CUAGRD501

Research visual communication history and theory

Assessment 3 of 4

Portfolio of Evidence

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Assessment Instructions

Task overview

This assessment task is divided into two (2) activities. Task 1 – Research Report/Task 2 – Role Play

Additional resources and supporting documents.

To complete this assessment, you will need the following:

- o Access to your learning material and further Internet research
- o Access to *Adobe PDF* editor
- o Access to Zoom, Skype or Teams
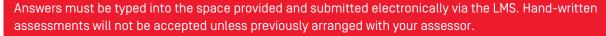
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Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.
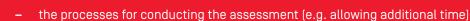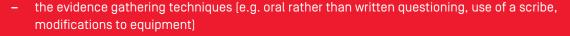
Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- – the processes for conducting the assessment (e.g. allowing additional time)
- – the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.

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Please consider the environment before printing this assessment.

For this third assessment, you must complete the following:

Two (2) activities will allow you to demonstrate the necessary skills and knowledge specified in the unit and contribute to the overall judgement of competency. You will submit a written outcome that contains a critical analysis of and presents ideas about visual communication.

This assessment will be completed within the following two (2) tasks:

Task 1 – Produce a Research Report

Task 2 – Present Findings

Once you have signed into the secure LMS platform with your login details, you will answer a series of questions before submitting your assessment and receiving feedback from the assessor.

Task 1: Produce a Research Report (2000-2500 words)

You must complete a report that critically analyses the meanings and messages associated with historical and contemporary visual communication, including references to key viewpoints, opinions and ideas, discussions, and contributions in response.

Task 2: Present Findings (Role Play Meeting)

You must document and present the main findings of your report to one (1) other, using clear and accurate language and gather feedback on your research report using questioning techniques.

Task 1 – Research Report

Effective research skills and logically presenting information with clear and detailed language are vital in any industry, including graphic design. This first task allows you to critically analyse and document ideas about visual communication history and theory in a detailed research strategy discussion.

Create an *Adobe PDF* document of between 2000-2500 words (excluding citations and bibliography) that includes references to the following:

1. **Investigate the main issues and ideas evident in the development of visual communication.**
   Consider the following:
   o Explore visual communication- definition, themes, and purpose
   o Historical developments or effects on the discipline
   o Contemporary developments in visual communication

2. **Evaluate how meanings, messages, and information are communicated visually.**
   Consider the following:
   o A historical context and contemporary context
   o Visual signifiers and communication
   o Reference to three (3) key theorists and their impact on visual communication

3. **Detail the critical views of others in your research strategy.**
   Consider the following:
   o Include three (3) key authors and an overview of their work in the discipline
   o Compare the impact of their viewpoints on the history and theory of visual communication
   o Provide evidence that you have used their ideas and concepts to inform your research

4. **Discuss how the analysis of visual communication has taken your research in new ways**
   Consider the following:
   o Detail the process of your analysis techniques
   o Discuss the knowledge you have gathered that has contributed to new viewpoints

5. **Provide evidence of developing informed contributions to professional discussions about visual communication in your research.**
   Consider the following:
   o Discuss the development of your substantiated opinion and ideas in response to the work of others
   o Demonstrate the above concerning the history and theory of visual communication
   o Specify how your research has improved your understanding of visual communication practice

6. **Document and present clear and accurate ideas.**
   Consider the following:
   o Follow the criteria as specified above in points 1-5 (in 2000-2500 words)
   o Adhere to the Chicago referencing style in the presentation of your report
   o Use quotations to support your findings
   o Compile a bibliography citing at least ten (10 good quality sources (books/journals/databases/websites)

Present your text according to 1.5 or double-line spacing.

Citations and referencing are expected to reinforce the points raised in your text.

Sections have been designed to help you plan this written task more efficiently.

Use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

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Marking Guide – Task 1

Students must present their work for this task by submitting one (1) Adobe PDF document), containing reference to the following:

1. the main issues and ideas in the development of visual communication

2. how meanings, messages and information are communicated

3. determine how the views of others have been incorporated into the research strategy

4. evaluate how the analysis of visual communication has influenced research

5. professional discussions of visual communication in research

6. document and present clear ideas

Assessor Instructions: Task 1 students need to detail the above in no less than 2000-2500 words.

Students need to use the Chicago referencing style. Further information is to be found below:

https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

1. *Investigate the main issues and ideas evident in the development of visual communication*
   (The recommended word count is: 400-500 words)
   - o Explore visual communication- definition, themes, and purpose
   - o Historical developments or effects on the discipline
   - o Contemporary developments in visual communication

Assessor Instructions: Student responses will vary; however, the response must contain the main issues and ideas evident in the development of visual communication required for the first section of task 1. A sample answer is detailed below.

- o The word count for this response must be between 400-500 words
- o This is a good example of what to look for in this task:
- o The discussion of the key issues and ideas associated with the development of visual communication can include but is not limited to the following:
  - ▪ Evidence that the student demonstrates knowledge of the visual communication definition, themes, and purpose, including,
  - ▪ *It is a sub-field of communication that examines how information is conveyed through visual means*
  - ▪ *Uses images and design elements to connect with a variety of audiences and stakeholders through primarily visual outcomes*
  - ▪ *Visual communication is important because it allows people to communicate without speaking. It can also help build relationships and foster understanding.*
  - ▪ *This can be in tangible examples, such as billboards, advertising, and marketing material*
  - ▪ *The rise of digital visual communication can include infographics, images, videos, and other multimedia content*
  - ▪ *Almost 50% of society has a visual learning style, and visual content helps them to learn and retain information effectively*
  - ▪ Evidence that the student demonstrates knowledge of historical developments of effects on the discipline, including,
  - ▪ *Historical developments can be defined as: 'Studies the meaning of past events to interpret the facts and explain the cause of events, and their effect in the present events.'*
  - ▪ *Visual communication has existed in a recognised form since six (6) BC with the advent of the Latin text*
  - ▪ *It was the development of mechanised printing with the Guttenberg Press in the 16th century that helped to spread the idea of visual communication in Europe*
  - ▪ *The invention of photography in the early 19th century captures a moment in time and has been used in visual communication ever since*
  - ▪ *Animation is another form of communication that dates back thousands of years*
  - ▪ *The twentieth century contains a lot of influence on visual communication, including Modernism, Art Deco and Post-Modernism*
  - ▪ Evidence that the student demonstrates knowledge of contemporary developments of effects on the discipline, including,
  - ▪ *Contemporary developments can be defined as "Technological development, particularly in the digital age, has revolutionised and rationalised the processes of visual communication"*
  - ▪ *Software such as Adobe CC – Photoshop, Illustrator, and InDesign are all tools that are available in the production of contemporary visual communication*
  - ▪ *It is faster, more reliable, and innovative and improves engagement with the audience*
  - ▪ *Websites and social media open doors to new types of visual communication*

- Virtual reality [VR], augmented reality [AR], and 3D printing are new technologies that are impacting visual communication
- Visual communication is becoming more immersive and personal
- There is still a need for contemporary designers to focus on the principles of visual communication so that the meanings and messages do not get lost in all the fast-moving technology.

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2. *Evaluate how meanings, messages, and information are communicated visually.*
   [The recommended word count is: 400-500 words]
   - A historical context and contemporary context
   - Visual signifiers and communication
   - Reference to three [3] key theorists and their impact on visual communication

Assessor Instructions: Student responses will vary; however, the response must contain how meanings, messages and information are communicated in this second section of task 1. A sample answer is detailed below.

- The word count for this response must be between 400-500 words
- This is a good example of what to look for in this task:
- The discussion of how meanings, messages and information are communicated visually in a historical and contemporary context can include but is not limited to the following:
    - Evidence that the student demonstrates knowledge of how meanings, messages and information are communicated according to visual signifiers, including,
    - *Communication is the act of transferring information from one place, person, or group to another*
    - *Every communication involves at least one [1] sender, a message, and a recipient*
    - *The sender 'encodes' the message, usually in a mixture of words and non-verbal communication. It is transmitted, and the recipient 'decodes' it*
    - *Any medium that uses visual assets to give meaning, add content, or evoke emotion can be called visual communication*
    - *It is the use of images and symbols to convey meaning*
    - *Visual literacy is the ability to interpret, evaluate and derive meaning[s] from an image*
    - *Visual language refers to a message's visual elements, their arrangement and emphasis, and what they reference*
    - *The above has not changed historically and is still current in contemporary communication today*
    - Evidence that the student demonstrates knowledge of key theorists and their impact on visual communication [3 examples]
    - *A definition of structuralism is the theory that conceives all cultural communication is made up of signs and symbols*
    - *Key theorists include,* Roland Barthes *– who argues that a photograph or other forms of visual communication means something, and it becomes a form of speech*
    - *Examples of signs: a bouquet of roses signifying passion, or a black pebble signifying death*
    - Charles Sanders Peirce *– his theory of communication is logical*
    - *He discusses signs that represent something, objects that communicate something, and interpreting that means the consumption of something*
    - *The above is a simplified version of his language of semiotics*

> ▪ **Ferdinand de Saussure** - *studied behaviour and, according to his views, a sign results from an activity of the mind that is expressed through language codes and understood by individuals involved in the communication process. Nothing has meaning unless it has meaning placed on it. A key theory associated with visual communication*

3. *Detail the critical views of others in your research strategy.*
   [The recommended word count is: 400-500 words]
   o Include three [3] key authors and an overview of their work in the discipline
   o Compare the impact of their viewpoints on the history and theory of visual communication
   o Provide evidence that you have used their ideas and concepts to inform your research

Assessor Instructions: Student responses will vary; however, the response must detail how the critical views of others have informed the student's research in this third section of task 1. A sample answer is detailed below.

> o The word count for this response must be between 400-500 words
> o This is a good example of what to look for in this task:
> o The discussion of how critical views of others are evident in student's research can include but is not limited to the following:
>> ▪ Evidence that the student demonstrates knowledge of the work of others, including three [3] key authors and an overview of their work, and provide evidence that they have used ideas and concepts to inform their research, including,
>> ▪ *Student responses will be different depending on their research*
>> ▪ *Key authors' names should be cited, and a rationale should be given to include their work in the history and theory of visual communication. Evidence of a comparison of their viewpoints needs to be included*
>> ▪ *Evidence of the author's work should be evident in a bibliography and used to form an opinion in their research report submission as a PDF*
>> ▪ *Examples of key authors are:*
>>
>> 1. **Muller-Brockmann, J.** *A History of Visual Communication,* **Verlag Niggli, 1999**
>> ▪ *The book establishes a reference to the past through contemporary works and the most recent technical means in visual communication*
>> ▪ *The text is straightforward and uses advertising examples and large artworks to reinforce the points raised*
>>
>> 2. **Barnes, S.** *An Introduction to Visual Communication,* **Peter Lang Inc.,2017**
>> ▪ *This introductory textbook introduces students to the terminology of visual literacy, methods for analysing visual media, and theories on the relationship between visual communication and culture*
>> ▪ *This book provides the reader with a better understanding of the visually oriented world in which they live, using specific examples*
>>
>> 3. **Baldwin, J. & Roberts, L.** *Visual Communication: From Theory to Practice,* **AVA Publishing, 2006**

- This book explores how cultural theory can be applied to graphic design practice. Theories are presented and then discussed by designers such as Neville Brody, Michael Bierut, Erik Spiekermann and Joan Farrer
- This book helps the reader to develop critical judgement and informed strategies that foster new ideas

4. *Discuss how the analysis of visual communication has taken your research in new ways*
   [The recommended word count is: 400-500 words]
   o Detail the process of your analysis techniques
   o Discuss the knowledge you have gathered that has contributed to new viewpoints

Assessor Instructions: Student responses will vary; however, the response must discuss how the student's analysis of visual communication has taken their research in new ways in this fourth section of task 1. A sample answer is detailed below.

- o The word count for this response must be between 400-500 words
- o This is a good example of what to look for in this task:
- o A discussion of how the analysis of visual communication has taken the student's research in new ways can include but is not limited to the following:
- o Evidence that the student discusses the process of their analysis and discusses ways in which this knowledge has contributed to new viewpoints, including,
    - *Student responses will be different depending on how their research takes them in new ways*
    - *However, the response needs to be detailed enough so that the student provides tangible links between the analysis of their findings from research and their understanding of new concepts and content in their work*
- o A sample answer could take the form of the following:
  I need to think carefully about the most appropriate information sources for the research question. Well-planned research helps ensure that the methods match the research aims and that I collect high-quality analysis to answer questions, utilising credible sources. This knowledge allows me to discuss new viewpoints

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5. *Provide evidence of developing informed contributions to professional discussions about visual communication in your research.*
   (The recommended word count is: 400-500 words)
   o Discuss the development of your substantiated opinion and ideas
   o Demonstrate the above concerning the history and theory of visual communication
   o Specify how your research has improved your understanding of visual communication practice

Assessor Instructions: Student responses will vary; however, the response must contain evidence of the student developing informed contributions to professional discussions about visual communication in their research in this fifth section of task 1. A sample answer is detailed below.

o The word count for this response must be between 400-500 words
o This is a good example of what to look for in this task:
o Evidence of student's developing informed contributions to professional discussions of visual communication in their research needs to be evident, which can include but is not limited to the following,
  ▪ *Research is based on facts, and historical and contemporary sources verify this*
  ▪ *It is credible, which means that the sources used to verify an idea or opinion are sound*
  ▪ *You cannot distinguish developments in visual communication from social, cultural, and environmental contexts*
  ▪ *Three contexts are:*
    • *Social considerations – define how people live in a society, such as economic, political, and legal systems, population density, and the natural resources of a country*
    • *Cultural considerations - may include cultural preferences, languages, education, religion, rituals and ceremonies, pastimes, food, architecture, ethics and values and social organisations*
    • *Political considerations - may include economic, political, and legal systems, degree of democracy, property ownership, freedom of speech and human rights*
  ▪ *Designers can shape visual communication, and with that comes the responsibility to be aware of political meaning and impact. Today's designs will likely circulate and encounter different cultures and language audiences. An image or symbol acceptable in one culture can be offensive or even harmful in the next*
  ▪ *The above all need to be considered when developing an opinion based on sound research and developing opinions and viewpoints*
o *Evidence that the student specifies how research has improved their understanding of visual communication, which is evident in the following sample answer,*

"My understanding of visual communication has improved through researching and reflecting on the process. I recognise links between specific research and creative findings, non-traditional research outputs produced through design. I must continue developing creative and academic strategies to create new knowledge creatively. This means reaching out to others and engaging them in my research, which through this process has become valid".

6. *Document and present clear and accurate ideas.*
   o Follow the criteria as specified above in points 1-5 (in 2000-2500 words)
   o Adhere to the Chicago referencing style in the presentation of your report
   o Use quotations to support your findings
   o Compile a bibliography citing at least ten (10 good quality sources (books/journals/databases/websites)

Assessor Instructions: Students must adhere to the specific criteria associated with the documentation of ideas in both citations and a bibliography in this final section of task 1. The criteria are specified below.

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o There is no word count associated with this outcome
o Students are to present their text according to 1.5 or double-line spacing
o Citations and quotations are expected to reinforce the points raised in the text
o Students are required to document at least ten (10) good-quality sources in their bibliography, comprised of books, journals, databases and websites
o Research is the framework of research methods and techniques selected to answer a question
o It must be cited as a bibliography at the end of the written work
o It needs to adhere to the Chicago referencing style (the link is provided below)

   https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html

o Students can choose the Chicago referencing style in *MS Word,* and they will apply this method to their work (full instructions are in the student learning material]
o Bibliography entries will vary in format depending on the type of source utilised in their research
o It is referenced according to alphabetical order, including (the main citations):
   ▪ Book
   ▪ *Author Last Name, First Name. Book Title: Subtitle. Edition. Place of publication: Publisher, Year*
   ▪ eBook
   ▪ *For books consulted online, include a URL or the name of the database. For other types of e-books, name the format. If no fixed page numbers are available, cite a section title or a chapter or other number in the notes, if any (or omit]*
   ▪ Journal
   ▪ *Author Last Name, First Name. "Article Title." Journal Name Volume, no. Issue (Month Year]: Page range*
   ▪ Website
   ▪ *Author Last Name, First Name. "Page Title." Website Name. Month Day, Year. URL*
   ▪ Any other sources
   ▪ *Articles from newspapers or news sites, magazines, blogs, and the like are cited similarly. Page numbers, if any, can be cited in a note but are omitted from a bibliography entry. If the student consulted the article online, they need to include a URL or the name of the database.*

Task 2: Present Findings (Role Play Meeting)

You must document and present the main findings of your report to one (1) other, using clear and accurate language and gather feedback on your research report using questioning techniques. Use the feedback to clarify any areas of your report.

The instructions for this role-play are specified below:

The role play/meeting must include at least one (1) participant and not exceed 15 minutes in duration, and address all elements of the Observation Checklist below.

In this task, you will participate in a role-playing meeting with one (1) other. These may be resourced using one of the following options:

- One peer with whom you are already working within the industry in which your qualification relates.
- One fellow student who will discuss your design work and provide constructive criticism. Please contact your fellow student via the Discussion Forum and coordinate your role-play with them directly.

If you cannot find a participant to play the other team member's role, contact your assessor via the Discussion Forum, who will discuss options for pairing up with another student to complete this task.

Option 1: One peer participant

Should you complete this task with your peer, you must fully brief all participants providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

The peer must state their name and job title at the start of the recording to inform consent.

Option 2: One fellow student participant

The fellow student participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Student/s will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Recording instructions

Your role play must be recorded with all participant/s captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participant/s at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

Your assessor will look for the following in your work:

- Presenting evidence of your research report
- Seeking feedback on any areas of your report that you need clarification on
- How you respond to this feedback
- Clarification of feedback through questioning and review

Assessor Instructions: Student responses may vary; however, the student needs to discuss their research report and any aspects needing clarification in this second section of Task 3. A sample answer is detailed below.

ASSESSOR OBSERVATION CHECKLIST; TASK 3, PART 2

The meeting should be a maximum of 15 minutes.
Students must demonstrate each performance criterion outlined in the observation checklist below.

Assessor Instructions: The student's words will vary; however, the response must provide evidence of the student's interaction with industry networks and sources, feedback on engaging with industry sources to acquire connections for professional practice and three (3) graphic design contact names, contact dates, and a plan for future engagement.

How the student responds and clarifies feedback through questioning and review needs to be evident.

ACTIVITY	SATISFACTORY	YES	NO	ASSESSOR COMMENTS
Task Checklist				
1. Did the student present the research report from Task 1?				The student presented their work clearly and discussed their report in each section specified in task 1. This includes: o The main issues and ideas evident in the development of visual communication o How meanings, messages, and information are communicated o Detail the critical views of others

				o How the analysis of visual communication has taken your research in new ways o Evidence of developing informed contributions to professional discussions about visual communication.
2. Did the student present their ideas in response to the previous task logically and clearly?				The student was methodical in their approach to their work and was prepared to discuss the outcomes as specified in point 1 (above)
3. Did the student seek feedback on the approach and its suitability in this context?				The student asked for specific feedback on their approach, using questions such as (example questions below): • Is (any specific area) of my work appropriate for a research project? • Is there anything I can do to improve my research project? • What are your suggestions for the above?
4. How did the student respond to the feedback?				After receiving feedback, the student: • Thanked their peer for their feedback • Received feedback positively • Considered all feedback points.
5. Did the student clarify feedback through questioning and review?				The student clarified any points they were uncertain about The student confirmed the points made with their reviewer

Assessment checklist:

Students must have completed all activities within this assessment before submitting. This includes:

Task 1 – Research Report (2000-2500 words comprising of the following)		
1	Issues and ideas in the development of visual communication	☐
2	How meanings, messages and information are communicated	☐
3	Detail the critical views of others	☐
4	How visual communication has taken research in new ways	☐
5	Contributions to professional discussions about visual communication	☐
6	Document and present clear and accurate ideas	
Task 2 – Role Play		
1	Present your research report to another, and seek feedback on your work for Task 1	☐

Congratulations, you have reached the end of Assessment 3!