending, masking, lighting, textures	Highly refined, seamless, and realistic	Minor imperfections	Acceptable blending	Weak or inconsistent blending	Unrefined or missing	1.2	6
ILLUSTRATOR SKILLS (13 MARKS)							
a) Excellent use of Illustrator tools (logo, vector, iconography)	High precision, creative originality	Minor refinements needed	Acceptable quality	Limited skill	Weak or unoriginal work	0.8	4
b) Shapes, curves, anchor points	Smooth, precise, consistent	Mostly refined	Some irregularities	Inconsistent	Poorly controlled shapes	1	5

c) Creative filters or effects enhancement	Perfect enhancement of topic concept	Creative but slightly inconsistent	Acceptable use	Weak usage	Ineffective or distracting	0.8	4
TYPOGRAPHY SKILLS (6 MARKS)							
Typography enhances brand identity	Excellent justification using solid design principles	Good explanation with clarity	Adequate rationale	Weak reasoning	No justification given	0.6	3
Font, spacing, and alignment	Excellent and consistent typography choices	Appropriate font use	Satisfactory with minor inconsistency	Inconsistent or poorly chosen fonts	Inappropriate font use	0.6	3
COLOR AND VISUAL IMPACT (9 MARKS)							
a) Use of colour theory & composition	Excellent harmony and contrast	Good palette	Acceptable	Weak colour match	Poor or clashing	0.6	3
b) Palette aligns with brand tone & mood	Perfectly fits brand tone	Mostly consistent	Acceptable	Weak tone	Irrelevant to brand	0.6	3
c) Contrast and harmony balance	Visually balanced and appealing	Mostly balanced	Acceptable	Inconsistent	Poor harmony	0.6	3
TECHNICAL REQUIREMENT (4 MARKS)							
a) Technical specifications (resolution, colour mode, dimension)	Fully correct (300dpi, CMYK)	Mostly correct	Acceptable	Minor errors	Incorrect setup	0.4	2
b) Layout & file organisation (print-ready packaging)	Perfectly ready, well-labelled	Almost print-ready	Acceptable	Some missing elements	Not print-ready	0.4	2
TOTAL MARKS							50

