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**ASSESSMENT TASK 1**

**Design Development Workbook**

**Due week: 4**

Student name:

Student number:

Email address:

**The Design Workplace**

**COURSE TITLE**

CUA30720 Certificate III in Design Fundamentals

**SUBJECT TITLE**

A10157 The Design Workplace

**TRAINING UNITS**

A: CUADES304 Source and apply design industry knowledge

B: CUAWHS312 Apply work health and safety practices

C: CUAPPR314 Participate in collaborative creative projects

**ASSESSMENT TASK 1**

**DESIGN DEVELOPMENT WORKBOOK**

In this Assessment Task students will work individually to answer a series of questions about fundamental design industry knowledge. Students are required to participate in class discussions to share their design industry research with their peers.

**ASSESSMENT SUBMISSION**

Students must complete *all activities* in the workbook.

All sources of information must be referenced following standard referencing conventions.

Supporting documentation may be added as additional pages to the back of the workbook.

\*\* Please ensure all additional pages are labelled accordingly \*\*

**Where to submit this task:**   
Go to the Submissions Area and select ASSESSMENT TASK 1. Submit your work clearly labelled using this naming convention: FirstLast\_A10157\_AT1\_DDMMYY

Instructions for completing this workbook

This workbook is made up of a series of activities to be completed for Assessment Task 1.

Use the lectures and templates provided in the online classroom, your own research, and the supplied resources in order to complete the activities.

You must complete all activities in this workbook.

Include supporting documentation as an appendix with submission of this workbook.

Supporting documentation includes but is not limited to:

* Case studies
* Photographs
* References of sources of information (books/websites)
* Any additional pages added due to lack of space in workbook

**CONTENTS**

1. **Industry Knowledge: Information Sources**
2. **Industry Knowledge: History**
3. **Industry Knowledge: Technology**
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7. **Meeting Minutes**
8. **Design Development: Themes**
9. **Design Development: Colour Direction**
10. **Project Process Review**
11. **Independent Review**
12. **References**
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14. **Industry Knowledge**

**Information Sources**

Think about the Design Industry in relation to your project brief. This may be for example; mural design, street art, typography, super graphics for example. Research and answer the following questions.

* 1. Which area of design are you going to research?

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* 1. Where can you find information about this area of the design industry? List at least three (3) sources.

Sources can be but are not limited to: industry bodies, publications or websites for example.

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| 1. |  |
| 2. |  |
| 3. |  |

* 1. What information about the industry does each of these sources provide?

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| Source | Information that the source provides |
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* 1. List at least one (1) way that designers can stay current in their industry.

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* 1. List at least one (1) activity that you have participated in to maintain your currency in your chosen design industry. This may be a group activity or an individual activity. Relevant activities may include but are not limited to formal study, group projects, workshops, webinars, software or journal subscriptions for example.

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1. **Industry Knowledge**

**History**

Choose a decade (ten-year time period) in the history of your chosen design practice in part 1 of this workbook.   
Write 3-4 paragraphs about the history and evolution in this area of design for that decade.

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1. **Industry Knowledge**

**Technology**

* 1. What technology would be used in industry to complete the mural design project. List at least one (1) example.

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* 1. How is this technology used to enhance work performance in this area of design? Write 2-3 sentences.

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* 1. What new technologies are emerging in this area of design? List at least one (1) example.

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* 1. What opportunities will this new technology provide for designers working in this field? Write 2-3 sentences.

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* 1. List at least one (1) source where you found information about new technologies emerging in this area of design. Your source may be, but is not limited to websites, books or industry journals/publications for example.

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1. **Industry Knowledge**

**Law and Ethics**

* 1. Where can you find information about design industry legislation relating to employee and employer obligations? List at least one (1) source.

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* 1. What are the obligations of an *employer* hiring staff in the design industry? List at least three (3) obligations.

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* 1. What are the obligations of an *employee* working in the design industry? List at least three (3) obligations.

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* 1. Where can you find information regarding Intellectual Property (I.P) in Australia? List at least one (1) source.

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* 1. What does the legislation regarding Intellectual Property in Australia state? List at least one (1) item.

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* 1. How can designers protect their Intellectual Property in Australia? List at least one (1) way.

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* 1. How can designers use other creative work to inspire their own practice within the boundaries of copyright and intellectual property? Write 1-2 short paragraphs.

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1. **The Design Brief (TEAM ACTIVITY)**

Read Assessment Task 1. Complete the template below with the design brief requirements.

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| --- | --- |
| Design Brief | |
| Project Name/Event |  |
| Client  (e.g. Trainer) | {Who are you designing for?} |
| Due Date | {What is the deadline for completing the task?} |
| Audience | {Who will the design communicate to?} |
| Purpose of the Project | {What are the reasons for completing this project?} |
| Goals of the Project | {What do you need to achieve?} List at least 2 goals. |
| Responsibilities | {What is your role and responsibilities in completing this brief?} |
| Resources Required | {What resources will you need to complete the task?} List at least 3 resources. |

1. **Timeline (TEAM ACTIVITY)**

In your team, complete the timeline below with dates for task completion. It is recommended that you work backwards from the assessment submission deadline to include all important events.

You must include the following important deadlines in your timeline:

* When is the deadline for the task?
* When do you need to have the theme and the colour direction confirmed?
* When do you need to have your preliminary design ideas completed and move onto the final design?
* List any meetings you have arranged with your team to discuss the design development.
* Who is the person responsible for each task? You may choose to divide the tasks between you or to work on tasks together.

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| **Date** | **Tasks** | **Person Responsible** |
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1. **Meeting Minutes**

Come back to this section as required and enter the minutes of any design meetings you have with your team.

Copy and paste the template for each meeting you have.

You may add and delete rows as necessary.

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| --- | --- | --- | --- |
| Meeting Number: # | | Date: | |
| Meeting Discussion Points | Outcomes | Tasks | Assigned to: |
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1. **Design Development: Themes (TEAM ACTIVITY)**

Think about the Design Brief, the client ‘Team Up’ and the ethos of their brand: **Creativity, Sustainability, Innovation, Collaboration**

Working in your teams, discuss what themes you would like to explore as you develop ideas for this project. Complete a mind map in the space below.

THEMES

1. **Design Development: Colour Direction (TEAM ACTIVITY)**

In your teams, conduct some research into current colour trends and decide on a colour direction for the Design Brief.

Use this page to insert images of colour trends, sketch palette ideas and write notes about your decision-making process. Your colour direction can have as few or as many colours as you wish.

1. **Project Process Review (TEAM ACTIVITY)**

Participate in a review of the project process and outcomes with your team and answer the following questions. Be supportive of each other during this review process. Seek feedback and provide supportive feedback to others in your team. Supportive feedback is positive feedback that highlights what you have done well and where you can improve.

10.1. What theme did you decide on for the Design Brief?

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10.2. What colour direction did you decide to proceed with for the Design Brief, and why?

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10.3. Do you think your team worked successfully together?

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10.4. Explain why you think your team did or did not work successfully together. Write one or two paragraphs.

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10.5. Ask your team members for supportive feedback on your own role within the team. What feedback have you received from your team members?

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10.6. Based on the feedback you have received, list one area in which you can improve your skills.

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1. **Independent Review (INDEPENDENT ACTIVITY)**

11.1 In three to four sentences, write about how your team decided who was going to complete which tasks.

You may have decided to do all tasks together as a team OR you may have decided to separate the tasks and come back together to review and make decisions.

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11.2. Did you face any challenges in working as team? If so, what were they?

(These can be practical challenges such as sourcing equipment for example, or they can be interpersonal challenges such as coming to agreement on a colour direction).

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11.3. How did you resolve any challenges that you came across? Write one to two paragraphs.

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* 1. Working in a team requires team members to support each other’s ideas. Give one (1) example where you have been supportive of your team members ideas to get the best outcome for your design brief.

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**12. 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 using the *Harvard Referencing Style* ([www.citethisforme.com](http://www.citethisforme.com)).

See additional resource for referencing requirements.

1. **Additional Pages**

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