

ASSIGNMENTS AND MARK SCHEMES

STUDIO CLASS E

Studio Class all about Branding, including how to Research a Brand and apply design skills to create a Brand Book.

ASSIGNMENTS

WEEK 1

RE-CAP OF BRANDING

A lesson re-capping important topics from a previous Branding module. Showing the final product that students should set to make for the end assignment.

NO SUBMISSION

WEEK 2

RESEARCH

This lesson provides all the tools to research into a brand, including a questionnaire and examples.

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

THE PROCESS

A lesson that details the design process, showing a presentation for an existing company/client piece.

NO SUBMISSION

WEEK 4

INITIAL SKETCHES USING RESEARCH AND BRAINSTORMING

This lesson will re-cap their previous knowledge of sketching and taking down research.

PLEASE SUBMIT YOUR PROCESS SO FAR, INCLUDING YOUR INITIAL SKETCHES AND MIND MAPS. PLEASE INCLUDE A SHORT ANALYSIS OF YOUR IDEAS AND DIRECTION.

WEEK 5

THE PRESENTATION

A lesson that will provide a presentation on 3-4 different art directions. Students should be able to present what ideas they have so far.

PLEASE SUBMIT YOUR PRESENTATION SO FAR WITH THE CHOSEN ART DIRECTION.

WEEK 6

REFINING LOGOS AND PRODUCING COLLATERALS

Detailing the process of using their existing design themes to create letterheads and business cards, including examples.

PLEASE USE THE RESOURCES/TUTORIALS PROVIDED IN THE LESSON TO CREATE YOUR OWN COLLATERALS THAT WILL BE PLACED IN YOUR FINAL PRESENTATION.

WEEK 7

FINAL BRANDING CONCEPT PRESENTATIONS FOR APPROVAL

Students should use this week to present their final concepts for approval.

PLEASE SUBMIT THE LATEST VERSION OF YOUR PRESENTATION.

WEEK 8

DESIGNING THE BRAND

Presenting examples of finished Brand Books as reference for what students should submit for the following weeks presentations.

NO SUBMISSION

WEEK 9

FINAL PRESENTATIONS

Students will use this lesson to present their finalised Brand Books.

PLEASE TAKE THE NEXT TWO WEEKS AFTER LESSON TO FINALISE THE BRAND BOOK AND SUBMIT THE OUTCOME WITH ALL ITS COUNTERPARTS.

MARK SCHEMES

WEEK 1

N/A

WEEK 2

A - Excellent

- Significant amount of research made into brand/company
- All parts of the task completed
- High attention to detail with comprehensive annotation

B – Good

- A good amount of research made into brand/company
- Good use of analytical skills
- All parts of the task completed

C – Satisfactory

- Some research made into brand/company
- Has shown some understanding but with little annotation
- Not much attention to detail

D – Marginal Pass

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

F – Inadequate

- Lack of evidence concerning research of brand/company
- No clear annotation
- No attention to detail

Incomplete

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

WEEK 3

N/A

WEEK 4

A - Excellent

- Extensive analysis of their design journey showing ideas, sketches, mind maps 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, mind maps 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, mind maps 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, mind maps and 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 showing the initial idea to where it has progressed currently within their presentation
- All parts of the task completed
- High attention to detail and very good analytical skills of process so far

- A strong concept that is thought through and connects their research from beginning brief and sketches to current idea

B – Good

- A good amount of research and understanding has been done as shown by the progression of the design journey within the presentation
- 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 their design journey but not all parts of the task completed
- Have communicated some understanding of their client's brief but little use of analytical skills to express their design journey
- 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 presentation of their summary
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 6

A - Excellent

- Excellent use of digital aid to submit their designs alongside their collaterals
- 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 digital aid shown by the design alongside their collaterals
- 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 digital aid to create design collaterals 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 use of digital aid to create design collaterals
- 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 design idea
- 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 design idea
- 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 design idea
- 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 a coherent and finalised design idea
- 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

N/A

WEEK 9

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