

# Assessment Brief

Academic Year	2022-23
Semester	2
Module Number	CM1116
Module Title	Visual Development Fundamentals
Assessment Method	<p>All aspects of the assessment are individual;</p> <ul style="list-style-type: none"> <li>- Mid-Point Review <b>[Formative]</b></li> <li>- Fundamentals <b>[Summative]</b></li> <li>- Solution Based Design <b>[Summative]</b></li> <li>- Completion &amp; Penalties <b>[Summative]</b></li> </ul>
Deadline (time and date)	<p>This module utilises a PASS/FAIL approach. All graded <b>[Summative]</b> aspects of this assessment are individual &amp; are to be delivered at the end of the module;</p> <ul style="list-style-type: none"> <li>- Week 8; 16<sup>th</sup> March. During Lab: Mid-Point Review</li> <li>- Week 14; 27<sup>th</sup> April, 4pm: Final Submission</li> </ul>
Submission	Assessment Dropbox in the Module Study Area in Campus Moodle.
Word Limit (see <a href="#">Assessment Word Limit Statement</a> )	<ul style="list-style-type: none"> <li>- Mid-Point Review <b>[Penalty exempt]</b></li> <li>- Fundamentals &amp; Solution Based Design: Twenty <b>[20]</b> Page <b>[maximum, penalty applies]</b> PDF Portfolio.</li> </ul>
Module Co-ordinator	Jay Lytwynenko

## What knowledge and/or skills will I develop by undertaking the assessment?

For the assessment of this module, you are required to produce a body of work in the form of a **fundamental's portfolio**.

Then, you will be required to utilise learned fundamentals to **develop a solution to a design problem**, again – presenting a body of work in the form of a portfolio.

This coursework contributes 100% of the outcome for this module, for which you will receive a **PASS/FAIL** result. **Please be aware, there is a penalty concerning the total page length of the final combined PDF portfolio – this should be no longer than twenty [20] pages [maximum, penalty applies].**

This document will outline the marking scheme & the requirements to which your coursework must adhere.

### The learning outcomes of the module include:

1. Identify and implement fundamental techniques for drawing objects.
2. Construct and edit raster images and vector graphics using an image editing application.
3. Demonstrate effective organisation and management of resources for graphics projects.
4. Evidence development techniques for digital artwork in the resolution of a digital project.

**Please also refer to the Module Descriptor, available from the module Moodle study area.**

## What is expected of me in this assessment?

Weekly lectures & labs will give you the necessary theory, fundamentals & practice opportunities to support your work through this coursework that contains **two elements; fundamentals & solution based design**. A teaching plan can be found below which highlights key topics and how these align with the assessment to hand.

Week	Focus	Alignment w/Assessment
1	<i>Introduction to the Module &amp; Coursework Requirements, Edges &amp; Forms</i> - Combined Lab Practice	<b>Fundamentals</b> <b>BASELINE Requirements</b>
2	<i>Understanding Perspective</i> - Combined Lab Practice	<b>Fundamentals</b> <b>BASELINE Requirements; Some ADDITIONAL</b>

## What is expected of me in this assessment?

3	<i>Light, Shadow &amp; Values</i> - Combined Lab Practice	<b>Fundamentals</b> <b>BASELINE Requirements; Some ADDITIONAL</b>
4	<i>Anatomy, Proportion &amp; Gestures</i> - Combined Lab Practice	<b>Fundamentals</b> <b>BASELINE Requirements; Some ADDITIONAL</b>
<b>Week 5 – Pause &amp; Reflect Week</b>		
6	<i>Composition &amp; Atmosphere</i> - Combined Lab Practice	<b>Fundamentals</b> <b>ADDITIONAL Requirements</b>
7	<i>Problem Analysis &amp; Concept Call Out Sheets</i> - Combined Lab Practice	<b>Solution Based Design</b> <b>BASELINE Requirements; Some ADDITIONAL</b>
8	<b>Mid-Point Review</b> - <b>Individual Verbal Formative Feedback</b>	
9	<i>World Building</i> - Combined Lab Practice	<b>Solution Based Design</b> <b>BASELINE Requirements; Some ADDITIONAL</b>
10	<i>Characters</i> - Combined Lab Practice	<b>Solution Based Design</b> <b>BASELINE Requirements; Some ADDITIONAL</b>
<b>Week 11 – Spring Break</b>		
12	<b>No Teaching; <u>Timetabled</u> Self-Study Week</b> - <b>Individual Verbal Formative Feedback</b>	

## What is expected of me in this assessment?

13	No Teaching; No Timetabled Classes - Work on Coursework
14	No Teaching; No Timetabled Classes - Submit Assessment to Dropbox by 4pm

Details of how the assessment will be structured & the requirements as such can be found in the next sections.

### FORMATIVE ASSESSMENT

There is **one [1]** point in the module's duration this Semester (aside from weekly discussions in labs) that you will receive formative feedback which you may feed forward into your final, end of Semester submission.

### MID-POINT REVIEW – 0 SUB GRADES

The mid-point review is an individual verbal discussion on progress made so far & an opportunity for constructive feedback that may be fed forward into future assessed work. **[Penalty exempt]** This review does not require a dropbox submission, however – you should come to class ready to demonstrate your progress to your teaching staff.

### SUMMATIVE ASSESSMENT

There is **one [1] final submission** this Semester for the module worth 100% of the overall module grade – equating to a **PASS/FAIL outcome as indicated**. The submission will be assessed based upon specific requirements utilising **MoSCoW** methodology & in addition, '**Completion & Penalties**' will be assessed.

### COMPLETION & PENALTIES – 3 SUB GRADES

The **MoSCoW** requirements are a general guideline of how this coursework will be assessed. It is not enough to simply **tick them off** – the work must be completed to a satisfactory and professional manner to be awarded the grade. General grading guidance has been expressed accordingly. In addition – any requirements referring to report writing and/or demonstration (**unless noted as exempt**) will be subject to a **penalty** should the requirement exceed the stated allocation. Please read these requirements carefully to avoid grade penalties. More guidance on such penalties can be found here: [Assessment Word Limit Statement](#)

### FUNDAMENTALS – 3 SUB GRADES

The **first element** in your portfolio will surround evidencing your practice in graphics fundamentals.

## What is expected of me in this assessment?

### BASELINE

To receive a passing grade [D] – you should ensure the following 'MUST' requirements are suitably met.

1. **Edges & Forms – [Traditional] Complete at least one of the following:**
  - a. One [1] example of character volumes – simplification
  - b. One [1] example of environment volumes – simplification
2. **Edges & Forms – [Digital] Complete at least one of the following:**
  - a. One [1] example of character volumes – simplification
  - b. One [1] example of environment volumes – simplification
  - c. Nine [9] tools of measuring
3. **Perspective – [Traditional] Complete all the following:**
  - a. One [1] example of 1-point perspective
  - b. One [1] example of 2-point perspective
  - c. One [1] example of 3-point perspective
  - d. Two [2] examples of circular forms in perspective
4. **Perspective – [Digital] Complete all the following:**
  - a. One [1] example of 1-point perspective
  - b. One [1] example of 2-point perspective
  - c. One [1] example of 3-point perspective
5. **Light, Shadow & Values – [Traditional] Complete at least one of the following:**
  - a. One [1] example of a shaded sphere
  - b. One [1] example of lighting/shadow study
6. **Anatomy, Proportions & Gestures – [Traditional and/or digital] Complete all the following:**
  - a. One [1] page containing two [2] – five [5] gesture studies

### ADDITIONAL

It is advised that once you achieve the 'BASELINE' requirements to a suitable level, you then aim to extend your submission with these 'ADDITIONAL' requirements.

1. **Light, Shadow & Values – [Traditional] Complete at least one of the following:**
  - a. One [1] further example of a shaded sphere
  - b. Evidence of 'Durer' study
  - c. Evidence of 'Landscape with Goat' study
2. **Perspective – [Traditional and/or digital] Complete at least one of the following:**
  - a. One [1] further example of 1-point perspective
  - b. One [1] further example of 2-point perspective
  - c. One [1] further example of 3-point perspective
3. **Composition & Atmosphere – [Traditional and/or digital] Complete at least one of the following:**
  - a. One [1] example of an atmospheric study
  - b. One [1] example of 'speed painting'
4. **Anatomy, Proportions & Gestures – [Traditional and/or digital] Complete all the following:**
  - a. One [1] example of characterising

## What is expected of me in this assessment?

### SOLUTION BASED DESIGN – 3 SUB GRADES

The **second element** in your portfolio tests & evidences your ability to implement the fundamentals you learned throughout the fundamental's exercises. This element is based around problem solving for design. The problem presented is as follows;

***It is the year 2085 and a previously neo-Earth has been flooded by an extinction event. There are some remaining survivors who live on the waters of the new habitat but now, two centuries after the event, there is evidence water levels are receding & even rumours of land. You are tasked with developing a transport capable of travelling across water in search of land, but there are no sails on this transport – so you will need to think about how it could move. In addition, you should develop a character that steers the transport in a world lost to the water.***

### BASELINE

To progress towards satisfactorily passing this module – you should first ensure the following 'BASELINE' requirements are suitably met.

1. Problem Analysis – *summary of design problem & breakdown of key areas* [Penalty exempt]
2. Research
  - a. One [1] mood board
  - b. One [1] mind-map
3. Visual Development – [Traditional and/or digital]
  - a. At least two [2] development sketches - *character, transport, environment etc.*
  - b. Some evidence of light/shadow & value exploration.
4. Drafting – [Traditional and/or digital]
  - a. Two [2] test solution ideas – *drafted thumbnails/mock-ups*
5. Final Solution – [Traditional and/or digital]
  - a. One [1] chosen solution – *polished & finalised as a proof of design*

### ADDITIONAL

It is advised that once you achieve the 'BASELINE' requirements to a suitable level, you then aim to extend your submission with these 'ADDITIONAL' requirements.

1. Research
  - a. One [1] further mood board
  - b. One [1] further mind-map
2. Visual Development – [Traditional and/or digital]
  - a. A further two [2] development sketches - *character, transport, environment etc.*
  - b. Evidence of colour exploration – at least one [1] example
3. Drafting – [Traditional and/or digital]
  - a. One [1] further test solution idea – *drafted thumbnail/mock-up*
4. Final Solution – [Traditional and/or digital]
  - a. One [1] alternative variation of the chosen solution - *polished & finalised as a proof of design*

## What is expected of me in this assessment?

5. Evidence of **annotation** throughout this element – *notes on your design thinking, critical appraisal etc.* **[Penalty exempt]**

### SUBMISSION METHOD

When submitting your work – you should refer to the **Assessment Area** on Moodle for signposted dropboxes, then upload the required submission accordingly. Additional guidance you should adhere to when submitting can be found below.

### FUNDAMENTALS & SOLUTION BASED DESIGN PORTFOLIO

The final submission should be in the form of one [1] exported **PDF document** that combines both the completed elements. These being the '**fundamentals**' requirements and the '**solution based design**' requirements.

The two areas should be presented in order of completion & the document should be clearly signposted, with careful consideration for any applicable word counts/penalties as noted throughout the requirements.

**The combined PDF portfolio should be no longer than twenty [20] pages [maximum, penalty applies] total, and be submitted to the signposted dropbox on Moodle. Again, please note the regulations concerning penalties.**

**If you should experience any submission issues, then you may also provide your submission via your student OneDrive, so long as it is submitted on time & not after the deadline.**

Files supplied via any other platform outside **Moodle** or **OneDrive** will **not** be accepted – *please see 'Large Submissions – Guidance Notes' on Moodle for further details.*

## How will I be graded?

A PASS/FAIL grade will be provided for each criterion on the feedback grid which is specific to the assessment. The overall outcome for the assessment will be calculated using the algorithm below.

<b>PASS</b>	At least 50% of the sub grades to be considered a PASS.
<b>FAIL</b>	Failing to achieve at least 50% of the sub grades at a PASS.

NS

Non-submission.



## Feedback Grid

GRADE	PASS	FAIL
<b>DEFINITION / CRITERIA</b> (WEIGHTING)		
<b>MID POINT REVIEW</b>  [FORMATIVE]	This is an individual opportunity for constructive feedback. The review will not be allocated any grade weighting & feedback will be delivered immediately via verbal means, which should then feed forward into any refinements & the later phases.	
<b>FUNDAMENTALS</b>  [3 SUB GRADES]	BASELINE requirements have been met to a suitable level, with minor omissions.  ADDITIONAL requirements have been attempted and/or sufficiently achieved.	BASELINE requirements are severely lacking throughout.  There is evidence of ADDITIONAL requirement progress, but this is void due to BASELINE requirements severely lacking.
<b>SOLUTION BASED DESIGN</b>  [3 SUB GRADES]	BASELINE requirements have been met to a suitable level, with minor omissions.  ADDITIONAL requirements have been attempted and/or sufficiently achieved.	BASELINE requirements are severely lacking throughout.  There is evidence of ADDITIONAL requirement progress, but this is void due to BASELINE requirements severely lacking.
<b>COMPLETION &amp; PENALTIES</b>  [3 SUB GRADES]	Completion & overall level of adherence to the submission requirements is exceptional & nears a professional standard.  Word and/or media counts/timings (where applicable) are adhered to.	Completion & overall level of adherence to the submission requirements is strong but lacking in <i>some</i> areas.  Word and/or media counts/timings (where applicable) have a penalty applied.

***Coursework received late, without valid reason, will be regarded as a non-submission (NS) and one of your assessment opportunities will be lost.***

## What else is important to my assessment?

### What is plagiarism?

"Plagiarism is the practice of presenting the thoughts, writings or other output of another or others as original, without acknowledgement of their source(s) at the point of their use in the student's work. All materials including text, data, diagrams or other illustrations used to support a piece of work, whether from a printed publication or from electronic media, should be appropriately identified and referenced and should not normally be copied directly unless as an acknowledged quotation. Text, opinions or ideas translated into the words of the individual student should in all cases acknowledge the original source" ([RGU 2022](#)).

### What is collusion?

"Collusion is defined as two or more people working together with the intention of deceiving another. Within the academic environment this can occur when students work with others on an assignment, or part of an assignment, that is intended to be completed separately" ([RGU 2022](#)).

For further information please see [Academic Integrity](#).

### What is the Assessment Word Limit Statement?

It is important that you adhere to the Word Limit specified above. The Assessment Word Limit Statement lists what is included and excluded from the word count, along with the penalty for exceeding the upper limit.

### What if I'm unable to submit?

- The University operates a [Fit to Sit Policy](#) which means that if you undertake an assessment then you are declaring yourself well enough to do so.
- If you require an extension, you should complete and submit a [Coursework Extension Form](#). This form is available on the RGU [Student and Applicant Forms](#) page.
- Further support is available from your Course Leader.

## What else is important to my assessment?

### What additional support is available?

- [RGU Study Skills](#) provide advice and guidance on academic writing, study skills, maths and statistics and basic IT.
- [RGU Library guidance on referencing and citing](#).
- [The Inclusion Centre: Disability & Dyslexia](#).
- Your Module Coordinator, Course Leader and designated Personal Tutor can also provide support.

### What are the University rules on assessment?

The University Regulation '[A4: Assessment and Recommendations of Assessment Boards](#)' sets out important information about assessment and how it is conducted across the University.