

# ASSIGNMENTS AND MARK SCHEMES

## Introduction to Graphic Design

### **WEEK 1**

Now that you've read the details on the fundamentals of Graphic Design, the next task will demonstrate your perceptions on design. **Please write a short essay** around 5-6 paragraphs on what graphic design means to you.

### **WEEK 3**

Please find ONE example of each of the following typeface type in use in a graphic design piece: serif, sans-serif, display, and script. **Please write** about why this typeface choice is effective for the overall impact and tone of each design.

### **WEEK 5**

Research examples of each of the 5 graphic design principles. **Find visual examples** that demonstrate each element and analyze the effect on the audience.

### **WEEK 6**

**Please choose** 3 gestalt principles, write a short summary for each, and how they are effectively used in design. Then **create a poster design** using those principles, you can either combine them into one poster or create a series of three posters.

### **WEEK 7**

**Create your own A3 poster.** Please choose one of the following subjects (or choose your own emotion/feeling): Fear, Funny, Shame, Empowerment, Positivity, Power, Joy... Also consider composition, design elements and techniques you have learned in this course and other courses. Please write a short paragraph or a few bullet points to explain your thinking and what design decisions you made.

## **WEEK 9**

**Create an A5-sized** flyer for one of the following:

Sundown Festival

Oktoberfest

Copenhagen Jazz Festival

Shōganji Zen Retreat

(You may use their current branding and logo or you may design your own, or omit the logo)

When designing, please utilize other subjects learned in this course.

Gestalt, Hierarchy, color, contrast, compositions, and grids. Think about how you can make everything work in harmony. Remember to research, think, imagine, sketch, try, change, and repeat until you are happy with your work.

# WEEK 1

## A Excellent

- Very Informative and engaging essay on what graphic design means to them (rather than just a general interpretation/ from research)
- A deep understanding on what the graphic design means as a wider term and how that relates to them
- High attention to detail in both the text and layout of the essay

## B Good

- Has a good grasp of the project objectives
- Has communicated clearly what graphic design means to them (rather than just a general interpretation/ from research)
- Good attention to detail in both the text and layout of the essay

## C Satisfactory

- Has communicated clearly what graphic design means to them but doesn't feel very personal to them
- Could have fleshed out further to meet the required word count (4-5 paragraphs)
- Not much attention to detail

## D Marginal Pass

- They have understood the assignment but not given a clear explanation
- The essay isn't a personal reflection, but rather a text book account of what graphic design means
- The essay could have been longer
- Very little attention to detail

# WEEK 3

# WEEK 5

## A Excellent

- Has fully understood the brief and has found five good examples
- Has given a deep analysis of the effect of each example on the viewer
- High attention to detail throughout the assignment

## B Good

- Has fully understood the brief and has found five good examples
- Has given a good analysis of the effect of each example on the viewer
- Good attention to detail throughout the assignment

## C Satisfactory

- Has understood the brief and has found five examples
- Has given an analysis of the effect of each example on the viewer
- (Could have been fleshed out further)
- OK attention to detail in both the text and poster

## D Marginal Pass

- They have understood the assignment, but examples could have been better/ clearer
- They have supplied an analysis of the effect of each example on the viewer,
- but could have been pushed further to give a deeper understanding
- Very little attention to detail
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## WEEK 6

### A Excellent

- Has given a deep analysis of the three Gestalt principles
- Has created a strong poster that uses one or all three of the principles effectively
- High attention to detail throughout the assignment

### B Good

- Has given a good analysis of the three Gestalt principles
- Has created a good poster that uses one or all three of the principle effectively
- Good attention to detail throughout the assignment

### C Satisfactory

- Has understood the brief
- Has given an analysis of three Gestalt principles
- (Could have been fleshed out further)
- Has created a poster that uses one or all three of the principles
- (Could have been more considered)
- OK attention to detail in both the text and poster

### D Marginal Pass

- They have understood the assignment
- Has given an analysis of three Gestalt principles, but could have been pushed further to give a deeper understanding
- Has created a poster, but could have been more considered
- Very little attention to detail

## WEEK 7

### A Excellent

- Has fully understood the brief and has created a poster that really captures the chosen mood
- Has considered the design elements and techniques used
- Has written a concise explanation to the thinking behind the poster design
- High attention to detail throughout the assignment

### B Good

- Has fully understood the brief and has created a poster that captures chosen mood
- Has given a good explanation behind the poster design
- Good attention to detail throughout the assignment

### C Satisfactory

- Has understood the brief and has created a poster
- (poster could have been more considered)
- Has given an analysis of the effect of each example on the viewer
- (Could have been fleshed out further)
- OK attention to detail in both the text and poster

### D Marginal Pass

- They have understood the assignment, but poster lacks emotion/ mood
- They have supplied an explanation of the poster design,
- but could have been pushed further to give a deeper understanding
- Very little attention to detail

## WEEK 9

### **A Excellent**

- Has fully understood the brief and has created an A5 flyer that really captures the chosen brand or created their own look and feel that reflects the festival spirit and offering
- Has put into practise the composition principles such as space, balance, consistency, contrast and hierarchy
- Has utilized all of the subjects used in the course
- High attention to detail throughout the assignment

### **B Good**

- Has fully understood the brief and has created an A5 flyer that captures the chosen festival look and feel
- Has considered the composition principles such as space, balance, consistency, contrast and hierarchy
- Has utilized some of the subjects used in the course
- Good attention to detail throughout the assignment

### **C Satisfactory**

- Has understood the brief and has created a flyer
- (flyer could have been more considered)
- Has considered some, but not all of the composition principles such as space, balance, consistency, contrast and hierarchy
- Has utilized some of the subjects used in the course
- OK attention to detail

### **D Marginal Pass**

- They have understood the assignment, and created an A5 flyer, but it only loosely
- captures the chosen brand and festival look and feel
- More of the composition principles such as space, balance, consistency, contrast and hierarchy could/ should have been used
- Has utilized some of the subjects used in the course, but could have pushed it further
- Little attention to detail