

The Design Process

ASSESSMENT TASK 2 PART C

Self-Reflection/Evaluation

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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



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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.

Most of my inspo comes from the study of storytelling, composition, and getting in touch with my gooey feelings.

For this assessment, I wanted to think outside the box and instead of selling the message directly with direct imagery as advised, I like to come from a more fundamental angle.

I asked:

- What do even designers do? Are they really all that?

So, what do the designers even do?

- They hack your brain into a dopamine frenzy, motivating you in ways almost as they will, (if theyre good at it)

- They tell stories at a glance, no words needed

- They bring clarity to complexity

I was advised against doing too many topics. Actually, now that im so behind, its good advice.

I wanted to motivate. That is the goal of a designer isn't it?. Motivate someone to do something.

I thought about the stakeholders. The design industry, and the school.

My thoughts on how to do this was to inspire peoples imagination, to let them know that design might be for them.

We were talking in class about the matrix, so that's where I got my inspo in the end. Just paying close attention to the environment and reevaluating what might have been a passing comment or conversation or even a mundane item somewhere. But the matrix is always exciting though.

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

I found it difficult to come up with fresh ideas. But then I realized, design isn't just about being original. And for real, is anyone ever completely original? I then had to reevaluate that strategy. I don't need to be original, I need to compose well. And to compose well means to be able to communicate what it is that you wanted to communicate.

For this assessment, I wanted to communicate that

- You too, can have the power to harness the minds of others

But as we know, time and self-management got the better of me.

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

For the pink one, its attention grabbing. Hot pink. Nobody misses that. Also, to contrast against that pink, I use the opposite colour thingo, complementary? I think that's what its called. I did my best to not make it look too jarring . This coluor allows the the text to stand out from the sea of pink.

The other one is minimalist in its design. However, I may have used some random radial gradients, and I don't know if its even noticeable. I didn't have time to check. But the amount of negative space in this one is meant to make it feel enlightened. Its meant to feel a bit quiet, which is something we seem to get less of nowadays. Actually, what am I talking about. When does it ever go quiet. The light and soft colour tones I used are blue and yellow, which to me, means enlightenment, epiphany, idea

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.

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

I am successful because the posters both have visual hooks. One is by its strong colour, and the other because of the lack of it. Both have the effect of popping out of its surroundings, which is generally an average mix in of colour and clarity. It is the purity that is able to differentiate it self from noisy surroundings. And it's the noise that differentiates it self from pristine surroundings. You want their eyes first, then their brain.

1.6. Identify at least one (1) area for improvement.

I seriously need to figure out how to handle myself.
But in terms of the posters, I think there is not enough refinement.
What that means, I don't know, I can't quite explain it. But it still looks a bit amateur to me.
I did put it together in 2 hours though. So, I could improve on my time management.

Design Feedback Form

Give this form to *at least one (1)* person 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 the necessary information? ☒ Yes ☐ No ☐ Maybe
- b) Is visually appealing? ☒ Yes ☐ No ☐ Maybe
- c) Represents the event effectively? ☐ Yes ☐ No ☒ Maybe

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

I like the red one

3. Why is it your favourite poster?

Because its red coloured. Also its like a fairy tale with a girl hero.

4. Consider both poster designs. Do you think that the use of colour has been successful in communicating the concept or idea?

Yes. I like the red one.

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

The green part tells me the what the picture is about.

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

[Yes and no.](#)

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

[The one with the man is too grown up for me. I don't like the look of him. I don't want to look at that poster. Nop](#)

[I like the red one.](#)

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_A10154_AT2c_DDMMYY
4. Go to the Submissions Area in myAPC.hub and select ASSESSMENT TASK 2. Submit your work.