**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

**ASSESSMENT TASK 1**

**Design Workbook**

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**The Design Process**

Text

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## **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 |
| 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.

|  |
| --- |
|  |

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. I wonder how much drama goes on there. |

| 3.2. Where did you find the poster? List the source using the *Harvard Referencing Style* ([www.citethisforme.com](http://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 still cringe at most movie posters, even this 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 shitty 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 as fuck and says, there will be drama. I never thought about any movie poster this hard though. The more I look at it the lamer the poster gets. But I think I get it now. It's also about the subliminal messaging at a peripheral glance. I think.. Maybe.. |

| 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 can smash your head. Come at me. We are getting important shifts done today.  Blue, in the type – Have you ever seen lightning? Boom. Electricity. You flinched, we didn’t. We drink the stuff for breakfast. We are so cool like that.  White, blue glow – We are fulfilling our calling - our sacred and divine purpose. Underneath all this, we have heart. We are still human at the end of the day.  Metallic sheen on Neos gun – look at meeeeee weeee pew pew. I’m new and shiny, just like this movie. Look how big I am. Would you like to imagine playing with me? Or would you rather see me played with? You know where to find me.  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. I’m sure that whenever you see someone wearing one of those, you think, that person is so cringe, but the movie is great. I believe that a significant proportion reason for that is the poster and its tactful 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. A challenge coming from an engineering background. * 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. |

|  |
| --- |
|  |

## **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. |
| --- |
|  |

| * 1. List at least two (2) sources of information using the *Harvard Referencing Style* ([www.citethisforme.com](http://www.citethisforme.com)) |
| --- |
|  |

| * 1. 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. |
| --- |
|  |

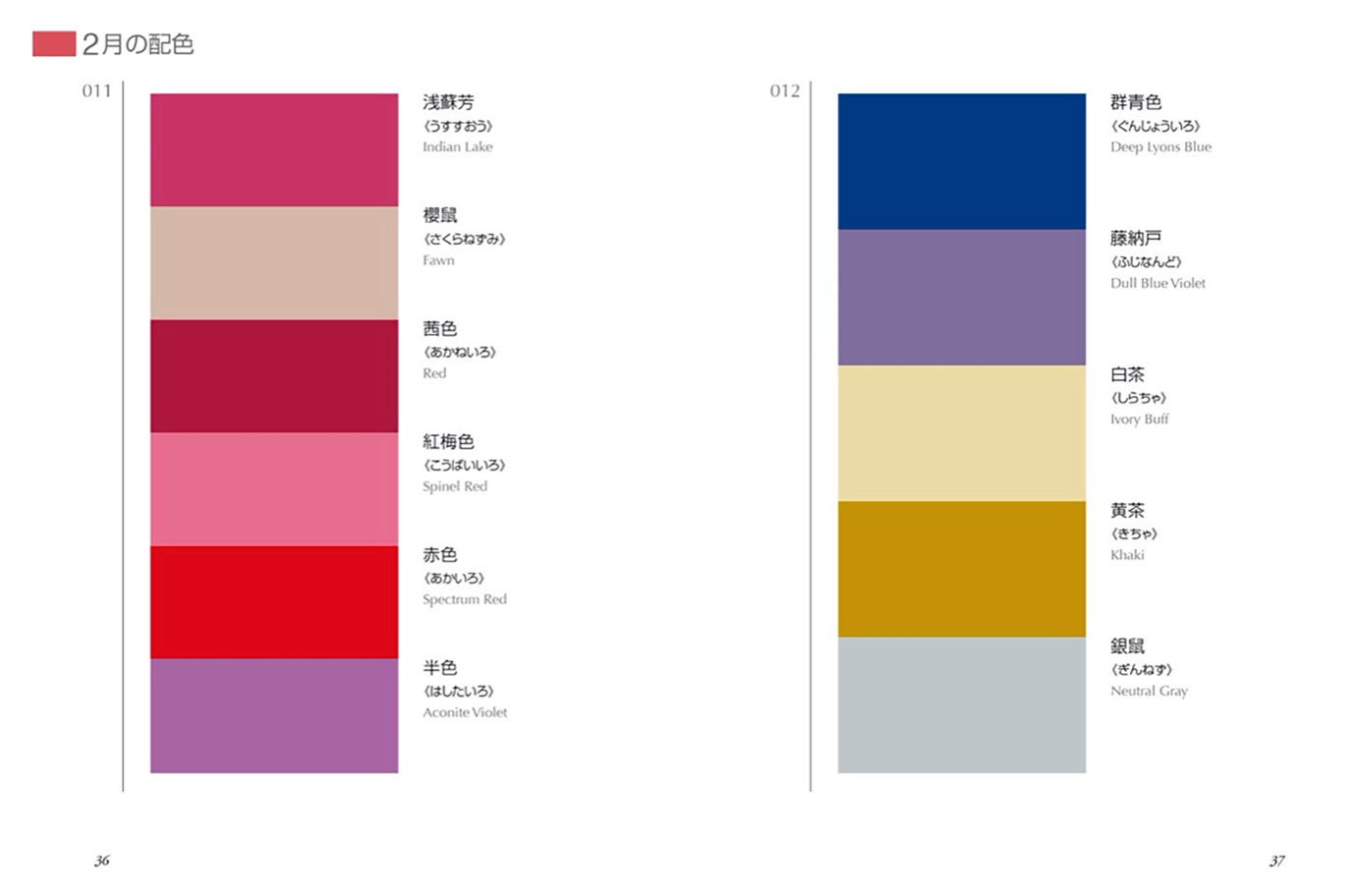
| * 1. Traditional colour theory suggests that certain colours work better together depending on their placement on the colour wheel.  What might be a limitation with following this traditional colour theory in design? List at least one (1) answer. |
| --- |
|  |

**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:

****

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

|  |
| --- |
|  |

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

| * 1. 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? |

| * 1. 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 *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](http://www.citethisforme.com))

See additional resource for referencing requirements.

## **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\_A10154\_AT1\_DDMMYY
4. Go to the Submissions Area in myAPC.hub and select ASSESSMENT TASK 1. Submit your work.