

ASSIGNMENTS AND MARK SCHEMES

STUDIO CLASS D

Studio Class all about Advertising - creating deliverables for a client brief.

ASSIGNMENTS

WEEK 1

WORKING TO A BRIEF

Using previous analytical and research skills to understand a client brief.

ASSIGNMENT

Please read the briefs and select which one you are going to work on.

Submit a summary of the brief, outline what research you need to do, what decisions you need to make, what deliverables you could produce, your initial thoughts.

WEEK 2

RESEARCH AND CONCEPTS

Exploring key points when researching and creating initial sketches.

ASSIGNMENT: PLEASE SUBMIT A PDF OF RESEARCH INTO AN ALREADY EXISTING BRAND OR AN UPCOMING LOCAL BRAND USING THE QUESTIONNAIRE PROVIDED IN THE LESSON.

WEEK 3

INITIAL DESIGNS

Using the previous session to create the draft of a design - later to be refined.

ASSIGNMENT: PLEASE SUBMIT A SELECTION OF YOUR INITIAL DESIGNS.

WEEK 4

FINALISING YOUR DESIGN

Lesson prepping for a presentation of the final deliverable - to bear with your target audience.

ASSIGNMENT: PLEASE SUBMIT FINAL DESIGN

WEEK 5

PODCAST/RADIO SHOW BRIEF

Starting a second part of advertising with the choice of 2 new client briefs.

**ASSIGNMENT: SUBMIT A RE-WITTEN BRIEF
TAILORED TO YOUR CHOSEN PODCAST/RADIO
SHOW.**

WEEK 6

LOCATIONS/TYPES OF ADVERTISING

Considering where and how to advertise in order to create a successful campaign

**ASSIGNMENT: SUBMIT YOUR INITIAL IDEAS &
SKETCHES**

WEEK 7

REFINING IDEAS

Showcasing the process of sketch to final piece - with refining details.

**ASSIGNMENT: SUBMIT YOUR PROCESS - INITIAL SKETCHES AND
DESIGN DIRECTION PROGRESS SO FAR.**

WEEK 8

FINALISING A DESIGN

Discussion around how to finalise a design using the previous 2 weeks with feedback to develop design ideas.

ASSIGNMENT: PLEASE SUBMIT YOUR FINAL PODCAST/RADIO SHOW CAMPAIGN

WEEK 9

FINAL PRESENTATIONS

Students will use this lesson to present their finalised campaigns to their peers and tutor.

WEEK 1 & 2

A - Excellent

- Significant amount of research made into client brief
- All parts of the task completed
- High attention to detail with comprehensive annotation

B – Good

- A good amount of research made into understanding brief.
- Good use of analytical skills
- All parts of the task completed

C – Satisfactory

- Some research made into client's brief
- Has shown some understanding but with little annotation
- Not much attention to detail

D – Marginal Pass

- Very little understanding of the brief
- No clear presentation of their brief research within annotation
- Very little attention to detail

F – Inadequate

- Lack of evidence concerning research of brief
- No clear annotation
- No attention to detail

Incomplete

- No research done/no understanding
- No submission
- No annotation/detail

WEEK 3 & 4

A - Excellent

- Extensive analysis of their design journey showing ideas, sketches and analysis
- All parts of the task completed
- High attention to detail and very good analytical skills.
- A strong concept that is thought through and connects their research

B – Good

- A good amount of analysis of their design journey showing ideas, sketches and analysis.
- Have communicated this research clearly
- Good use of analytical skills
- A good concept connected to their design research so far

C – Satisfactory

- Some analysis of design journey showing ideas, sketches and analysis
- Have communicated some understanding of the brief
- Not much attention to detail
- Some steps towards finalising a concept but more evidence needs to be shown

D – Marginal Pass

- Very little understanding of their design journey showing ideas, sketches / little analysis.
- No clear communication or analysis of their findings
- Very little attention to detail

- No clear research / parts of task missing

F – Inadequate

- Lack of research
- No clear presentation of their design journey
- No concept
- No attention to detail

Incomplete

- No research done into their design journey, with no ideas, sketches, or annotation.
- No submission
- No concept

WEEK 5

A - Excellent

- Excellent research and understanding of their design journey so far / understanding of new brief
- All parts of the task completed
- High attention to detail and very good analytical skills of process so far / understanding new ideas

- A strong concept that is thought through and connects their research from beginning brief and sketches to current project/brief in module.

B – Good

- A good amount of research and understanding has been done as shown by the progression of the design journey and application to new brief.
- Have communicated the design process clearly
- Good use of analytical skills
- A good concept connected to their brief and original sketches

C – Satisfactory

- Some reflection of design brief / understanding new ideas/concepts.
- Have communicated some understanding of their client's brief but not explored or fully understood new concepts delivered.
- Not much attention to detail

D – Marginal Pass

- Very little understanding of brief and their design journey
- No clear reflection of their work so far

- Very little attention to detail
- No clear research into different work elements **F**

- Inadequate

- Lack of research
- No clear understanding / presentation
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 6

A - Excellent

- Excellent use of previous skills to refine / improve their design sketches
- All parts of the task completed
- High attention to detail in their design
- A strong concept that is shown from their research to the submitted design

B – Good

- A good use of previous knowledge to apply refinements / improvements to design sketches.
- Good attention to detail
- Good use of analytical skills
- A good concept that is shown from their research to the submitted design

C – Satisfactory

- Some use of previous understanding to create design sketches but not all parts of the task completed
- Not much attention to detail
- Concept is clear but could do with some significant improvements

D – Marginal Pass

- Very little evidence of understanding to create design sketches that reflect their previous knowledge.
- No clear concept for the task
- Very little attention to detail
- No clear design concept taken from their design journey so far.

F – Inadequate

- Lack of design

- No clear understanding of collaterals
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 7

A - Excellent

- Excellent use of knowledge and skills to present a coherent and finalised/refinement of design ideas
- All parts of the task completed
- High attention to detail
- A strong concept that is thought through and connects their design research

B – Good

- A good use of knowledge and skills to present a coherent and finalised/ refinement of design ideas
- Have a good attention to detail
- Good communication of design

- A good concept connected to their design research

C – Satisfactory

- Some use of knowledge and skills to present a coherent and finalised/refined design ideas
- Have communicated some understanding of design
- Not much attention to detail
- Some steps towards presenting a finalised idea but could do with expanding.

D – Marginal Pass

- Very little understanding of knowledge and skills to present design ideas.
- No clear concept
- Very little attention to detail
- No clear research

F – Inadequate

- Lack of research
- No clear analysis
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 8

A - Excellent

- Excellent use of formatting, knowledge, skills and design for final submission
- All parts of the task completed.
- High attention to detail throughout submissions
- A strong concept that is thought through, connecting with design journey and brief

B - Good

- A good use of formatting, knowledge, skills and design for final submission
- Have communicated this design clearly throughout submissions

- Good attention to detail
- A good concept connected with design journey and brief

C – Satisfactory

- Some consideration to formatting, knowledge, skills and design for final submission
- Have communicated some understanding of design throughout submissions
- Not much attention to detail
- Some steps taken to convey design concept with design journey and brief

D – Marginal Pass

- Very little understanding of the brief or use of formatting, knowledge, skills and design for final submission
- No clear communication of design
- Very little attention to detail
- No clear research into design concept

F – Inadequate

- Lack of design throughout submissions
- No use of formatting choice for final submission

- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 9

N/A