

ASSIGNMENTS AND MARK SCHEMES

TEXT AND IMAGE

ASSIGNMENTS

WEEK 1

INTRODUCTION TO TEXT AND IMAGE

This introductory lesson will explain the origins of text and image and how they can be used both separately and together.

Please submit a mind map of techniques different media outlets use to create combinations of text and image.

WEEK 2

EDITORIAL DESIGN

This week explores various methods text and image combinations can be used in editorial design.

Please submit an image using a combination of any text and image that can be used in an editorial such as a magazine cover.

WEEK 3

HOW TO COMBINE TEXT AND IMAGE

A guide with tips and recommendations of how to create successful combinations of text and image to communicate a message. These tips have example images alongside to demonstrate their use.

Please submit a new image using elements of last weeks assignment. Experiment with composition elements and explore changes in the dynamic of an image.

WEEK 4

DESIGNING WITH TYPOGRAPHY

This week explores how images can be created solely using text and typefaces.

Please submit an image of a simple text/typography design created using Photoshop.

WEEK 5

VISUAL METAPHORS AND HOW TO USE THEM – WEEK ONE

What are visual metaphors, how to use them and image examples.

Please submit an advert or campaign poster using visual metaphors. Consider what message you want to convey.

WEEK 6

VISUAL METAPHORS AND HOW TO USE THEM – WEEK TWO

Exploring further into visual metaphors and how they are used in advertising.

Please swap an assignment with somebody else within the group and submit a version with your annotations, notes and constructive feedback.

WEEK 7

CREATING IMPACT IN A SECOND

This lesson is a re-cap / overview of the course topics so far. Week Seven is the start of a two-week project to create a campaign.

Please submit a PDF of a poster design for a health charity.

WEEK 8

FINALISING THE EDITORIAL

Second week of the campaign project. This lesson will explore looking at editorial design and how they can be adapted into different mediums.

Please submit a PDF of your finalised charity campaigns adapted into another medium of print.

WEEK 9

PRESENTATIONS

Presenting final project designs for peer feedback.

Please submit a PDF of your final submissions.

MARK SCHEMES

WEEK 1

A - Excellent

- Extensive research and understanding of the lesson and techniques used within text and image.

- 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 research and understanding has been done as shown by the summary submitted.
- Have communicated this research clearly
- Good use of analytical skills
- A good concept connected to their client's brief.

C – Satisfactory

- Some research done but not all parts of the task completed
- Have communicated some understanding of their client's brief but little use of analytical skills
- Not much attention to detail
- Some steps towards finding a concept but more focus needed to find one/understand the different elements of the task.

D – Marginal Pass

- Very little understanding of the brief

- No clear presentation of their findings
- 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 2

A - Excellent

- Significant amount of research, ideas and sketches produced with detailed annotations
- All parts of the task completed
- High attention to detail and analytical annotations fitting with their brief
- A strong concept that matches the themes of their chosen brief and annotations.

B – Good

- A good amount of research, ideas and sketches submitted alongside clear annotations
- Have communicated this research clearly
- Good use of analytical skills
- A good concept connected to their clients brief and annotations.

C – Satisfactory

- Some research, ideas and sketches have been done with basic annotations but not all parts of the task completed or expanded.
- Has shown some understanding of their client's brief but little annotations
- Not much attention to detail
- Some steps towards finding a design concept but more focus needed to understand their brief

D – Marginal Pass

- Very little understanding of the brief
- No clear presentation of their findings
- Very little attention to detail
- No clear concept to support their work or understanding of brief

F – Inadequate

- Lack of evidence concerning research, ideas and sketches with little to no supporting annotations
- No clear presentation within submission
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 3

A - Excellent

- Extensive design development so far and shown clear understanding of graphic design principles
- All parts of the task completed
- High attention to detail with coherent analysis of design journey
- A very strong concept that is thought through and connects their research

B – Good

- A good amount of development so far, showing clear understanding of graphic design principles
- Have communicated the design journey so far clearly
- Good use of analytical skills
- A good concept connected to their understanding of the brief

C – Satisfactory

- Some research into their design journey and graphic design principles done but not all parts of the task completed
- Have communicated some understanding of their design journeys and principles but little analysis on their development
- Not much attention to detail
- Some steps towards developing their design ideas but more focus needed to find one/understand the different elements of the task.

D – Marginal Pass

- Very little understanding of the brief
- No clear presentation of their findings
- 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 of summary
- No concept

WEEK 4

A - Excellent

- Extensive analysis of their design journey showing sketches in digital format along with feedback from design peers and influence on design ideas
- All parts of the task completed
- High attention to detail and very good analytical skills involving great use of digital aids
- A strong concept that is thought through and connects their research

B – Good

- A good amount of analysis of their design journey showing sketches in digital format along with feedback from design peers and some influence on design ideas
- Have communicated this research clearly
- Good use of analytical skills along with good understanding of digital aids
- A good concept connected to their design research so far

C – Satisfactory

- Some analysis of design journey but not all parts of the task completed of their design
- Have communicated some understanding of feedback and use of digital aids
- 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 with little or no feedback from design peers

- No clear communication or analysis of their findings
- Very little attention to detail or use of digital aids
- 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 5

A - Excellent

- Excellent research and understanding of their design journey so far showing the initial idea to where it has progressed currently
- 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 in the submission
- 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 a mock-up
- 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 and mock-up submitted
- 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 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
- 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 design elements

- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 7

A - Excellent

- Excellent use of motion or interaction incorporated in their design, related to their brief concept
- All parts of the task completed
- High attention to detail, considering how design and motion can be used to convey themes found in their brief
- A strong concept that is thought through and connects their design research

B – Good

- A good use of motion or interaction incorporated in their design, related to their brief concept

- Have a good attention to detail, considerable thought of how design and motion can be used to convey themes found in the brief
- Good communication of design
- A good concept connected to their design research

C – Satisfactory

- Some use of motion or interaction incorporated in their design, related to their brief concept
- Have communicated some understanding of design
- Not much attention to detail or consideration of how design and motion can be used to convey themes in the brief
- Some steps towards use of motion or interaction in design but little understanding of how this is connected to their design

D – Marginal Pass

- Very little understanding of how to use motion or interaction for their design
- No clear concept on motion or interaction choice to convey themes found in the brief
- Very little attention to detail

- No clear research into different work elements

F – Inadequate

- Lack of research
- No clear motion or interaction incorporated into their design
- No concept of how motion and interaction can be used to convey themes found in the brief
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 8

A - Excellent

- Extensive understanding of how to adapt designs into various formats
- All parts of the task completed
- High attention to detail using digital aids to complete formatting
- A strong concept that carries over into the new formats

B – Good

- A good understanding of how to adapt designs into various formats
- Good attention to detail using digital aids to complete formatting
- A good concept that carries over into the new formats

C – Satisfactory

- Some understanding of how to adapt designs into various formats but not all parts of the task completed
- Have communicated some understanding of their client's brief but little use of analytical skills
- Not much attention to detail when using digital aids to complete formatting
- Some steps towards carrying over their design concept into the new formatting but needs clearer understanding

D – Marginal Pass

- Very little understanding of the brief / how to adapt designs into various formats
- No clear use of digital design

- Very little attention to detail
- No clear research into carrying over a concept into new formats

F – Inadequate

- Lack of or little attempt at adapting designs into various formats
- No clear presentation of their summary
- No attempt at concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 9

A - Excellent

- Excellent use of formatting choice 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 choice 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 choice 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 choice 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