

# ASSIGNMENTS AND MARK SCHEMES

## Vector Graphics (Illustrator)

### **WEEK 2**

Please submit 3 different colored versions for the 'summer camp' logo that you created in Lesson 4.

### **WEEK 4**

Please submit a monster that you have drawn using the pen tool and coloured (Please combine the elements you traced from lesson 9)

### **WEEK 5**

Please recreate THREE of the following logos in Adobe Illustrator.

Twitter (in rounded box), Apple (rainbow), Shell Oil, Samsung, Petronas or Subway.

### **WEEK 8**

Please submit your response to task 2, but please use a DIFFERENT layout and font choices than those in the Adobe tutorial.

### **WEEK 2**

#### **A Excellent**

- Not enough evidence in assignment to award an Excellent grade.

#### **B Good**

- 3 Summer camp logos have been created
- All details are included (including arrow heads and tails)
- 3 different colour ways have been used

#### **C Satisfactory**

- 3 Summer camp logos have been created
- Some minor details have been omitted
- 3 different colour ways have been used

**D Marginal Pass**

- Only one design has been created
- Design lacks key details

**F Inadequate**

- Work submitted doesn't resemble the tutorial
- Student hasn't used Adobe Illustrator to complete the work

## **WEEK 4**

**A Excellent**

- Monster created clearly shows an excellent grasp of the pen tool
- Curves are all smooth
- Extra details have been added - enhancing the tutorial

**B Good**

- Monster created clearly shows a good grasp of the pen tool
- Curves are all smooth

**C Satisfactory**

- Student has attempted the task, and recreated some of the correct elements
- Monster is missing key detail (or doesn't at all resemble the tutorial elements)
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**D Marginal Pass**

- Design lacks smooth curves showing a lack of understanding of the pen tool
- Monster is lacking many details/or elements

**F Inadequate**

- No attempt to recreate the monster made
- Lacks use of the pen tool

## **WEEK 5**

**A Excellent**

- 3 logos are recreated to a high standard
- The Ai document contains evidence of the use of guides and grids being used
- High attention to detail shown
- Document shows a good understanding of the process of working in illustrator

### **B Good**

- 3 logos are recreated to a high standard
- High attention to detail shown
- The Ai document has been submitted but shows no evidence of the grids and guides being used to create the logos.

### **C Satisfactory**

- 3 logos have been recreated to a satisfactory standard
- The logos are missing a few minor details
- The Ai file shows some evidence of an understanding of the working process in illustrator
- The lines and curves are uneven in places

### **D Marginal Pass**

- 1 or more logos have been attempted
- Lacking key details and elements
- The lines and curves are uneven across the logos
- Very little attention to detail
- Ai files shows little evidence of the process

### **F Inadequate**

- Student work doesn't resemble the logos asked for
- No Ai file submitted - only image files submitted
- Shows lack of understanding of illustrator

## **WEEK 8**

### **A Excellent**

- Task has been completed to a high standard
- Poster shows a good understanding of how to use type in illustrator
- A suitable layout has been designed using the existing elements
- Suitable typefaces were chosen to complete the task
- Excellent attention to detail

### **B Good**

- Task has been completed to a good standard
- Poster shows a good understanding of how to use type in illustrator
- A different layout has been designed using the existing elements
- Different typefaces were chosen to complete the task
- Good attention to detail

### **C Satisfactory**

- Task has been completed
- Poster shows an understanding of how to use type in illustrator
- Either a different layout or different typefaces have been used
- Some attention to detail shown

**D Marginal Pass**

- Task has been attempted
- Different typefaces or layout has been attempted
- Very little attention to detail

**F Inadequate**

- Typefaces were not added correctly to the sample file
- Lack of attention to detail
- No attempt to alter the layout or typefaces used

## Color Theory

**WEEK 2**

Please research a color of your choice. Then find 3 good graphic design examples that use this colour, please explain why you think these examples are good pieces of design. Please elaborate on how you think your chosen color influences the reader/viewer as it is portrayed in the examples you chose (use colour psychology to help you).

You can submit your work in whichever format you wish – an essay, a poster, an infographic, bullet-pointed presentation etc...

**WEEK 4**

Choose a mood (happiness, sadness, excitement, or others) and create a 5 – 6 color palette that represents that mood. Please explain your design choice, and consider how the colours you have chosen will influence the viewer.

**WEEK 2****A Excellent**

- Detailed research has been carried out and applied to the analysis
- The examples chosen show a wide range of different applications of the colour
- The research has been applied to the experience of the viewer
- Insightful comments have been made on the relationship between the colour psychology research and the viewer

**B Good**

- A good amount of research has been carried out, and an understanding of colour theory has been applied.
- Graphic design examples selected show a range of different uses for the colour
- Some comments have been made on the relationship between the colour psychology research and the viewer

**C Satisfactory**

- Some research has been carried out, yet the ideas of colour psychology haven't been well applied as analysis but is mainly descriptive.
- The examples chosen don't show a wide range of different uses
- Little attention to the response of the viewer
- Lacking in depth and detail

**D Marginal Pass**

- Little evidence of research being carried out
- Examples are all similar/do not express a key amount understanding of the task
- Little depth of detail
- No consideration for the response of the viewer

**F Inadequate**

- Lack of research
- Only descriptive writing
- Examples chosen do not represent the research

## **WEEK 4**

**A Excellent**

- The colour palette is suitable and clearly conveys the mood selected
- Relevant research has been carried out and applied to the task
- They have considered the response of the viewer in detail
- High attention to detail and very good analytical skills

**B Good**

- The colour palette is suitable and clearly conveys the mood selected
- There is evidence of research that has been carried out and applied to the decisions made
- They have considered the response of the viewer
- Attention to detail and good analytical skills

**C Satisfactory**

- The colour palette has been selected and somewhat relates to the mood selected
- There is evidence some knowledge and research of colour has been applied to the decisions made
- They have briefly considered the response of the viewer
- Some attention to detail and some evidence analytical skills

**D Marginal Pass**

- Some colours have been selected however not well presented somewhat relates to the mood selected
- There is little evidence some knowledge and research of colour being applied
- The viewer has not been considered
- Very little attention to detail

**F Inadequate**

- No colours have clearly been selected for the palette
- There is no evidence some knowledge and research of colour being applied
- The viewer has not been considered
- No attention to detail

## Design Critique

### WEEK 2 (IN W8)

With the images shown above please take notes on what feedback you would have given. E.g if any colors would've worked better, any typography, layout flaws, and what features would have made these signs more practical. Imagine what questions and solutions you would have conjured up in a critique meeting.

Please submit your work as a list of bullet points/short paragraphs outlining what feedback you would have given the designer.

### WEEK 2

#### A Excellent

- Well reasoned and very appropriate feedback given
- Ideas and improvements stated clearly and concisely, and in a considerate style
- Knowledge and understanding of graphic design elements and techniques have clearly been well applied to justify decisions and comments.

#### B Good

- Well reasoned and appropriate feedback given
- Ideas and improvements stated clearly and concisely
- Knowledge and understanding of graphic design elements and techniques have been applied to justify decisions and comments.

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#### C Satisfactory

- Some reasoned and appropriate feedback given
- Ideas and improvements have been suggested
- Little evidence of knowledge and understanding of graphic design elements and techniques being applied to justify decisions and comments.

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#### D Marginal Pass

- An attempt at giving appropriate feedback has been made
- Some ideas and improvements have been suggested
- Very little evidence of knowledge and understanding of graphic design elements and techniques being applied to justify decisions and comments.

**F Inadequate**

- An attempt at giving feedback has been made
- No ideas and improvements have been suggested
- No little evidence of knowledge and understanding of graphic design elements and techniques being applied to justify decisions and comments.

## History of Graphic Design

**WEEK 9**

Please choose a designer (from any era) and design a poster/infographic about them.

Please include:

1. Short Bio
2. Era
3. Design style
4. Their influences
5. Notable work
6. What influence have they had on the design world and other designers?

**WEEK 9****A Excellent**

- Extensive research has been done
- Research has been very well presented
- Informed understanding of the context the designer was working in
- Considered understanding of the wider impact the designers work had

**B Good**

- A good amount of research has been done
- Research has been well presented
- Shown understanding of the context the designer was working in
- Some understanding of the wider impact the designers work had

**C Satisfactory**

- Some amount of research has been done
- Research has been presented in a logical way
- Little evidence of understanding of the context and impact of the designers work

**D Marginal Pass**

- Very little research has been done
- Research has been attempted to be presented in a logical way
- No evidence of understanding of the context and impact of the designers work

**F Inadequate**

- Lack of research
- No clear presentation of their findings
- Little evidence of understanding the designers work and no mention of the context and impact