

THE DESIGN PROCESS

Preparing for Assessment 1

CERT III

ASSESSMENTS - DUE DATES

ASSESSMENT 1 BREAKDOWN - step by step guide

DEVELOPING IDEAS AND CONCEPTS

POSTER LAYOUT CONSIDERATIONS

STUDIO TIME - WORK ON ASSESSMENT 1

ADOBE

USE INDUSTRY STANDARD SOFTWARE



SAVE AS PDF



ASSESSMENT 1 - DUE WEEK 4

The Design Process

ASSESSMENT TASK 1

Design Workbook

Student name: First and last name

Student number: Your student number

Email address: Student email

COURSE TITLE
CUA30720 Certificate III in Design
Fundamentals

SUBJECT TITLE
A10154 The Design Process

TRAINING UNITS
A: CUADES201 Follow a design process

B: CUADES301 Explore the use of colour

C: CUADES302 Explore and apply the
creative design process to 2D forms



AUSTRALIAN
PACIFIC COLLEGE

Assessment 1
Breakdown

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Make sure to answer each question :)

1. The Design Brief

Read Assessment Tasks 1 and 2. Complete the template below with the design brief requirements.

Design Brief	
Project Name/Event	This is listed on Assessment 2 Design brief
Client (e.g. Trainer)	{Who are you designing for?} Jenni Onn
Due Date	{What is the deadline for completing the task} Due Date for Assessment 2 - See Week 2 Lecture
Audience	{Who will the design communicate to?} List the target audience, who would your poster designs relate to? Who would attend the design exhibition?
Responsibility	{What is your role and responsibility in completing this brief?} You are the Graphic Designer , why do you need to understand the brief?
Objectives	{What do you need to achieve?} List at least 2 What are you asked to design in Assessment 2, poster size required and finished file format.
Constraints	{What restrictions might you come across when completing this task?} List at least 2 What can limit your project? - eg deadline, software skills, time v budget etc
Resources Required	{What resources will you need to complete the task?} List at least 3 What do you use to create the designs, from idea generation to digital artwork? What software is used?

Read the brief, class lectures and watch recorded sessions to understand what Assessment 1 and 2 requirements are.

2. Schedule

Read Assessment Tasks 1 and 2. Use the table below to schedule key tasks and deadlines for both assessment tasks.

You may add or delete rows as required.

Task Description	DEADLINE	Tools/Materials/Equipment Required
Task 1 - Read through Brief/Workbook		
Task 1 - Research		
Task 1 - Idea Generation (concept design/development)		Sketching tools
Task 1 - Complete Workbook and submit final Assessment	Date Due	PDF
Task 2 - Read through Brief/Workbook		
Task 2 - Research		
Task 2 - List a few stages of the design process		
Task 2 - Either record 2 mins talking about project or speak to Jenni in studio		
Task 2 - Complete Workbook and submit final Assessment	Date Due	PDF

2. Schedule

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Task 2 - Research		
Task 2 - List a few stages of the design process		
Task 2 - Either record 2 mins talking about project or speak to Chris in studio		
Task 2 - Complete Workbook and submit final Assessment	Date Due	PDF

3. Critical Analysis

Research event poster designs and select one poster that you like. Critically analyse it for the use of the colour.

Insert your chosen poster here and answer the questions below.

Find a poster design that inspires you, this could be any poster, for example
for a concert, exhibition, event.

Place a chosen
poster design here.

Answer the questions below by writing a minimum of 3-4 sentences in response to each question.

3.1. Who is the artist/designer?

Choose a poster design that provides the artist or design studio name :) You can also include where they are located and any other information you can find.

3.2. Where did you find the poster? List the source using the *Harvard Referencing Style* (www.citethisforme.com)

- List the URL where you found the poster.
- Try using the automated Harvard Referencing Style and include that as well.

3.3. What is the poster trying to communicate?

What is the message the poster is communicating? Is this done through text or image design or both?

3.4. Which colours have been used?

List

3.5. What do these colours communicate or represent?

How do the colours work? Are they warm or cool colours? What meaning do the colours have?

3.6. How is this relevant to what the poster is trying to communicate?

Do they relate to the project?

3.7. What Elements and Principles of Design have been used in this poster design? List at least 3.

List 3 and how have they been used. (See week 1 for Principles of Design Examples)

3.8. Do you think that the poster communicates its idea successfully?

Yes or No? Why?

4. Design Development

Begin working on your poster design for Assessment Task 2 'Design Brief'.

Answer the questions below and use the following pages to insert your design development for the design brief in Assessment Task Two.

You may insert scanned or photographed pages, photographs, mood boards, sketches or anything else that shows your design development.

Show a minimum of two (2) unique concepts in your design development. You may add or delete pages as required.

4.1. What creative thinking techniques have you used in your design development process? List at least 2.

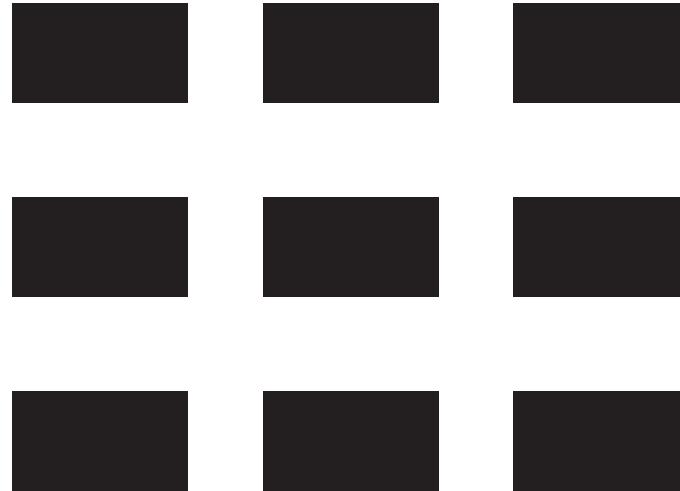
Think about how you can generate ideas - Research online, magazines, creation of moodboards, sketching, thumbnail sketching, mindmapping, keywords etc.

4.2. Design is a way of thinking and solving problems. What are the key steps in the design process?

List the basic stages of a design project - (covered this in lecture 1)

{Design Development}

Demonstrate design development, either moodboard images, sketches, mind map etc.
Use as many pages as required
:)



5. Colour Theory

Answer the questions below:

5.1. Research colour and write a short paragraph on how colour might be used to communicate a particular idea or concept.

Research online how colour can represent and provoke emotional response (see lecture 1). Give some examples.

5.2. List at least two (2) sources of information using the *Harvard Referencing Style* (www.citethisforme.com)

- List 2 URL's where you found the information.
- Try using the automated Harvard Referencing Style and include that as well.

5.3. Colour psychology suggests that colours can influence our emotions and our behaviour. What might be a limitation with following this traditional colour theory in design. List at least one (1) answer.

Colours can have different meanings in different cultures - You could provide some examples.

5.4. Traditional colour theory suggests that certain colours work better together depending on their placement on the colour wheel.

What might be a limitation with following this traditional colour theory in design. List at least one (1) answer.

Personal taste

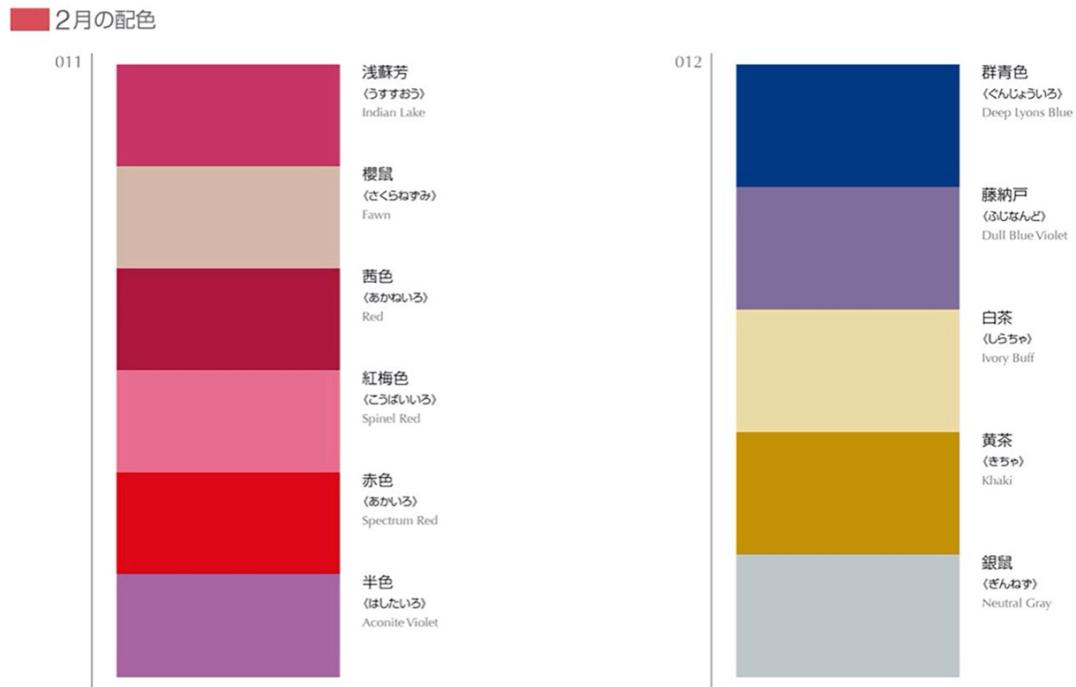
Different cultures

Colour Experimentation

Complete some colour experiments using various colour combinations that you think will work well together and communicate your idea for the design brief.

You may complete these digitally and insert them here or you may complete them by hand using markers, pencils or paints, and insert them as a scanned or photographed image.

An example from '*Dictionary Of Color Combinations - Volume 2*' has been provided below:



{Colour Experimentation}

Demonstrate exploring
with colour

You can insert pencil,
paint, digital colour
schemes
or you can use a
screen shot from your
computer.



For each of your colour experiments, answer the following questions with a minimum of 3 sentences:

5.5.Why do you think these colours work well together?

No wrong answer here:) - This is your opinion.

5.6.Why do you think these colours will work in communicating your concept?

What do the colours represent? Are you using good contrast?

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?

List feedback and thoughts

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

Are you going to use the feedback to revise your poster designs? Why?

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

What concepts did you develop further, why was this the strongest concept?

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

List any problems or challenges you had with your project.

7. WHS

Using the table below, list any tools, materials or equipment you have used.

You will also need to list the steps you have taken to ensure you have worked in a safe way.

This may include but is not limited to: Any necessary personal protective equipment used or safe work practices when sitting at a desk, for example.

Tool, Material or Equipment used	Measures taken to ensure safe use
Office Chair	Correct height for good posture
Clear Desk	No tripping hazards
Regular breaks	Stretching, Movement, Rest eyes etc

8. References

You must list all sources of information in the 'references' section of this workbook.

Include books, websites, magazines or any other sources of information you have gathered in order to complete your assessment task.

APC use the *Harvard Referencing Style* (www.citethisforme.com)

See additional resource for referencing requirements.

- List research where you found information.
- Try using the automated Harvard Referencing Style and include that as well.

9. Additional Pages

You may insert additional pages as evidence at the end of the workbook if necessary.

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_AT1_DDMMYY
4. Go to the Submissions Area in myAPC.hub and select ASSESSMENT TASK 1. Submit your work.

Read the brief and class lectures and watch recorded sessions to understand what Assessment 1 and 2 requirements are.

Use this workbook as a checklist and answer each question :)

Make sure to submit as a PDF with the correct file name.

Good Luck and don't stress. You have got this!!!

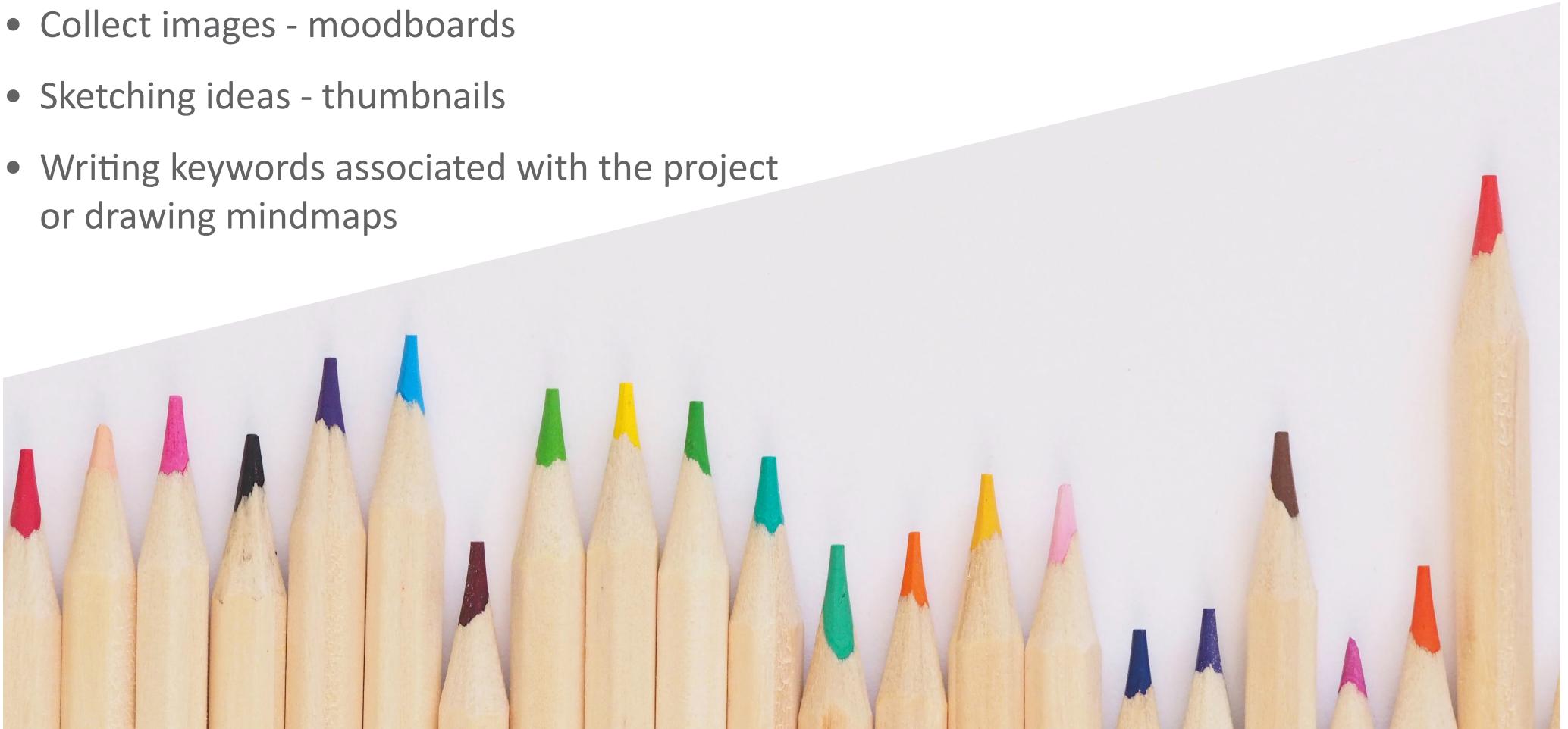
DEVELOPING IDEAS AND CONCEPTS

Once we understand a brief and requirements of a project we need to research and generate ideas for our design work.

We can use different techniques to do this:

- Collect images - moodboards
- Sketching ideas - thumbnails
- Writing keywords associated with the project or drawing mindmaps

Try to limit the amount of time on this stage - ideas and sketches do not need to be perfect, it is about generating ideas quickly



MOODBOARD EXAMPLES



MOODBOARD EXAMPLES

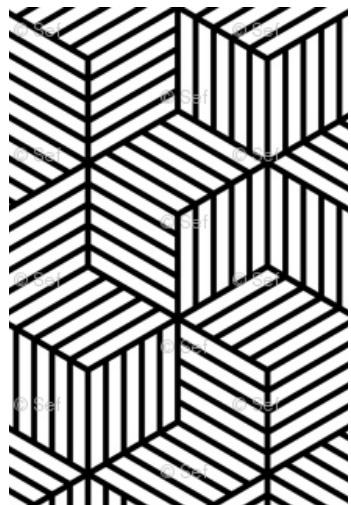
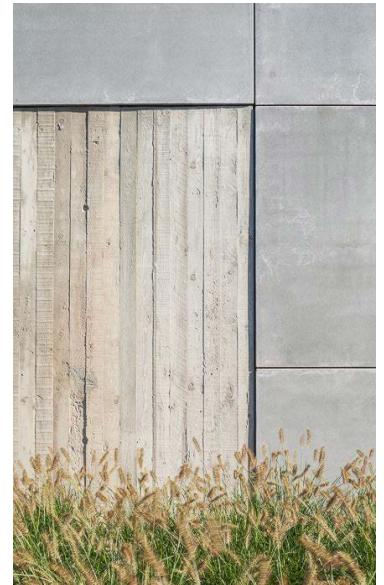
TEXTURAL



LUXURY



MODERN ARCHITECTURE



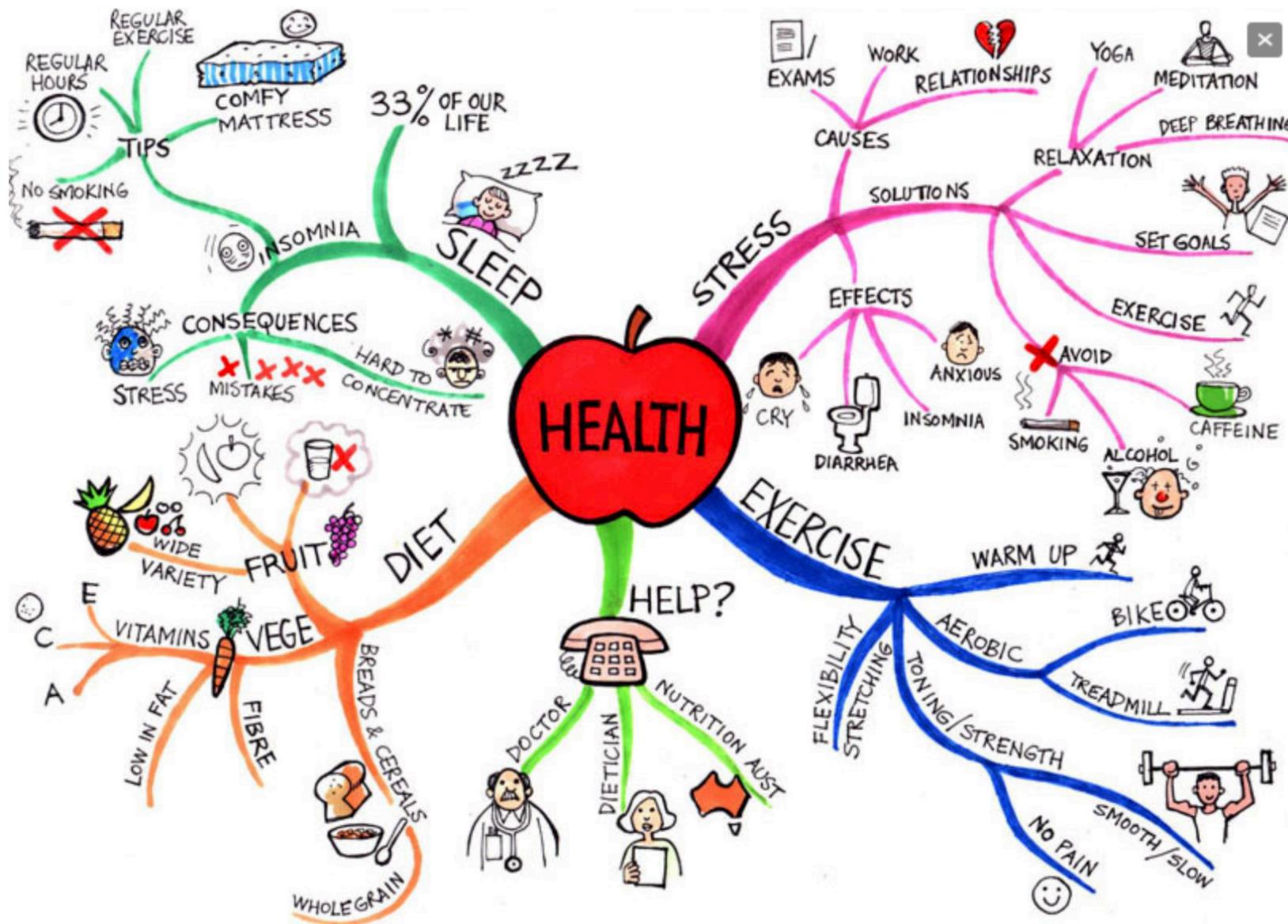
CONNECTIVITY

GREENERY



BRONZE / COPPER

MINDMAP EXAMPLE



POSTER DESIGN LAYOUT - CONSIDERATIONS

Research poster layouts (see Poster Example under additional resources)

Creating Poster designs that attract attention can get results is easier and are more effective when you employ the design principles.

- Use guidelines to create a grid
- Hierarchy (order) text
- Use Alignment of Text
- Use space
- Use strong contrast in colour and scale.

EXAMPLE OF POSTER DESIGN



HIERARCHY
ALIGNMENT

FICTIONAL TEXT TO USE FOR YOUR POSTER DESIGNS

TITLE	The Graduate Exhibition
SLOGAN	MAKE ONE UP - (1 word or sentence, eg Designer Future Showcase)
LOCATION	APC CAMPUS - SYDNEY, MELBOURNE, BRISBANE, GOLDCOAST
DATE	FICTIONAL (1week)
TIME	FICTIONAL
FOR MORE INFORMATION	apc.edu.au/news-and-events
SUPPORTING TEXT	<p>The Graduate Design Exhibition is a week long annual event which showcases the skills and talents of the top design graduates in Australia. It is a prestigious event, which graduates must apply for and win a place to attend. Invitees are chosen based on achievement and the merit of their portfolio. Graduates chosen to participate come from many fields of design including fashion design, graphic design, interior design, print design, 3D design and photography.</p>