The Design Process

ASSESSMENT TASK 1

Design Workbook

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AUSTRALIAN
PACIFIC COLLEGE

Contents

1. The Design Brief

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

Design Brief	
Project Name/Event	Design Define The Graduate Design Exhibition
Client (*e.g. Trainer*)	Consortium for Creative Arts
Due Date	25/02/24 – Preliminary Submission 24/03/24 – Final Submission
Audience	General Public - Ages: Teens to Adult - Industry partners - Head-hunters - People seeking design inspiration - People who are considering studying or career in creative design.
Responsibility	To outline the design requirements for the project in the form of briefing documentation. To clarify and confirm requirements with required personnel. To present a preliminary overview presentation of the direction and choices made. To produce 2 posters advertising the exhibition

Objectives	Create 2 independent poster designs – 1 will be selected. The designs must include - Event Location - Event Dates - Cohesive Colour pallet - Carefully Chosen Text/Imagery - Other important event details such as the theme of the exhibition - Create a presentation summarising the key ideas and choices they've made
Constraints	Fixed Deadline - Time Fixed Budget - Money Inexperience – Skill Possible Sickness – Biology Possible tool and service failure – Technology Liaison consultations – Scheduling
Resources Required	A computer (with enough RAM) Adobe Design software (which is a paid subscription) An internet connection Transport (to see the liaison) Workspace (to work in) Stationary

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
Preliminary Submission	25/02/24	Computer Adobe Design Software Internet Workspace Transport Stationary
Final Submission	24/03/24	Computer Adobe Design Software Internet Workspace Transport Stationary
Key Tasks		
Analyse an existing event poster for its use of colour.		Computer Internet
Answer colour theory questions.		Computer Internet
Experiment with colour		Computer Internet Adobe Colour Adobe Illustrator

Task Description	DEADLINE	Tools/Materials/Equipment Required
Research design concepts related to poster-making		Internet Computer
Identify the key purpose of the poster in general and with specificity		Internet Computer
Explore existing posters and note the ones that relate and how well or not they generate action potential in the audience.		Internet Computer
Identify the key feelings and thoughts you want the audience to feel		Nature Book Pen
Create a pitch presentation that explains draft the direction and train of thought then get it reviewed and record the comments.		Internet Computer Physical Transport
Create the poster.		Internet Computer Adobe Design Software
Generate all finalizing documentation and presentations		Internet Computer Microsoft 365
Submit		Internet Computer

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.

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

3.1. Who is the artist/designer?
Concept Arts. They are a studio.

3.2. Where did you find the poster? List the source using the *Harvard Referencing Style* (www.citethisforme.com)
Concannon, P. (2022). The Matrix (1999) movie posters. [online] Fonts in Use. Available at: https://fontsinuse.com/uses/48789/the-matrix-1999-movie-posters.

3.3. What is the poster trying to communicate?
Really cool, sleek action movie that isn't totally mind-dead. Black clothes and sunnies inside are for cool people. I have never realised why I felt so cringe at movie posters until this close look at one. For this movie, I think its success was less about the actual poster, and more about the timing, media discussion, and novel use of special effects. The "quiet" gun display communicates there will be gun fighting. The serious facial expressions show confidence in themselves and in their ability and that it won't be just another lame gunfight. The digital computer code-inspired background is the signature symbol of the matrix and was cool at the time with the huge tech boom and conveys a futuristic setting. The rando on the left is seedy AF and says, there will be drama. I think I get where the cringe comes from. I think its because the poster is optimising the amount of information transferred to a passerby from a quick glance. I think.. Maybe… Like, it doesn't feel like it's optimised for beauty.

3.4. Which colours have been used?
Soft Blue, Hard blue, Hard Black, Glowy White, Green tint.

3.5. What do these colours communicate or represent?
Black – We're not playing around today. I am strong. I am refined. I am skilled. We're getting important shifts done today.

Darker Blue, in the type – Have you ever seen lightning? Electricity. We are high voltage. We are dangerous. Yet we are in control.

White, blue glow – We are fulfilling our calling - our sacred and divine purpose. Underneath all this, we have heart. We are good.

Metallic sheen on Neo's gun – look at meeeeee weeee pew pew. I'm new and shiny, just like this movie. Best of all, I made you look. I made sure your gaze continued down here and continues onward towards the title of the movie

Green tint – There is evil lurking somewhere. It's not smelly, but it just doesn't feel quite right. Something sinister, toxic, off. To be clear, I'm talking about the atmosphere and not the picture. |

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

I believe that before colour, there is context. In this case, I think it's the silhouette of the characters and guns. This sets the subliminal message of a super cool action movie. The colour then refines the story and tells us more detail, without the words. The main colour here is blue, as opposed to the heavily tinted green we see in the movie. I think the green in the movie creates a colour base for the future brand. But this is the first and the different types of blues used in this poster communicate the composed, thoughtful, meaningful, deep style of the movie, probably differentiating it from other movies at the time. I think overall, the blue colour communicates a sense of realisation, which I think is the most addictive drug. Not the way it's defined typically in the dictionary, but like the "Holy fudge, I just had an epiphany, and it all makes sense. I feel empowered" sort of way. There are other sorts of realisations I have defined but that's irrelevant.

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

Visual Hierarchy – Neo at the front. Leads to the shiny gun. Leads to the name of the film and goes down.

Contrast – it's quite busy but the glow distinguishes the background from the foreground, creating an illusion of negative space to let Neo appear prominently at the front.

Scale – Look at that tiny font at the bottom. Obviously less important.

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

You know, I look at this poster and I still feel something. Maybe a little cringe, but after taking the closest look I have ever taken at a movie poster and then stepping back and forgetting all about my analysis, I think it does. I think the silhouette that accompanies the matrix is the trench coat flapping graciously in the fake wind. Whenever I see someone wearing one of those trench coats with black sunnies walking around like they're so cool, I think back to this movie. I believe that a significant reason for that is because of this poster's thoughtful display of the trench coat.

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.
- Listening carefully to my body and how it instinctively feels in the moment as it reacts to stimuli. - Thinking about how I would like to feel and what I would like to be thinking after seeing the poster. - AI Generation. I never knew how easy this would make my design life as a starting point. I don't trust it to code though. - Pinterest. When I don't want to wait for the AI to generate copious amounts of heat and carbon dioxide. - Peeking at other people's screens, because I have social anxiety issues and am too afraid to just ask. - Watching YouTube and learning about design principles, and then thinking about how I would use them in the poster design. - Increasing awareness of the environment and observing and listening to it more carefully. Ultimately where I got several of my final ideas from. We were talking about the matrix in class and that afternoon, I realized that empowerment, realization, and change can be communicated by the ubiquitous symbol that is The Matrix.

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

For design projects in general:
 	
    1. Understand the intended look, feel, use case, and interaction with other elements within the context (including the audience).
 	
    2. Classify the theme or category that best makes up the context.
 	
    3. Research the existing works of that category and record relevant candidates that you may use or take inspiration from.
 	
    4. Decide how much to create, edit, and/or adapt based on the theme and the intent of the design. (Our hopes and dreams)
 	
    5. Assess the resources required to execute such a decision.
 	
    6. Reassess the constraints of the project.
 	
    7. Decide whether to create, edit, or adapt, based on the constraints of the briefing. (Our hopes and dreams crushed)
 	
    8. If Happy (because of 7), Goto step 5. Else, Continue.
 	
    9. Make some progress on the design and gauge the time taken. Extrapolate and assess time and resources.
 	
    10. Update key contacts on progress and integrate feedback. Goto step 6.

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Design Brief

Project Name: Design Define
The Annual National Graduate Design Exhibition

Client: Consortium for Creative Arts and Design

Task: Design 2 Posters advertising the exhibition

Field: Design (3D, Fashion, UI, Graphics, Interior, etc)

Audience:
- People with design interest
- People who didn't know they wanted to do design (prospective students)
- Head Hunters and Industry Partners
- Parliament Representatives (for the funding)

Message: Come to the exhibition if you want to understand the fundamental and essential role of design in our lives, yours especially.

Design Concept 1

Concept: <u>I know Kung Hue</u>

Description: Allusion to a movie scene The Matrix
Neo in fight-ready stance with rainbow something in his hand.
The image is accompanied with carefully chosen typed tagline:
"I know Kung Hue" instead of the "I know Kung Fu" in the original movie

Relevance:
- The Matrix is a famous film and is known by many. This makes the reference relatable to many people.
- The film depicts a male protagonist, Neo, who has yet to realise his prophesised potential in saving a dystopian future.
- The idea is to empower, educate and motivate both young and mature audiences about the importance of design and the meaningful careers that can eventuate from investing in it.

Design Concept 2

Concept: Blue Pill or Red Pill

Description: Allusion to a scene in the film: The Matrix
Morpheus presenting a 2 pills: A Red coloured pill labelled Blue in blue and a Blue coloured pill labelled Red in red. Neo has Wtf face.
The graphic is accompanied by the text: "Confusion is our Enemy"

Relevance:
- The idea is to bring up a memories where stupid designs have gotten in the way of greatness.
- To remind the audience about the importance of design at the moment of encountering a bad design.
- To make them feel like there may be a better career for them in design.

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Design Process

Base:
1. Screenshot Movie Scene
2. Using Photoshop, transform the screenshot into a realistic cartoon version, along with any other appropriate edits necessary.

Colour:
1. Using AI Image generator, identify colour trends that fit the core of your message.
2. Using photoshop, edit the base image until the colours are appropriate.
3. Using a colour picker or extractor such as adobe colour, create a colour palette from the image.

Image:
1. Using Illustrator, create a vector graphic from the screenshot.
2. Create something that will communicate Hue and position the object appropriately

Type:
1. Browse for graphic fonts that fit appropriately with theme of the scene
2. Browse for appropriate San Serif fonts that will communicate event details

Copyright Concerns

Situation: This work will be and adaptation of cinematographic work. This makes the work subject to copyright laws and requires requires legal consideration before further resources are invested into its development.

What is fair use? It generally means that the following areas are not against the interest of the public and the owner:

- Purpose of work
  - Promote an event promoting creative arts and design
- Alignment with encouraging creative expression
  - Yes
- Amount
  - 1 Frame of a Movie
- Market Effect
  - No negative side effect with possibility of positive outcome

[Source: https://www.alrc.gov.au/publication/copyright-and-the-digital-economy-alrc-report-122/4-the-case-for-fair-use/what-is-fair-use-2/]

Initial filtering

Initial filtering

Perhaps a shot where Morpheus has a sinister grin

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.

I believe it accentuates the intent or story by taking advantage of some learned, cultural or universal reaction humans have to different colours and their combinations.

In class, we discuss call to action. Colour is one component that can aid in increasing the probability of customer progression. This is more manipulation than it is communication, which is so cool. It's one of the underlying ideas for my poster. To wield the power of emotional manipulation - Hopefully to make the world better and not worse..

Supporting source: Vestina (2020). Increase Your Conversions with the Best Call to Action Colors - Attention Insight. [online] Available at: https://attentioninsight.com/increase-your-conversions-with-the-best-call-to-action-colors/#:~:text=Call%20to%20action%20color%20needs.

Some royals of the past used to keep secrets on how to make certain colours. Colours like blue and purple were rarer in nature and harder to make and sometimes worn to symbolise status. Nowadays, the same colours are sometimes used to indicate specialness, mystery, or uniqueness. It's also favoured by women but I wonder if that's cultural or innate.

Supporting source: Melina, R. (2011). Why Is the Color Purple Associated With Royalty? [online] livescience.com. Available at: https://www.livescience.com/33324-purple-royal-color.html.

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

This is my own reflection and for my own personal reference and helps me generalise ideas and to continually develop a framework in which to analyse design and nature.

From my time in solitude and study, it seems that there exists self-similarity between each mode of interaction between the human body and its environment. Common to all fundamental modes of interaction is the concept of proportionality. Humans and other creatures perceive by detecting the proportional change of a particular stimulus with respect to time. The rate of change is analogous to the difference between a punch and a push. Both can take effect over the same area, but damage and effect vary with essentially the same action over a different timeframe. I believe this to be the fundamental mode of interaction between anything in the universe. In terms of bodily sensation and emotional realisation, 'contrast' seems to best word to use in the context of human communication and interaction.

To summarise the paragraph, I think humans experience contrast. No contrast, no information, no communication.

The following is an application of the scale and perspective concept I developed to analyse the similarities between neural networks and the human brain.
- Reference - Brightness/Darkness
- Definition – Shapes/Space
- Repetition - Gradient/Texture
- Dimension - Hue/Saturation
- Recursion – Hierarchy/Information/Typography/Expectation
- Closure – Balance/Illusion/Language/Thought
- Identity – Feel/Atmosphere/Aether/Presence/Sound

It may sound like at some points, I have repeated myself, and yes and no and maybe sort of not really. When I do maths, I approximately use the same points to help myself classify and generalise patterns that I see. The patterns I encounter in my math work have me constantly in a state that feels very much like watching Sherlock, the TV series.

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

After beginning this course and doing research for the assignment, I came across Gestalt theory. It seems the development of my personal philosophy on psychology is aligned with the philosophy of Gestalt theory, which initially seems to feel like my thunder was stolen from me, but then I tell myself that this a good thing as thunder stealing is about identity and its insecurity and having independently developed a similar theory does not threaten my identity but puts it in an even better position to provide novel insights and perspectives.

It may sound completely counterintuitive, but the reason I do math is to ultimately understand my psychology because I have ultimately been failed by and seen continual struggle in the field of psychology. The problem with psychology is the acquisition of reliable data. There are so many confounding factors that affect a person's behaviour and physiology that the traditional application of the scientific method can only reveal correlation at best. We also have issues with classification like the ones found in Vox-ATypI which I sort of explain in the other assignment. The best psychology can do at the moment is say that a mental disorder exists and the amount of success for each treatment. Until more recent times, root causes were heavily attributed to genetics and also dismissed as chemical imbalances. I was unhappy with the state of psychology and its failure to help me. I've had enough. I thought that maybe I should perhaps try to use my engineering abilities to solve my issues instead of trying to find something existing. It'd probably be faster and cost less. Seeing no result within the first year of therapy is apparently a common thing. Fuck that. I tried my best with therapy for a year. I was broke and still broken at the end. It was rough but I figured some stuff out. Which lead to figuring a few more things out. Until one day, I was thinking about machine learning, and how funny and appalling its behaviour can be. Having built machine learning algorithms from scratch in the past, I understood why these problems existed and I saw many parallels between the way humans and machines learn and express. After realising and reflecting on the striking similarities between machine learning and human behaviour, I began exploring human psychology through the concept of network connections, and biological and algorithmic evolution and consciousness, which got deeper and deeper until it evolved into geometry and, currently, the study of algebra and number theory. I am currently trying to gain insight into circles which I intuitively feel will lead to insights about the nature of colour, which will hopefully lead to a more complete geometric representation of colour and the universe and finally its effect on physiology and its connection with psychology.

I want to discover, find and theorise with scientific rigor the reason why I've felt emotionally burdened since I could begin remembering with the hope that it may benefit others if anything substantial comes from my study. I believe the maths I am exploring is potentially the key to unlocking some of the mysteries of the universe. I believe the field of math is currently too abstract to be accessible and efficiently studied. I also believe it's like this partly because of the perceived status symbol of academia and people wanting their intelligence validated by exclusivity. I want to make math concepts more accessible, understandable, and

relatable using psychology while also giving a new perspective on psychology through the use of math with the hope that there will be a positive feedback loop between the two fields. However, I am aware of how stupid this can all sound. But I see the patterns and connections, and it seems that with my past experiences with cryptography, machine learning, cybersecurity, engineering, and problem-solving in general, I see less reason to doubt my intuition. I must remind myself of my achievements in the sciences because I continue to question my intuition, especially because what I am looking for seems flat-out insane and out of my league. My intuition and logic continue to test each other like frenemies. They have agreed that math will put to rest the tensions between them.

I know I've been ranting for a bit so it's time to come full circle. I believe the understanding of colour is the key to understanding life. What is colour even? And why does it make us feel the way we do? To say our colour interpretation is the result of all the experiences that we've had in our lives producing an instinctual or subliminal emotional reaction is, to me, seems an incomplete story and a boring answer. Upon inspecting myself analysing colour, I find I am connecting with a very basic instinct, basic as in foundational level like atoms being the foundation of the universe. As I continue to analyse the use of colour in design, I hope to strengthen this connection and develop my interpretation skills of it over time.

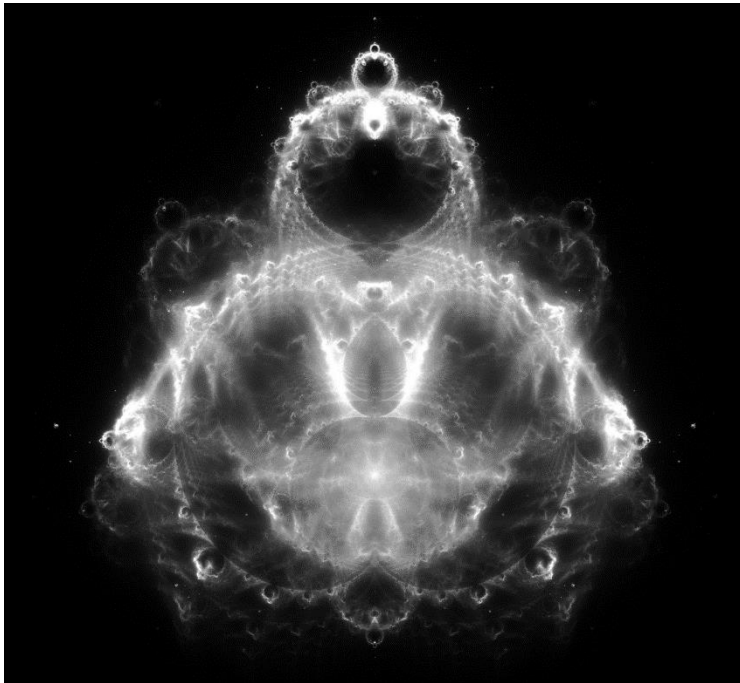The following section is me just sort of getting in touch with my colour instincts.

I find that when trying to understand and something, it is often useful to think about or produce examples of opposite case, opposite situation, or the removal of a subject to get a general feel of the concept. As I deduced previously, no contrast, no information, no communication. I have found adding 1 colour to a greyscale image can be the difference between interesting and celestial.

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

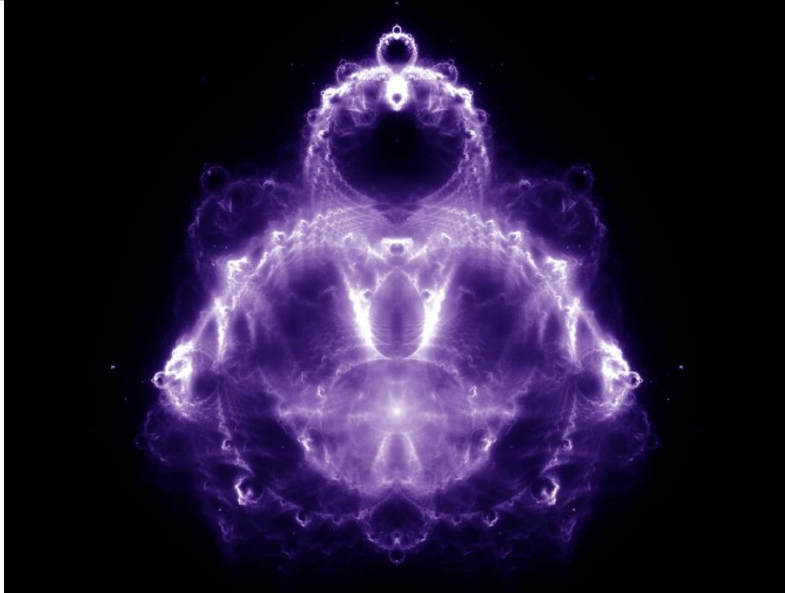Wikipedia. (2020). Buddhabrot. [online] Available at: https://en.wikipedia.org/wiki/Buddhabrot.

No colour

Simple Colour Balance in photoshop to 1 add colour.

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I ask myself

- do I feel different? – Yes
- better or worse? – Better
- do you think others will agree? – Probably
- why did I decide this colour? – I was fiddling around because I didn't feel like looking up a tutorial and then gave up and was like fk it Ill just add one colour and then I was like, you know what I like it. Simple but actually quite nice ay. I felt like, after going through the colour wheel, this colour brought out the story of this picture, which is its continual mystery and its unconventional origin.
- Do I think others will feel that the mystery and awe are accentuated? I have no idea.

5.1. Research colour and write a short paragraph on how colour might be used to communicate a particular idea or concept.
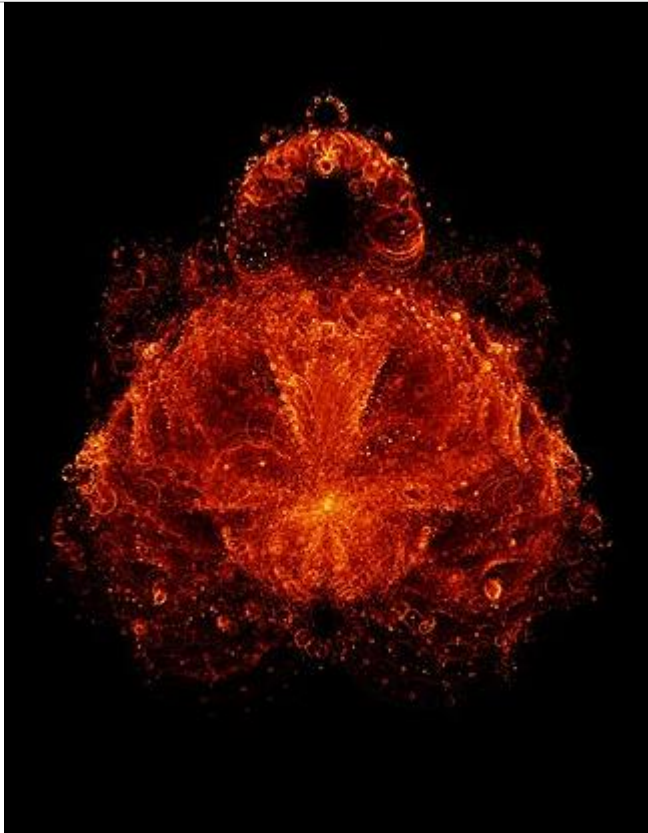
- How about his one? This one came from the Wikipedia site but done in another colour – I think that with the extra detail in this particular picture, a fiery colour also suites well. It definitely feels more alive and actiony. But I'd rather use the other one for calmer situations and this one for more energetic ones.

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

The thing is, I didn't wilfully generate these opinions and have no idea whether they are biased by my experiences or fundamental to my nature. I have broken down many walls and practiced careful listening to my automatic emotional responses. Before I learned to listen, if you would ask me the same question, I would only be able to tell you which one I liked more at that moment in time with absolutely no idea why. I was pretty much the type of person who could only communicate whether I felt good or bad.

I think I've gone a bit far on this point. But I think with topics I'm interested in like this one, I like to experiment a bit and then go do the research. Which ill go do now and add it to the beginning of this answer now that I have done some thinking. I think that it accentuates the intent or story by taking advantage of some cultural or universal reaction humans have to different colours and their combinations. I think it adds meaning to information and that humans are optimised to remember meaning.

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

Melina, R. (2011). Why Is the Color Purple Associated With Royalty? [online] livescience.com. Available at: https://www.livescience.com/33324-purple-royal-color.html.

Vestina (2020). Increase Your Conversions with the Best Call to Action Colors - Attention Insight. [online] Available at: https://attentioninsight.com/increase-your-conversions-with-the-best-call-to-action-colors/#:~:text=Call%20to%20action%20color%20needs.

Wikipedia Contributors (2019). Color theory. [online] Wikipedia. Available at: https://en.wikipedia.org/wiki/Color_theory.

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.

- Cultural Expectations
- Personal bias and experiences
- Religious bias
- Context

The limitation of this suggestion is that, although I believe it true, is that it fails to mention context. Colours are like letters of the alphabet. Q is a rare and strange letter to see. ETAOINSHRDLU, however, are much more common. These are the most common letters used in English. They're off the top of my head and I'm not exactly sure if they're correct but I had a lot of fun playing with ciphers. Anyways, saying that these letters are the most common doesn't mean every 7th word or whatever will start with an E. There is more nuance to it, just as there is with the use of colour. Not every red will mean death, power or passion.

I mean, I don't see a limitation in that suggestion immediately because I fundamentally believe that if there is a god, then the colour is the fundamental language of emotion and thus also affects our behaviour. Please let me know, I like collecting other perspectives. It helps me design better.

If instead, this question meant following a traditional list of associated meanings of colour, then yea, colour is so varied and context-dependent just like how words can taken out of context and mean different things in different contexts.

> 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.

It seems that in the past, everyone wants rules to create their perfect design. Of course, rules are good when they are followed, but eventually end up terrible or uninspiring when followed verbatim over time. Now that I think about it, it's pretty much the same today. We beat the importance of following rules in our children and some yell at or discipline them when questioned why or are given a terribly dumb answer which does more harm than good.

Imagine telling an AI that it must use the colours according to an elaborate set of rules. Then tell it to generate 10 images of anything. What do you think will happen? I think it would eventually generate uninspiring works. Funny, maybe, awesome initially maybe, but eventually, we will soon develop certain expectations for colours and they will begin to lose their meaning. Just my own theory though. I think it would make the word 'modern' obsolete if it were followed.

Also, it also depends on the story you want to tell, the audience you want to target, and the effect you are trying to achieve.

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. Submit a minimum of 3 options.

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 Colour Combinations - Volume 2'* has been provided below:

■2月の配色

011

浅蘇芳
〈うすすおう〉
Indian Lake

櫻鼠
〈さくらねずみ〉
Fawn

茜色
〈あかねいろ〉
Red

紅梅色
〈こうばいいろ〉
Spinel Red

赤色
〈あかいろ〉
Spectrum Red

半色
〈はしたいろ〉
Aconite Violet

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012

群青色
〈ぐんじょういろ〉
Deep Lyons Blue

藤納戸
〈ふじなんど〉
Dull Blue Violet

白茶
〈しらちゃ〉
Ivory Buff

黄茶
〈きちゃ〉
Khaki

銀鼠
〈ぎんねず〉
Neutral Gray

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The following artworks were produced by ai at: https://designer.microsoft.com/image-creator

AI Colours

Mainly golden yellow and pastel blue/aqua for zen realisation and enlightenment. Some red for action.
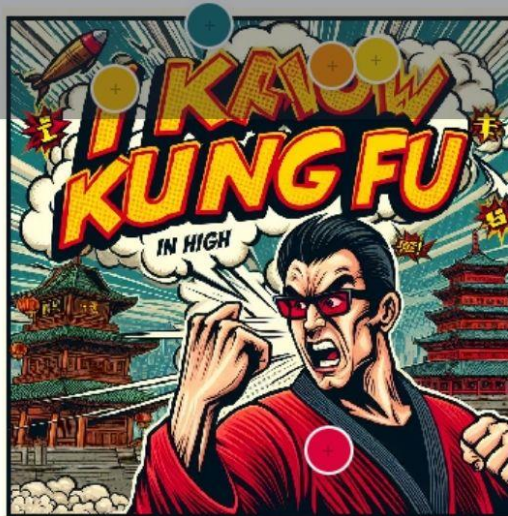
#73BFB1   #F2F0D5   #F2B705   #F29F05

AI Colours

Mainly yellow and blue for zen realisation and enlightenment. Some red for action.

#D9043D   #F2CB05   #F2B705   #F28705

#F2167D #F21B91 #0D0926 #777AA6 #B8D0D9

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?
Second picture – Blue is a calming and peaceful colour. The yellow is a bright and happy colour. The cream is a soft and neutral colour. The cream and the blue complement each other while the yellow adds contrast and draws attention. The blue and the yellow also directly oppose each other on the colour wheel. Third picture – I was experimenting with a bit of red to see if it would make the previous picture any better, but I really like the second picture and the red isn't great. It actually disturbs that sense of elegance and balance when compared with the second image. I don't think the red works well because primal energy is not something that goes well with something that's refined Fourth picture - Instead of red, I thought maybe a bright pink would be able to get people's attention. I think the pink and indigo work well here and feel much more refined and clean than the use of red. I think these colours go together because they are quite similar colours and it feels more like tones and shades of 1 colour, but it's not quite, is it?

5.6. Why do you think these colours will work in communicating your concept?
Any form of design is an application of mind to a problem or to optimize an existing solution. Such tasks usually a lot of thought and consideration. It is also often that ideas simply appear as a light bulb moment. I think the blue communicates the thought behind the designs. I think the yellow communicates the light bulb and inspirational moments that come with such thoughts. I think the pink communicates the vibrancy and creative energy in such environments.

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?

The feedback on colour was positive and there were no issues with it

The trainer said to keep in mind the connection between what I am designing and the requirements of the brief

The trainer warned me to not reach beyond my capabilities and to make sure it is something I can complete n this area.

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

I will use this feedback to continue to refine my documentation and communication about the poster. I will move forward by continuing to refine what I have already done and reconsidering some of the elements which may be too much for me to do.

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

The trainer really liked the matrix concept and encouraged me to keep on track and continue to refine my work

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

The trainer indicated that I should be clear about which field I am designing for.

The trainer indicated that I should refine the audience by indicating things such as the target age, gender, socioeconomic status, etc.

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 you 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.

You may add or delete rows as required.

Tool, Material or Equipment used	Measures taken to ensure safe use
Laptop	Visually inspect cables and replace any that have frayed. Pack away chargers and cables when not in use
Monitor	Ensure monitor is adjusted correctly to prevent eye, neck and back strain.
Lighting	Ensure the appropriate type of light and brightness when no access to natural light
Chair	Ensure chair supports and encourages good posture
Table	Ensure table is at the appropriate height
Stationary	Ensure stationary is packed away after use
Internet	Ensure basic understanding of cybersecurity practices
Keyboard and mouse	Ensure ergonomic placement Ensure type of mouse/keyboard is used is ergonomic

8. References

You must list <u>all</u> 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.

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9. Additional Pages

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

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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_AT1_DDMMYY

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

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