ASSIGNMENTS AND MARK SCHEMES

Studio Class

**WEEK 1**

Choose a company, non-profit, organization, or brand and find out all you can about them. **Please create** and submit a presentation with your findings.

**WEEK 2**

Create a concept for the company or organization that you selected in week 1. **Please create a presentation** showing the consolidation of your research and your exploration of different concepts and what direction you plan to take your project in.

**WEEK 3**

Sketch (by hand, black and white on paper) logo options for your chosen company/ organization. **Please submit photographs/scans** of the sketches of your logo design ideas. (We want to see lots of ideas, not perfect finished designs!)

**WEEK 4**

Choose 2 – 3 of the best logos you have created from the sketches last week. Now, develop them, come up with more versions of the same ideas. Also, choose a color or colors for your logo. Still by hand, please! **Please submit photographs/scans** of your sketches.

**WEEK 5**

Look back at your work from last week. Now select one logo, and create it in illustrator, and color it. You could consider also including variants of the logo e.g an all-black version of the logo, a square variant for social media use, a small icon to use at low sizes. **Please create a presentation** showing the evolution of the logo. We want to see your process and sketches too! This should not just be a polished client-focused style presentation.

**WEEK 6**

Please choose a book you have read and resonated with you. Please submit a short essay, mindmap with reflections/sentences (as well rather than only single words), short presentation. **Please answer why and how** the book resonated with you, as well as including short summary of the book and a reflection of your feelings and thoughts. Use the questions above to help you.

**WEEK 7**

Create a mood board for the book: **Please submit either a PDF or photograph** of your mood board.

**WEEK 8**

Time to sketch your ideas for the book cover design. **Please submit a photographs/scan of your sketches**. Please present them as a PDF/Word document, and include annotations/ design choices.

**WEEK 9**

Please submit your **final book cover design**.Please submit the full cover on one spread, front cover, spine and reverse cover. Please also write a few bullet points or short paragraph to explain your design choices and how your design is suitable.

**WEEK 1**

**A Excellent**

⁃ Extensive research on the essence of the company

⁃ 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 has been done as shown by the presentation submitted. ⁃ Have communicated this research clearly

⁃ Good analytical skills used

⁃ A good concept that connects their the research

**C Satisfactory**

⁃ Some research done but not all parts of the task completed

⁃ Have communicated their research findings but their analytical skills are low due to not all of the questions answered

⁃ Some presentation of their findings

⁃ Not much attention to detail

⁃ Some steps towards finding a concept but more focus needed to find one/understand coming up with a big idea.

**D Marginal Pass**

⁃ Very few of the questions on the questionnaire answered

⁃ No clear presentation of their findings

⁃ Very little attention to detail

⁃ No big concept or attempt to find one

**F Inadequate**

⁃ Lack of research

⁃ No clear presentation of their findings

⁃ No concept

⁃ No attention to detail

**Incomplete**

⁃ No research done

⁃ No presentation of their findings

⁃ No concept

**WEEK 2**

**A Excellent**

⁃ Extensive research on the essence of the company

⁃ 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 has been done as shown by the presentation submitted. ⁃ Have communicated this research clearly

⁃ Good analytical skills used

⁃ A good concept that connects to their research

**C Satisfactory**

⁃ Some research done but not all parts of the task completed

⁃ Have communicated their research findings but their analytical skills are low due to not all of the questions answered

⁃ Some presentation of their findings

⁃ Not much attention to detail

⁃ Some steps towards finding a concept but more focus needed to find one/understand coming up with a big idea.

**D Marginal Pass**

⁃ Very few of the questions on the questionnaire answered

⁃ No clear presentation of their findings

⁃ Very little attention to detail

⁃ No big concept or attempt to find one

**F Inadequate**

⁃ Lack of research

⁃ No clear presentation of their findings

⁃ No concept

⁃ No attention to detail

**Incomplete**

⁃ No research done

⁃ No presentation of their findings

⁃ No concept

**WEEK 3**

**A Excellent**

⁃ Lots and lots of sketched logo ideas

⁃ A hugely diverse range of logo ideas

⁃ Logos that connect well to their concept

⁃ Excellent attention to detail

**B Good**

⁃ A good amount of sketched logo ideas

⁃ A range of ideas

⁃ Logos that connect to their concept

⁃ Good attention to detail

**C Satisfactory**

⁃ Some logo sketches

⁃ A few different types of logos sketched ⁃ Some logos connect to their concept

⁃ Not much attention to detail

**D Marginal Pass**

⁃ Few logo sketches

⁃ No diversity in their ideas

⁃ A few logos connect to their concept

⁃ Very little attention to detail

**F Inadequate**

⁃ Very few logo sketches

⁃ No diversity or range logo ideas

⁃ Very little connection to their concept ⁃ No attention to detail

**F Inadequate**

⁃ A couple logo sketches

⁃ No obvious concept in the sketches

**WEEK 4**

**A Excellent**

⁃ 2-3 of the best logos developed and refined ⁃ 20 sketches of each logo

⁃ 5-10 color ways for each logo

⁃ Logos that connect well to their concept ⁃ Excellent attention to detail

**B Good**

⁃ 1-2 of the best logos developed and refined ⁃ 10 sketches of each logo

⁃ 5 color ways for each logo

⁃ Logos that connect to their concept

⁃ Good attention to detail

**C Satisfactory**

⁃ 1 logo developed and refined

⁃ 10 sketches of that logo

⁃ Some consideration to colorways

⁃ Most logos connect to their concept

⁃ Not much attention to detail

**D Marginal Pass**

⁃ An attempt at developing a logo. No refinement.

⁃ 5 or less sketches of their logo

⁃ No colorways

⁃ A few logos connect to their concept

⁃ Very little attention to detail

**F Inadequate**

⁃ No refined logo

⁃ A few sketches

⁃ No colorways

⁃ No obvious concept in the logos

⁃ No attention to detail

**Incomplete**

⁃ No logos developed

⁃ No sketches or very very few

**WEEK 5**

**A Excellent**

⁃ A completed final logo in illustrator with colour options and fonts ⁃ Shows research

⁃ Shows logo sketches

⁃ Shows logo development

⁃ Excellent attention to detail

⁃ Shows thorough process

**B Good**

⁃ A completed final logo in illustrator with colour options and fonts ⁃ Shows logo sketches

⁃ Shows logo development

⁃ Shows good process

⁃ Good attention to detail

**C Satisfactory**

⁃ A completed final logo in illustrator

⁃ Shows logo sketches

⁃ Shows logo development

⁃ Shows some process

⁃ Not much attention to detail

**D Marginal Pass**

⁃ A completed logo in illustrator

⁃ A few logo sketches

⁃ Some logo development

⁃ Shows a little bit of process

⁃ Very little attention to detail

**F Inadequate**

⁃ An attempt at a logo in illustrator

⁃ No logo sketches

⁃ No logo development

**WEEK 6**

**A Excellent**

⁃ Thorough analysis of a book that resonated with the student

⁃ Shows thorough research of the book

⁃ Provides excellent reflections about the book

⁃ Explains clearly why the book resonated

**B Good**

⁃ A good analysis of a book that resonated with the student

⁃ Shows a lot of research of the book

⁃ Provides their own reflections about the book

⁃ Explains why the book resonated

**C Satisfactory**

⁃ Some analysis of the book

⁃ Shows a little reflection about the book

⁃ Explains why the book resonated but needs more in-depth thought

**D Marginal Pass**

⁃ A little analysis of the book

⁃ Shows a little reflection about the book

⁃ Starts to go into depth about what the book means to the student

**F Inadequate**

⁃ Very short analysis of the book

⁃ Very little reflection about the book

⁃ No explanation of how the book resonated or very little

**Incomplete**

⁃ No analysis of the book AND/OR

⁃ No reflection about the book AND/OR

⁃ No explanation of how the book resonated

**WEEK 7**

**A Excellent**

⁃ The moodboard reflects the mood of the book (according to the student) ⁃ All elements on the moodboard (images, words, type, colors and textures) ⁃ Consideration to the types of elements used so there is an obvious connection/mood/style to them all

**B Good**

⁃ The moodboard created reflects the mood of the book

⁃ All elements on the moodboard (images, words, type, colors and textures) ⁃ There is some connection between the elements

**C Satisfactory**

⁃ The moodboard created reflects the mood of the book

⁃ A few elements on the moodboard

⁃ Very little connection between the elements

**D Marginal Pass**

⁃ The moodboard created somewhat reflects the mood of the book

⁃ Very few elements on the moodboard

⁃ No connection between the elements

**F Inadequate**

⁃ The moodboard does not reflect the mood of the book

⁃ Too few elements on the moodboard

⁃ No connection between the elements

**Incomplete**

⁃ The moodboard does not reflect the mood of the book

⁃ No elements on the moodboard

⁃ No connection between the elements

**WEEK 8**

**A Excellent**

⁃ The sketches connect well to the student’s essay and moodboard

⁃ At least 20 sketches which experiment with image, composition, type, color, texture ⁃ Graphic design principles have been considered (alignment, repetition, contrast, hierarchy, balance)

⁃ Book title, writer’s name and other elements are in the sketches

**B Good**

⁃ The sketches connect to the student’s essay and moodboard

⁃ At least 10 sketches which experiment with 4 out of 5: image, composition, type, color, texture ⁃ Some design principles have been considered (alignment, repetition, contrast, hierarchy, balance)

⁃ Book title, writer’s name and other elements are in the sketches

**C Satisfactory**

⁃ The sketches somewhat connect to the student’s essay and moodboard

⁃ At least 10 sketches which experiment with some but not all of: image, composition, type, color, texture

⁃ Design principles have only vaguely been considered (alignment, repetition, contrast, hierarchy, balance)

⁃ Most but not all the elements (book title, writer’s name etc.) are in the sketches

**D Marginal Pass**

⁃ The sketches somewhat connect to the student’s essay and moodboard

⁃ Only a handful of sketches which experiment with only a couple of these: image, composition, type, color, texture

⁃ Design principles have not been really considered (alignment, repetition, contrast, hierarchy, balance)

⁃ Most but not all the elements (book title, writer’s name etc.) are in the sketches

**F Inadequate**

⁃ The sketches do not adequately connect to the student’s essay and moodboard ⁃ Very few sketches and very little consideration to image, composition, type, color, texture ⁃ Design principles have not been really considered (alignment, repetition, contrast, hierarchy, balance)

⁃ None or very few of the elements (book title, writer’s name etc.) are in the sketches

**Incomplete**

⁃ The sketches do not connect to the student’s essay and moodboard

⁃ Very few sketches and no consideration to image, composition, type, color, texture ⁃ Design principles have not been considered (alignment, repetition, contrast, hierarchy, balance) ⁃ None elements (book title, writer’s name etc.) are in the sketches

**WEEK 9**

**A Excellent**

⁃ The final design connects well to the student’s essay, moodboard and sketches ⁃ Excellent connection/interaction between type and image

⁃ Book title, writer’s name and other elements are in the final design

**B Good**

⁃ The final design connects well to the student’s essay, moodboard and sketches ⁃ Good connection/interaction between type and image

⁃ Book title, writer’s name and other elements are in the final design

**C Satisfactory**

⁃ The final design connects well to the student’s essay, moodboard and sketches ⁃ Minimal connection/interaction between type and image

⁃ Most of the elements are in the final design (Book title, writer’s name etc.)

**D Marginal Pass**

⁃ There is some connection to the student’s essay, moodboard and sketches ⁃ Very little connection/interaction between type and image

⁃ Most of the elements are in the final design (Book title, writer’s name etc.)

**F Inadequate**

⁃ There is little connection to the student’s essay, moodboard and sketches ⁃ No connection/interaction between type and image

⁃ Very few of the elements are in the final design (Book title, writer’s name etc.)

**Incomplete**

⁃ No connection to the student’s essay, moodboard and sketches

⁃ No connection/interaction between type and image

⁃ No elements are in the final design (Book title, writer’s name etc.)