

Further Education and Training Certificate:
IT Systems Development
78965

GRAPHICAL USER INTERFACE B
(GUI412)
NQF: 4
CREDITS: 8

Formative Assessment 1
12 Aug 2024 – 06 Sep 2024

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DECLARATION OF AUTHENTICITY

I _____

(FULL NAME)

hereby declare that the contents of this assessment _____

were completed by me without any paraphrasing/copying, or presented as my own work accessed from any **AI Apps, example ChatGPT, Co-pilot, Perplexity, or any other App.**

The contents of this assessment are entirely my own work with the exception of the following elements:

- List the documents and page numbers of work in this portfolio that were generated in a **group**.
- List the elements of work in this project that were **not self-generated**, as well as the originator of the element.

Activity	Date

Signature: _____

Date: _____

Graphical User Interface B**GUI412****Formative Assessment 1****Semester 2****Release Date: 12 August 2024****Submission Date: 06 September 2024 (12:00)****Duration: 4 Weeks****Total marks: 120****Credits: 8****NQF: 4****Unit Standards per Module:**

- 14915 - Design a computer program according to given specifications.

Learning Outcomes per Module:

- Apply the fundamental principles of program design techniques to the given specification.
- Demonstrate an understanding of the features of a computer program.
- Demonstrate an understanding of how to document program designs using appropriate tools.
- Apply fundamental principles of problem analysis.

Unit Standards Assessed:

- NA (This Formative Assessment aims to assess the learner's technical skill using Adobe Illustrator).

Project Specific Outcomes Assessed:

- NA (This Formative Assessment aims to assess the learner's technical skill using Adobe Illustrator).

Instructions:

- You may not make use of any paraphrasing/copying, or access any **AI Apps, for example ChatGPT, Co-pilot or any other App** for the duration of your assessment.
- You must show the Facilitator evidence that you submitted your assessment on CampusOnline after the upload is completed.
- Independent work is required.
- Ensure that the project is named and submitted as per specifications.
- Read the brief carefully.
- **Please refer to the marking rubric for mark allocations.**

Material Requirements:

Students require access to the following resources to successfully complete this project:

- Adobe Creative Suite

Evidence Requirements

The final document is to be presented in a single zipped folder saved as ***yourname_GUI412_FA1.zip***.

The zipped folder should be structured in the following manner:

- Completed Pre-assessment form saved as ***yourname_GUI412_PA_FA1.pdf***.
- Completed Declaration of Authenticity form saved as ***yourname_GUI412_DOA_FA1.pdf***.
- Final project saved as ***yourname_GUI412_FA1.pdf*** and structured in the following manner:
- **Logo Trace:**
 - Each logo is to be in CMYK, on a transparent A3 size art board (see assets folder GUI412_FA1_Template.ai). The final illustrator file **must** include:
 - All three art boards.
 - Screenshots of tools and processes used in Adobe Illustrator to redraw each logo. Please include headings and descriptions for each screenshot.

All the required evidence listed above is to be saved in a single zipped folder and uploaded to CampusOnline by the submission date.

Submissions not adhering to the above specifications will not be assessed.

Overview

Logos, as the visual embodiment of a brand, serve a multitude of purposes deeply rooted in communication and identification. Beyond being symbols, they are the first point of contact between a brand and its audience, conveying the brand's personality, values, and promises. Logos act as silent ambassadors, speaking volumes about a brand's ethos and are instrumental in forging emotional connections with consumers. Through the lens of history, logos have transitioned from utilitarian symbols representing trade to sophisticated communicative tools. Notable examples include the evolution of the Nike swoosh, which went beyond representing a sports brand to becoming an iconic symbol of motivation and aspiration. Understanding this evolution is crucial as it unveils the transformative power of logos in shaping cultural narratives and consumer perceptions.

The history of logos is a fascinating journey marked by the evolution of societal values, design aesthetics, and technological advancements. From ancient civilizations using symbols to denote trades to the rise of corporate identity in the 20th century, logos have mirrored the cultural zeitgeist. The Coca-Cola logo, for instance, has undergone subtle yet strategic changes over the years, adapting to shifting design trends while preserving its timeless essence. Studying this history provides designers with insights into the timeless principles of effective logo design, emphasizing simplicity, memorability, and adaptability. It also highlights the significance of cultural context, as logos often become reflections of the prevailing sentiments and values of their time.

In tandem with the historical journey of logos, this project encourages an exploration of the evolution of design thinking. From the meticulous illustrations of the past to the contemporary embrace of minimalist trends, design thinking has emerged as a dynamic and strategic discipline. Understanding this evolution will not only refine your technical skills but also provide insights into navigating the delicate balance between tradition and innovation in logo design.

Logos, within the broader context of branding, are not isolated visual elements but integral components of a brand's identity system. They serve as the cornerstone of a brand's visual communication, creating a distinctive and memorable representation. A well-crafted logo contributes to brand recall, building a sense of familiarity and trust among consumers. Brands like Apple and Google exemplify how logos, when aligned with a brand's ethos, can transcend individual products, becoming cultural icons and synonymous with innovation and reliability. The significance of logos in

branding lies not only in their visual appeal but in their ability to encapsulate the essence of a brand, making it instantly recognizable and fostering a sense of loyalty among consumers.

Adobe Illustrator, as a premier vector design software, plays a pivotal role in translating the conceptual essence of logos into tangible, scalable graphics. Vectors, the building blocks of logos in this digital age, enable designers to create precise, clean, and infinitely scalable graphics. The purpose of vector software is not merely to replicate visual elements but to empower designers in crafting intricate details with utmost precision. As technology advances, vector software becomes an indispensable tool, allowing for adaptability, versatility, and a seamless translation of creative vision into a timeless logo. This software enables designers to manipulate anchor points, curves, and lines, ensuring that every stroke contributes to the overall harmony and visual impact of the logo.

Description of Brief

Your task involves meticulously retracing three provided logos – G2 Esports®, Stella Artois®, and Versace® – utilising suitable tools within Adobe Illustrator to ensure precise recreation. Following the accurate tracing, apply CMYK colours in accordance with the respective brand specifications or style guides, as outlined in the Assets Folder for Logo/Brand CMYK specs. It is imperative to note that the use of any auto trace options available in Adobe Illustrator is strictly prohibited for this assignment.

Logo/Brand CMYK Specs

Logo 1: G2 Esports



Black

#000000

R 255, G 31, B 32

C 75, M 68, Y 67, K 90



White

#FFFFFF

R 255, G 255, B 255

C 0, M 0, Y 0, K 0



Red

#E9272B

R 233, G 39, B 43

C 2, M 98, Y 94, K 0

Logo 2: Stella Artois

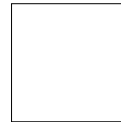


Black

#000000

R 255, G 31, B 32

C 75, M 68, Y 67, K 90



White

#FFFFFF

R 255, G 255, B 255

C 0, M 0, Y 0, K 0



Red

#CE202E

R 206, G 32, B 46

C 13, M 100, Y 91, K 3



Gold

#A39665

R 163, G 150, B 101

C 37, M 34, Y 69, K 5

Logo 3: Versace



VERSACE



Black

#000000

R 255, G 31, B 32

C 75, M 68, Y 67, K 90

Phases:**Phase 1 - Planning:**

Objective: Understand the project requirements, analyse the project brief, and prepare a development plan.

Tasks:

- **Swatch Setup**
 - Create colour swatches for each logo according to specifications provided.
- **Asset Ingestion**
 - Install fonts and review assets provided.

Milestones:

- Submission of the setup document to the facilitator for review.

Phase 2 – Designing:

Objective: Develop linework for each logo.

Tasks:

- **G2 Logo:**
 - Develop linework for the logo on the assigned layer, ensuring screenshots are taken throughout the process.
- **Stella Artois Logo:**
 - Develop linework for the logo on the assigned layer, ensuring screenshots are taken throughout the process.
- **Versace Logo:**
 - Develop linework for the logo on the assigned layer, ensuring screenshots are taken throughout the process.

Deliverables:

- Completed linework for the logos.

Evidence Requirements:

- Illustrator file containing linework for all three logos.

Milestones:

- Submission of linework for feedback by the end of Week 2.

Phase 3 – Building

Objective: Refinement of linework, colour application to logos.

Tasks:

- **Linework:**
 - Refine linework according to facilitator feedback.
- **G2 Logo:**
 - Apply colours according to specifications provided.
- **Stella Artois Logo:**
 - Apply colours according to specifications provided.
- **Versace Logo:**
 - Apply colours according to specifications provided.

Deliverables:

- Completed linework for the logos after refinement with colour applied.

Evidence Requirements:

- Illustrator file containing linework and colour application for all three logos.

Milestones:

- Submission of linework and colour application for feedback by the end of Week 3.

Phase 4 – Testing

Objective: Evaluate the final tracings and refine according to facilitator feedback.

Tasks:

- **Tracing Analysis:**
 - Analyse logo tracings and conduct final refinement.
- **Evidence Compilation:**
 - Compile all required evidence.
 - Assemble submission documents.

Deliverables:

- Final documents for submission.

Evidence Requirements:

- Final documents for submission.

Milestones:

- Submission of final assessment by the end of Week 4.

Phase 5 – Publishing

Objective: Present the completed assessment, ensuring it meets all project requirements.

Tasks:

- **Final Presentation and Submission:**
 - Prepare a final presentation that showcases the traced logos.
 - Ensure the final PDF document contains all required evidence and is properly formatted for submission.

Deliverables:

- Final PDF document containing the complete project.

Evidence Requirements:

- Professionalism in the final submission, meeting all specified requirements.

Milestones:

- Presentation of the final project and submission of the complete PDF document by the end of Week 4.

Continuous Feedback

Throughout all phases, students should seek and incorporate continuous feedback:

During Planning: Regular check-ins to ensure alignment with the brief and objectives.

During Designing: Iterative feedback on initial tracings.

During Building: Ongoing reviews to refine tracings.

During Testing: Feedback from facilitator to further improve tracings.

ASSESSMENT RUBRIC

Graphical User Interface B

GUI412

Formative Assessment 1

Semester 2

Date:

Student:

LOGO 1 – G2 ESPORTS				
Accuracy of Tracing				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Minimal accuracy with major deviations. Lacks attention to detail.	Limited accuracy with noticeable errors. Basic attempt but imprecise.	Moderate accuracy with some deviations. Demonstrates basic understanding and attention to detail.	High accuracy with slight deviations. Strong attention to detail, resulting in a well-executed logo.	Outstanding accuracy with no deviations. Exceptional attention to detail, faithfully reproducing the original design
				/10

Colour Application				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Poor CMYK application with significant discrepancies. Lack of understanding of colour management.	Limited adherence to CMYK specifications, with noticeable inconsistencies.	Adequate application with minor discrepancies. Basic understanding of colour management, generally consistent.	Accurate application with minimal discrepancies. Demonstrates solid understanding of colour management and consistency.	Flawless CMYK application, perfectly adhering to specifications. Advanced proficiency in colour management, achieving exceptional consistency and precision.
				/10
Use of Adobe Illustrator Tools				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Minimal use of tools, significant imprecision. Fails to demonstrate basic proficiency.	Limited use with noticeable flaws. Demonstrates only basic understanding of the tools.	Adequate use with some precision issues. Basic proficiency in using the tools, achieving acceptable results.	Proficient use of tools, precise and well-executed elements. Demonstrates strong understanding of the software.	Exceptional use of tools, flawless precision in elements. Advanced proficiency, achieving results that far exceed expectations.
				/10

Overall Presentation and Refinement				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Lacks polish with noticeable flaws. The logo is not effectively refined or presented, failing to meet basic standards.	Basic presentation, several areas needing refinement. Shows some effort but lacks professionalism.	Adequate presentation with a few minor flaws. Demonstrates basic ability to refine and present the logo, meeting minimum standards.	Polished presentation with minor issues. Demonstrates strong ability to refine and effectively present the logo, slightly exceeding expectations.	High-quality presentation, refined and polished. Demonstrates exceptional ability to present the logo professionally, far exceeding expectations.
				/10
Logo 2 – Stella Artois				
Accuracy of Tracing				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Minimal accuracy with major deviations. Lacks attention to detail.	Limited accuracy with noticeable errors. Basic attempt but imprecise.	Moderate accuracy with some deviations. Demonstrates basic understanding and attention to detail.	High accuracy with slight deviations. Strong attention to detail, resulting in a well-executed logo.	Outstanding accuracy with no deviations. Exceptional attention to detail, faithfully reproducing the original design
				/10

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Poor	Insufficient	Sufficient	Exceeds	Exceptional
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				/10
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				/10

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				/10
Logo 3 – Versace				
Accuracy of Tracing				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Minimal accuracy with major deviations. Lacks attention to detail.	Limited accuracy with noticeable errors. Basic attempt but imprecise.	Moderate accuracy with some deviations. Demonstrates basic understanding and attention to detail.	High accuracy with slight deviations. Strong attention to detail, resulting in a well-executed logo.	Outstanding accuracy with no deviations. Exceptional attention to detail, faithfully reproducing the original design.
				/10

Colour Application				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
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				/10

Overall Presentation and Refinement				
Poor	Insufficient	Sufficient	Exceeds	Exceptional
0-2/10	3-4/10	5-6/10	7-8/10	9-10/10
Lacks polish with noticeable flaws. The logo is not effectively refined or presented, failing to meet basic standards.	Basic presentation, several areas needing refinement. Shows some effort but lacks professionalism.	Adequate presentation with a few minor flaws. Demonstrates basic ability to refine and present the logo, meeting minimum standards.	Polished presentation with minor issues. Demonstrates strong ability to refine and effectively present the logo, slightly exceeding expectations.	High-quality presentation, refined and polished. Demonstrates exceptional ability to present the logo professionally, far exceeding expectations.
				/10
Total:				/120

RUBRIC MARK ALLOCATION

LOGO 1 – G2 ESPORTS	
Accuracy of Tracing	/10
Colour Application	/10
Use of Adobe Illustrator Tools	/10
Overall Presentation and Refinement	/10
LOGO 2 – STELLA ARTOIS	
Accuracy of Tracing	/10
Colour Application	/10
Use of Adobe Illustrator Tools	/10
Overall Presentation and Refinement	/10
LOGO 1 – VERSACE	
Accuracy of Tracing	/10
Colour Application	/10
Use of Adobe Illustrator Tools	/10
Overall Presentation and Refinement	/10
Total:	/120
Test Section A:	/20
Test Section B:	/30
Test Section C:	/30
Test Total:	/80

Grand Total:	/200
Percentage:	
Status:	

Overall Feedback: Formative Assessment 1