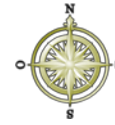
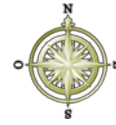




STUDENT NAME AND CLASS: _____



GOAL:

You goal is to **demonstrate the knowledge and understanding of the key elements and principles of tourist map design** through the use of **graphic design fundamentals**.

TASK:

You are a newly employed graphic designer and your project is to create a tourist map that will represent a local region. You are to:

- Select a region you wish to represent
- Interpret the client brief
- Analyse the needs of target audience



'People Always Travelled' Image retrieved from: <http://www.ign.com>

CHALLENGE:

1. **Develop an A3 size tourist map** to promote a local region. You will be given a client brief - ensure you interpret it correctly to meet the clients' needs (teacher to assist). Your challenge is to identify a target audience your map needs to cater for. It can be electronic or handmade. You can use a variety of teacher approved applications and/or media. **Annotated concept sketch is due in Week 3, Peer editing: mid-end Week 2, Final map due: Week 6**
2. Provide a written **justification** explaining and evaluating your design, how you responded to the brief and the needs of your target audience, ways you incorporated cultural diversity and sustainability. **Final Due: Week 3, Draft Due: mid-end Week 2, Word Count: 500 words**

KEY QUESTIONS:

1. What are the key elements and principles of graphic design?
2. What are the key elements of an effective map?
3. How can I ensure I understand and meet the needs of my client and my target audience?
4. What key elements of maps do I need to use in my design in order to cater for the visitors from various culturally diverse backgrounds (i.e. pictograms)?



CONDITIONS:

- In-class time to work on your report and concept sketch: 3 weeks
- If extension is needed medical certificate must be provided or penalties will apply

REMINDERS:

- Bring your Laptop to every class
- Create a checklist of all requirements needed. Show your project management timeline.





'Out and About' – Unit Plan – Term 4, 2016

		A	B	C	D	E
		The student work has the following characteristics:				
Knowledge and understanding	Knowledge (graphical representations)	student demonstrated comprehensive and effective communication to selected target audiences using appropriate technical terms and a range of graphical representation techniques in their map design	student demonstrated detailed communication to selected target audiences using appropriate technical terms and a range of graphical representation techniques in their map design	student demonstrated communication to audiences using some technical terms and graphical representation techniques in their map design	student provided partial communication using fragmented technical terms and graphical representation techniques in their map design	fragmented communication using poor or no technical terms and graphical representation techniques
	Understanding (impacts on design decisions)	student exhibited comprehensive understanding of how the features of digital technologies AND design principles impact on and influence design decisions for graphics and mapping	detailed explanation of how the features of digital technologies AND design principles impact on and influence design decisions for graphics and mapping	explanation of how the features of digital technologies AND design principles impact on and influence design decisions	partial explanation of the impact of features of digital technologies AND design principles	statements about impacts on designed solutions
Analysing and Applying	Analysis and Application of	comprehensive evaluation of client and target audience needs and thorough application to the design	detailed evaluation of client and target audience needs and detailed application to the design	evaluation of client and target audience needs and some application to the design	partial explanation of client and target audience needs and fragmented application to the design	statement about client and target audience needs
	Producing designed solutions	student displayed comprehensive and effective application of design principles for visual communication, KLA specific literacy, numeracy and ICT and correct use of grammar, punctuation, spelling and vocabulary	student displayed effective application of design principles for visual communication, KLA specific literacy, numeracy and ICT and correct use of grammar, punctuation, spelling and vocabulary	evidence of creation and adaptation of design principles for visual communication, KLA specific literacy, numeracy and ICT and correct use of grammar, punctuation, spelling and vocabulary	partial creation and adaptation of design principles for visual communication, little evidence of KLA specific literacy, numeracy and ICT and incorrect use of grammar, punctuation, spelling and vocabulary	fragmented adaptation of design principles, poor or no KLA specific literacy, numeracy and ICT and incorrect use of grammar, punctuation, spelling and vocabulary

‘Out and About’ – Unit Plan – Term 4, 2016

		A	B	C	D	E
		The student work has the following characteristics:				
Producing and Evaluating	Evaluating	comprehensive analysis and evaluation of information including sustainability and cultural diversity to judge and critically evaluate the suitability of their ideas, designed solution and processes.	development of detailed analysis and evaluation of information including sustainability and cultural diversity to judge and critically evaluate the suitability of their ideas, designed solution and processes.	<ul style="list-style-type: none"> development of analysis of information including sustainability and cultural diversity to judge and evaluate the suitability of their ideas, designed solution and/or processes. 	<ul style="list-style-type: none"> development of partial information including sustainability or cultural diversity 	<ul style="list-style-type: none"> poor or no statements of information
	Producing	<p>This dimension will be assessed at the end of the unit when the final submission is made.</p> <p>Note: Year 11 work is not graded but formative feedback is given. This marking criteria is provided to give students an overview of how successful their design has been in preparation for continuing studies in this subject area in year 12.</p>				



STUDENT NAME AND CLASS: _____

Peer Feedback

1. Does the map content respond to the client brief?

2. Does the map content respond to the needs of target audience?

3. Is the map design aesthetically pleasing to the viewer (look at elements such as composition, colour scheme etc.)?

4. Does it provide good visual communication?

5. List aspects of the design that were particularly good.
