THE DESIGN PROCESS

WEEK 3 - PREPARING FOR ASSESSMENT 1.

ASSESSMENT DOCUMENTATION

ASSESSMENTS 1 AND 2 WORK TOGETHER, SO DOWNLOAD BOTH TO UNDERSTAND THE BIG PICTURE.

THE WAY TO UNDERSTAND
THE ASSESSMENT 1 WORKBOOK
IS TO READ THE ASSESSMENT 2
WORK BRIEF.

Assessment documentation

Here you will find your workbook, as well as assessment outlines.

- Assessment Task 1
- Assessment Task 1 Designer Workbook
- Assessment Task 2
- Assessment Task 2C - Evaluation
- Referencing and Style Guide

ADOBE
USE INDUSTRY STANDARD SOFTWARE

Ai

W SAVE AS PDF

ASSESSMENT 1 - DUE WEEK 4
Monday 20th February

* ASSESSMENTS DUE ON THESE DATES
UNLESS ARRANGED WITH APC

FEEDBACK PROCESS FOR ASSESSMENT 1

STUDENTS CAN USE LECTURE TIME TODAY FOR FEEDBACK FROM
ME, OR STUDIO TIME WITH YOUR CAMPUS TUTOR, OR ENGAGE
WITH EACH OTHER USING THE MOODLE FORUM.

https://moodle.apc.edu.au/mod/forum/view.php?id=165301

6. Feedback

Book a feedback session with your trainer during Studio Time to discuss your design development and ideas for progressing to Assessment Task 2.
In response to the feedback session, write a paragraph in answer to each of these questions:

6.1. What was the feedback you received on your initial ideas and your use of colour?

6.2. How are you going to use the feedback to move forward with your poster designs?

6.3. Which concepts did your trainer encourage you to move forward with? Why?

6.4. Did you identify any problems or challenges with your design? If so, what are they?

POSTER TYPOGRAPHY

https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/

https://www.brandingidentitydesign.com/22-inspirational-examples-vintage-typography-branding/

https://www.designbolts.com/2015/04/17/a-fun-series-of-designers-confessions-typography-posters-by-creative-market/

https://graphicdesignjunction.com/2012/08/typography-design-60-remarkable-examples/

https://www.canva.com/learn/typography-guide/

PLEASE KEEP
THE DOOR
CLOSED!!!
THANK YOU!!!

Please don't use
Comic Sans—we
are a Fortune 500
Company, not a
Lemonade Stand.

WHY IS CAREFUL PROOFING IMPORTANT?

KERNING - HOW MUCH DOES IT MATTER?

keming. (kĕm'-ĭng).
n. The result of improper kerning.