

THE DESIGN PROCESS

WEEK 5 - PREPARING FOR ASSESSMENT 2

CERT III



AUSTRALIAN
PACIFIC COLLEGE
DESIGN SCHOOL

REVISION

ASSESSMENT - DUE DATE

ASSESSMENT 2 BREAKDOWN - step by step guide

GRAPHIC DESIGN - ILLUSTRATOR EXERCISES

ASSESSMENT 2 - PART A

Your client requires you to design two posters for the event, of which they will select one.

Using Adobe Illustrator, your posters should be designed in A3 Portrait.

Design 1

420mm x 297mm

Design 2

420mm x 297mm

Your poster designs must include:

- The event location
- The event dates
- A cohesive colour palette
- Carefully chosen text and/or imagery
- Any other information about the event which you think is important to include

Sample text to use
can be found in
Week 3 Lecture
PDF
(You can use your
own fictional text if
you want)

ASSESSMENT 2 - PART B

Students must present their two poster designs to their client in a 2-3 minute classroom or video presentation.

In their verbal presentation students must:

- Speak in a clear and confident manner
- Summarise the key ideas used in each poster design
- Explain the reasons for their choices in the use of colour

Studio sessions will be used to discuss in a breakout room.

If you choose to record a presentation make sure to submit the mp4 file.

DO NOT STRESS! Presentation can be informal.

If you are recording, use a friend or colleague to present to:)

You need to do this!

ASSESSMENT 2 - PART C

The Design Process

ASSESSMENT TASK 2 PART C

Self-Reflection/Evaluation

Student name: First and last name

Student number: Your student number

Email address: Student email

COURSE TITLE

CUA30715 Certificate III in Design Fundamentals.

SUBJECT TITLE

A10150 The Design Process

TRAINING UNITS

A: BSBDES201 Follow a design process

B: BSBDES302 Explore and apply the creative design process to 2D forms

C: BSBDES301 Explore the use of colour



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Assessment 2 BREAKDOWN

Students must complete a self-reflection and evaluation of their design process. Evaluate how successful you were in meeting the design brief requirements.

Answer the questions below.

Self-Reflection and Evaluation

Write a minimum of 3-4 sentences in response to each of these questions.

1.1. Describe your design process, from sourcing inspiration through to completing your final designs.

Think about the stages of your design process and list.

1.2. What challenges did you face in completing the design brief?

No wrong answer here :) What challenges did you have? For example - This could include having trouble generating ideas, software skill levels and delivering by the deadline etc.

1.3. How have you used colour to communicate your ideas?

Talk about how the colours work. What do they represent? Do they contrast well with the text etc.

1.4. Seek feedback on your two final poster designs.

Give the Design Feedback Form to at least one (1) person and ask them to answer the questions in relation to your two poster designs. Attach the completed feedback forms as additional pages at the end of this workbook.

Use a family member, friend or work colleague to get design feedback.

1.5. Describe how and why you think you have been successful in meeting the brief requirements?

Do you think your designs work? How have you met the brief requirements?

Design Feedback Form

Give this form to *at least one (1)* person in order to obtain feedback about your poster designs. *This could be a family member, friend or fellow student.*

1. The design brief asked the designer to create a poster for the Fifth Annual Graduate Design Exhibition. A prestigious, invite only exhibition for graduates in design fields such as fashion design, graphic design, interior design, print design, 3D design and photography.

Do you think I have been successful in creating a poster that:

- | | | | |
|---|------------------------------|-----------------------------|--------------------------------|
| a) Conveys all of the necessary information | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Maybe |
| b) Is visually appealing | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Maybe |
| c) Represents the event effectively | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Maybe |

Tick the boxes

2. Of the two poster designs, which is your favourite?

3. Why is it your favourite poster?

No wrong answer

4. Consider both poster designs. Do you think that the use of colour has been successful in communicating the concept or idea? Yes or No

5. Give a reason for your answer to question four above.

Again, talk about how colour works in your design

6. Consider both poster designs. Overall do you think they have been successful in communicating the concept or idea?

Yes or No

7. Give a reason for your answer to question six above.

How does your design communicate? Use of typography design, colour or imagery (design shapes)

Submission Instructions

1. To submit this workbook, complete all activities in this workbook.
2. Save it as a PDF.
3. Use the naming convention: FirstLast_A10150_AT2c_DDMMYY
4. Go to the Submissions Area in myAPC.hub and select ASSESSMENT TASK 2. Submit your work.

Make sure to answer each question :)

ILLUSTRATOR

EXERCISES

Goto myAPC.hub and work through Illustrator exercises,
Practice, practice, practice :)

You can watch the recorded lecture to step through the exercises.

