



CUAGR516

Develop Graphic Design Practice to Meet Industry Needs

Assessment 1 of 3

Short Answer Questions



Assessment Instructions

Task overview

This assessment task is divided into types of questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

Access to your learning material



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.



Please consider the environment before printing this assessment.

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Question 1

Discuss the changing role of graphic design. Complete the table below from the information found in your learning material. In section one (1), specify three (3) technologies that have impacted the discipline recently. Finally, discuss the four (4) benefits of a multi-disciplinary approach to graphic design when collaborating with designers from other disciplines. (Headings have been supplied for you).

Approximate word count: Section 1: 150-170 words. Section 2: 30-50 words per section.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers.

1: Discuss the changing role of graphic design & name three (3) platforms in demand			
<p>Graphic design is an ever-evolving field, with new technologies and approaches constantly emerging. With the rise of digital media, more people are consuming information online. This means graphic designers must start thinking about designing for digital platforms instead of just print. There will be a move away from traditional print media as a consequence.</p> <ul style="list-style-type: none"> Virtual Reality (VR) is already starting to change the way designers create visuals and experiences for clients. With VR, designers can create fully immersive environments that allow their clients to experience their designs completely new. Augmented Reality (AR) – AR is another emerging technology that is starting to change how designers work. With AR, designers can overlay digital content onto the real world, which gives them a whole new canvas to work with. 3D Printing – 3D printing is becoming increasingly popular, and it's changing how graphic designers create visuals. 			
2: Benefits of a Multidisciplinary approach			
Understanding	Collaboration	Problem-solving	Creative Practice
<p>Multidisciplinary designers understand how diverse areas of expertise can come together to solve complex design problems. Collaboration is key to effective working relationships that are best placed to produce a range of design thinking and solutions.</p>	<p>Comprehension of how other disciplines work and their rules leads to understanding the problem, applying insight from past solutions, and planning a path forward. Designers are learning about other areas of design and can help the other person with their workload and vice versa.</p>	<p>Different ways of looking at a problem and approaching it from different angles. By bringing different perspectives and experiences to the table, designers can generate better solutions with better understanding. Sharing new or different programs and platforms is beneficial to multidisciplinary work practices. Research practice can be achieved collaboratively.</p>	<p>Designers all approach problem-solving differently, in experiences and disciplines. Approaching a problem alone only gives one perspective, which can lead to narrow design solutions. When designers from other disciplines know about every aspect of design, they become better creatives, influenced by background, experience, design practice and approaches to their discipline.</p>

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Question 2

For this second task, you are required to analyse current and emerging graphic design technologies and trends at a global level. Complete the table below from the information found in your learning material. You have been provided with five (5) global technologies and trends in the first column in the table below. Provide a definition of each in column two (2) and a minimum of four (4) benefits (bullet points) in column three (3). Finally, in column four (4), provide a live website that links to each specific technology/trend.

Approximate word count: Column 2 - Definition: 50-70 words/Column 3 - four (4) bullet points.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. Students may use different wording to define the terms. However, provided details must reflect the characteristics described in the benchmark answers. The student should cover these 5 (five) examples. (The weblinks may differ, but they should all reflect the technology/trend in each section).

1: Tech Trend	2: Definition	3: Benefit	4: Further Information (website)
Digital Painting	It is the process of painting on a tablet and creating artwork on a computer. This is done through painting software that uses brushes like those found in a traditional painting. Digital layers can be used to save time. Everything from webcomics to character design and illustrations can be produced.	<ul style="list-style-type: none"> • Time-saving • Easy to use • Accessible • Can be used in conjunction with hand-drawn work 	<p>For example:</p> <p>https://paintable.cc/digital-painting-the-ultimate-beginners-guide/</p>
Augmented Reality (AR)	Augmented reality is an enhanced version of the physical world that is achieved through digital visual elements, sound, or other sensory stimuli and delivered via technology. It combines graphics with real life and uses visual elements, sound and other sensory information through a smartphone, tablet or smart glasses. For example, think of	<ul style="list-style-type: none"> • Interactive • Engaging • Sharp images • Collaborative 	<p>For example:</p> <p>https://business.adobe.com/au/resources/5-realworld-examples-of-augmented-reality-innovation.html</p>

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	Pokémon Go, where users search in their real-life neighbourhoods for animated characters.		
3D Imagery	3D imaging is a process of rendering a three-dimensional image on a two-dimensional surface by creating the optical illusion of depth. The process duplicates the stereoscopic vision of human eyes. The image is reproduced as two flat images that viewers' eyes see separately, creating a visual illusion of depth as their brains combine the images into a single one.	<ul style="list-style-type: none"> • Makes work realistic • Enables 3D printing • Geoimagery and photorealistic components • Computer vision is used to create depth of field 	For example: https://blog.google/products/earth/google-earths-incredible-3d-imagery-explained/
Motion Graphics	Motion Graphics is also called Motion Design, making the relationship between movement and design elements easier to understand. Motion Graphics brings design knowledge to new mediums by adding the elements of time and space to it — i.e. creating movement. Motion is used everywhere, and each situation explores its potential differently. It combines animation, sound and graphic design.	<ul style="list-style-type: none"> • Greater depth of experience • Holds the viewer's attention • Ideal for app development • Effective storytelling tool 	For example: https://www.columnfivemedia.com/best-100-motion-graphic-examples/
Digital Smell Technology	Digital smell technology is the main application of e-nose. With digital	<ul style="list-style-type: none"> • Engaging technology 	For example: https://metaverseinsider.tech/2022/07/06/the-rise-of-digital-scent-technology-how-the-metaverse-is-gaining-its-sense-of-smell/

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	<p>scent technology, it is possible to sense, transmit & receive smell through the internet. For the user to feel more realistic effects of movies, the very new facility of digital smell in movies or games has been introduced. The perfume-making companies gave the basic idea for this for the advertisements of their perfumes.</p>	<ul style="list-style-type: none"> • Not just sight, but can smell, sound and touch • Smelling screens are in development • Films can use this technology to create immersive experiences 	
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Question 3

Complete the table below from the information found in your learning material. You have been provided with four (4) ways to expand your graphic design networks in column one (1). In column two (2), specify the strategy behind each networking opportunity, and in column three (3), detail how each network can be maintained. In column four (4), provide a live link to each graphic design network's professional development (PD) opportunity.

Approximate word count: 50-70 words for each section in columns 2 & 3.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers. The student should cover these four (4) networks. [The weblinks may differ, but they should all reflect the graphic design network in each section].

1: Graphic Design Networks	2: Strategy	3: Maintenance	4: Live Link to PD opportunity
Explore online social media resources	Create accounts across many different social media platforms. The goal should be to create a strong web presence that allows anyone to click on any individual account, it provides road maps to your entire	Make sure your bio is on any platform where you might meet professional contacts, is appropriate and sets out who you are and what you do or make. Engage with other people's work, and when you find other people's work on	For example: https://www.linkedin.com/learning/social-media-stories-creative-strategies-and-tips/use-social-media-stories-to-market-your-brand?autoplay=true

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	network. Try to make each platform slightly different from the next, as repeating information can be offputting.	social media that you admire, share it, like it or leave comments about why you find it inspiring.	
Select specialised sites	Start accounts on graphic design networking sites. These sites create a forum for information sharing and generating communication within your field of interest. You can also update your profile with your education and job details and a summary. There are graphic design forums that are free to join, and you can make contact with other specialists in the field.	Make sure that the specialised sites you join is appropriate for your needs at any particular point in your career. An online community is meant to inspire and help creatives. Though you may feel you are on your own, you don't have to be. Making solid connections among fellow graphic designers or other professionals in the creative field is the objective, and they may feel just like you.	For example: https://www.linkedin.com/learning/job-search-strategies/welcome?autoplay=true
Be more proactive	Ask around. People know people, so start asking for recommendations about whom you should reach out to. It is sometimes best not to contact the most senior person listed, like the executive creative director or editor-in-chief, as they may be the busiest. Instead, look for a person that shares your skill set or interests.	It is essential to email people rather than places. If you don't have someone's email address, try asking them for it on social media via LinkedIn, Twitter or Instagram. Make sure you explain why you want their email address, and take note of their biography so that you know their viewpoint or ethos, and up-to-date contact details.	For example: https://www.linkedin.com/learning/how-to-talk-to-anyone-blinkist-summary/putting-your-best-foot-forward-14350259?autoplay=true
Attend a networking event	Most of these are documented on social media, and	It is best to follow up as soon as possible after the meeting. You	For example:

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	through images, tweets and hashtags, you can find people, add them, follow them and send them a message introducing yourself. Be courteous and proactive. Don't be disappointed if they do not get back to you. Make a note to follow up in a designated timeframe.	can do so by sending an email or LinkedIn message or even by making a phone call. Express your appreciation for their time and include details pertaining to the conversation you had. Note all of the contacts you made at a networking event.	https://www.linkedin.com/learning/business-etiquette-meetings-meals-and-networking-events/networking-event-etiquette?autoplay=true
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Question 4

Analyse current graphic design business practices in graphic design, specify key relationships, and discuss how work is sourced and costed in industry. Complete the table below from the information found in your learning material.

In column one [1] you have been provided with five [5] key relationships found in graphic design business practices. In column two [2], describe each role, and in column three [3], discuss how those relationships can be built. Finally, column four [4] discuss how work is sourced and costed in the industry. [Subheadings have been provided for you in column four [4].

Approximate word count: columns 2 & 3, 50-70 words per section and, in column 4, 300-350 words in total.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers.

1: Key Relationship	2: Description of Role	3: Building Relationships	4: How Work is Sourced and Costed
Creative Director	Creative directors oversee meeting clients, upper management, and team members. Throughout the lifecycle of a project, the creative director oversees every aspect of the creative	After the initial meeting, the creative director will gather the Once this idea is approved, they can finally start working on a project. Throughout the lifecycle of a project, the creative director oversees every aspect of the creative process and	Contracts: They are legally binding for both parties. If a designer promises to have something completed by a certain date, in a certain form, and then does not fulfil that agreement, they could be breaking a contract and therefore be liable for damages. Emails, receipts, order forms, letters and faxes, which are classed as

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	process and makes sure team members follow deadlines. The other responsibility is to determine the best way to visually represent an idea and produce high-level concepts for design projects.	makes sure team members follow deadlines. The team, brainstorm ideas, and find a suitable advertising solution. They also meet with clients or marketing and advertising departments.	examples of written materials, may all create an express contract between a designer and the client. Quotes: At the beginning of the project, a designer issues a quote to the client, which includes all the different components of the project. During the project, the client has been notified of any changes to the timing and cost of the work. This means that the client will not be surprised when the final invoice is sent.
Marketing Specialist	A Marketing Specialist keeps their eyes on marketing trends and works with companies to create advertising campaigns, pricing strategies based on demographic data and targeting specific customer demographics. Depending on the role, marketing specialists may also help with the coordination of events such as trade shows or conferences and analyse data and trends.	Brainstorming and developing ideas for creative marketing campaigns in conjunction with key personnel in the graphic design company, who assist in outbound or inbound marketing activities by demonstrating expertise in various areas such as content development and advertising. Also working with others in graphic design companies to analyse and report on the performance and efficiency of campaigns.	Invoice: To invoice, break a job into all the different components in the same way that they appeared in the quote. This ensures the client can clearly see that they are being invoiced for the work that they have agreed to. Include also: <ul style="list-style-type: none"> • Your payment terms • Your preferred payment method Depending on the size of the job you may, in fact issue more than one invoice—for large or long-running jobs. The contract only terminates when the very last invoice has been paid in full.
Editor	Editors plan, revise, and coordinate material for publication in newspapers, magazines, books, or websites. They review story ideas and determine what material is most likely to please readers and offer suggestions to improve the product and suggest headlines and titles. They also develop strategies to increase profitability and	The relationship between graphic designer and editor is critical to producing high-quality content on time. Therefore, this relationship must function smoothly. When conflict does arise, then the editor needs to lead the way and be confident of their abilities. Professional communication is key, especially when conflicts arise. It is also about respecting each	Terms & Conditions: The T&Cs document includes the conditions under which a designer trades, including: <ul style="list-style-type: none"> • A statement of confidentiality—of the quote and the work to be done until completed • Payment terms, usually within 7, 14 or 30 days (and what will happen if the client does not pay on time, like charging interest and use of collection agencies) that a mark-up on bought-in services applies, and how much • A statement about copyright • A statement about re-use

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	manage social media to spread brand awareness and bolster readership.	other's knowledge and skills and, knowing that the 'no' is sometimes the best answer.	<ul style="list-style-type: none"> • What has to happen if the project is to be terminated early (i. e, if the contract is broken)
Client	Having a decent connection with your customer implies you've gone past only being their aesthetic architect. It implies you've become the individual they can go to for any consultation and get inspiration from. The client-designer relationship is central to the design process. Understanding the dynamic of this relationship and knowing what each party is expected to bring to the process, is key to success.	Make sure that you communicate openly and use the following strategies to build your client relationships. Show Respect – let the client explain things Be Patient – offer advice and opinions once they have finished talking Listen to EVERYTHING the client has to say – professional and personal Ask Questions – both project and personal.	
Colleagues	The field of design is all about observing, understanding, collaborating, and communicating. The importance of having solid people skills transcends industry and profession, so whether you lead people, aspire to lead people, or work within a team of professionals, you need to apply people skills to achieve your objectives and purpose.	Do you know what you need from others? And do you know what they need from you? Understanding these needs can be instrumental in building better relationships. Emotional intelligence (EI) is your ability to recognise your own emotions and better understand what they're telling you. You will become more adept at identifying and handling the emotions and needs of others.	


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Question 5



Analyse the six (6) broad global design trends that can be applied to a range of design disciplines. Complete the table below from the information found in your learning material. In column one (1), you have been provided with six (6) trends that apply to a range of design disciplines in 2023. In column (2), describe the origin of the trend, and in column three (3), discuss how the trend has been updated for 2023. Finally in column four (4) provide an image of the trend and a live link to an example.

Approximate word count: columns 2 & 3, 50-70 words in each section, with a live link and image in column 4.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers. (The weblinks and images may differ in column four (4), but they should all reference the design trend in each section).

1: Design Trend	2: Description	3: Manifestation of Trend	4: Contemporary image and a live link to the trend
Punk Revival	<p>Punk is a rebellious counterculture that originates in the 1970s but goes back further with the advent of counterculture in the 1950s.</p> <p>2023 is witnessing a revival of its mass appeal as everyday people find ample cause to fight against failing systems. Think about the Sex Pistols and the work of Vivienne Westwood in London.</p>	<p>Aesthetically, punk tends to be characterized by DIY techniques like scribbled lettering, cut-outs, mismatched fonts and chaotic collages. Punk design is an overall rejection of opulence and decorum. It is non-conformist, of the age, and energetic. The images are visually interesting—you can almost hear the outcry of frustration in the jagged edges and graffiti splatter.</p>	<p>For example:</p>  <p>https://99designs.com.au/profiles/2173564/designs/1456098</p>
Folk Botanical	<p>Patterns are a staple in design, useful for providing backgrounds or framing content. And nature is a common subject matter for patterns, as mixtures of leaves, fruits and vines create compositions as lively as a forest. But in 2023, nature patterns are getting a little less refined through shaky doodles, rough textures, and incongruous colouring.</p>	<p>This trend reinterprets familiar nature themes into unexpected, whimsical drawings. It also rejects the geometrical precision too often imposed by vector art tools. But the vibrancy in these patterns does not only come from the plants but from the shaky imperfections of the human hand. The effect is to make digital artworks feel organic in more ways than one.</p>	<p>For example:</p>




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			 <p>https://99designs.com.au/profiles/3775510/designs/1911732</p>
<p>Abstract Gradient</p>	<p>Gradients, or colour transitions, have been on trend for a while now, and yet, they somehow manage to keep us on our toes each year. Gradients in 2023 are no exception: this time, they are expressed in abstract shapes and diffused in blurs. The organic forms of abstract gradients create a feeling of weightlessness.</p>	<p>This trend encompasses noisy edges which add a touch of realism, as though these gradients consist of windswept, multi-coloured sand. Due to their soft colours, gradients are naturally calming, and the fluidity of abstract gradients bolsters this effect. And because gradients don't seem to be going anywhere anytime soon, there is comfort in their reliable presence.</p>	<p>For example:</p>  <p>https://99designs.com.au/profiles/molecula/designs/1947437</p>
<p>90s Space Psychedelia</p>	<p>While psychedelia often takes its inspiration from nature (consider the multi-coloured clouds and melting mushrooms in many such compositions), space psychedelia is about marrying the future and the past. Originating from the</p>	<p>This trend features 90s retro techniques like Memphis Design patterns, Saturday morning cartoon styles and colours. It mixes in futuristic themes, like androids and spaceships, vapourwave landscapes, simulated environments, and cyberpunk neon. With these bright, imaginative</p>	<p>For example:</p>

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	<p>1960s and 1970s, the psychedelic style has been reimagined. Think Andy Warhol and the Velvet Underground in New York of the 1960s.</p>	<p>illustrations, the designers of 2023 are looking to the technological future with optimism and quirkiness.</p>	 <p>https://99designs.com.au/profiles/1981377/designs/1979190</p>
<p>Airbrush Surrealism</p>	<p>Surrealism is a cultural movement that developed in Europe in the aftermath of World War I in which artists depicted unnerving, illogical scenes and developed techniques to allow the unconscious mind to express itself. Think Salvador Dalí and Rene Magritte who created the most widely recognised images of the Surrealist movement.</p>	<p>This trend produces a trippy effect that subdues the usual disorientation surrealism invokes. It is as though we are in some half-remembered dream. In some cases, the blurring of colour creates a soft glow, making the image feel inviting and transcendent. All in all, airbrush surrealism fosters approachability as if to suggest that the strange has now become ordinary.</p>	<p>For example:</p>  <p>https://99designs.com.au/profiles/christopluto/designs/1947519</p>
<p>Complex Compositions</p>	<p>Storytelling is at the heart of design—even when it conveys abstract traits, it uses cohesive visuals to fit those traits into a narrative about a brand. In 2023, visual storytelling is getting both more literal and more abstract through complex compositions. These are illustrations that contain several “scenes” rolled into one.</p>	<p>Although these designs are dense, they are often stylistically minimal, which supports the inclusion of several elements without exhausting the viewer. This trend keeps the viewer’s eye moving through an engaging visual and reinforces the idea that we live on a spectrum in a world of multiple stories happening all at once.</p>	<p>For example:</p>  <p>https://99designs.com.au/profiles/ssnastasia/designs/1862791</p>

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Question 6

Discuss the implications of emerging graphic design technologies on a business. Complete the table below from the information found in your learning material. In column one (1) you have been provided with six (6) emerging graphic design technologies. Give a definition of each in column two (2) and specify the impact on a business in column three (3). Finally, in column four(4) provide a live link to a web address that provides further information on each specific technology. Approximate word count: Columns 2 & 3, each section: 50-70 words.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers. The weblinks may differ, but they should all reflect the emerging graphic design technology in each section.

1: Emerging Graphic Design Technology	2: Definition	3: Impact on business	4: Live Link address to a graphic design technology
Computer Graphics Technology	<p>It is a field of technology used to create images for computer screens, TVs, web pages, and mobile devices. It integrates the study of visual communication and applied technology, which is constantly evolving.</p> <p>Technologies in applied computer graphics (such as the Adobe CC) are consistently reviewed to provide current, innovative and relevant design solutions.</p>	<p>Technological development has placed designers at the heart of the creative process. Often, a graphic designer manages the design process and coordinates the work undertaken by other creative disciplines as part of a job.</p> <p>Tasks get completed quicker and the impact on business is that more work gets produced and potentially more clients can be facilitated.</p>	<p>For example:</p> <p>https://www.eurekalert.org/news-releases/524686</p>
Cloud Computing Technology	<p>Cloud computing delivers shared computing resources and applications over the internet. A cloud can be private or public.</p> <p>Cloud computing is ideal for software developers who no</p>	<p>This is a way to deliver a broad range of applications and business solutions to individuals and organisations of any size.</p> <p>The setting up of cloud computing technology can be an expensive outlay. A community</p>	<p>For example:</p> <p>https://www.oracle.com/au/cloud/what-is-cloud-computing/</p>

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	longer need to worry about infrastructure and technical support and can concentrate on other things. It offers faster innovation, flexible resources, and economies of scale.	cloud, which is shared by several organisations, supports a particular community that shares the same concerns could be a more cost effective option for businesses.	
Human-Computer Interaction Design Technology (HCI)	<p>Human-computer interaction (HCI) design uses software and hardware to design computer systems and software people use efficiently.</p> <p>HCI is a subset of human-centred design, which applies human factors (or user-centred design) principles to the design of computer systems. HCI is a core design discipline and requires a thorough understanding of human factors</p>	<p>The biggest benefit as a company that comes from using HCI is from more user-friendly products. You can make computers and systems much more receptive to the needs of the user, creating a better user experience.</p> <p>Virtual reality is a perfect example of HCI at work. As the computer and user interact, it is supposed to give the user a different perspective.</p>	<p>For example:</p> <p>https://xd.adobe.com/ideas/principles/human-computer-interaction/</p>
Internet of Things (IoT)	<p>The Internet of Things (IoT) is a set of interrelated things or “things” that are connected to the internet. They are intelligent and collect, exchange, and analyse data using the cloud. IoT is the next stage of the information age, and internet-connected devices are on the rise.</p> <p>The physical world meets the digital world, and they work together and cooperate.</p>	<p>A business can use the network of physical objects—“things”—that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet. The possibility for business is endless.</p> <p>Low-cost computing, the cloud, big data, analytics, and mobile technologies are all attractive to businesses.</p>	<p>For example:</p> <p>https://www.entrepreneur.com/science-technology/the-internet-of-things-might-not-be-doomed-heres-why/438924</p>

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<p>User Experience Design (UX)</p>	<p>User experience design (UXD) ensures that a product or service is easy to use and provides a positive user experience. UX design considers each and every element that shapes this experience, how it makes the user feel, and how easy it is for the user to accomplish their desired tasks.</p>	<p>User experience design is vital to the success of a product or service in a designated business.</p> <p>UX design helps eliminate costly problems early on. Spotting potential usability issues at the beginning of a project is far cheaper than fixing them later in the process, and has obvious benefits for a business.</p>	<p>For example:</p> <p>https://careerfoundry.com/en/blog/ux-design/what-does-a-ux-designer-actually-do/</p>
<p>Wearable Technology</p>	<p>Wearable technology is a category of devices worn on the body that can send and receive data from the cloud. They include smartwatches, fitness trackers, earbuds, and more. Wearables are becoming more popular and will continue to evolve as a means for people to stay connected to their lives.</p> <p>Working too much kills productivity, and wearable technology monitors this and provides data which addresses this.</p>	<p>Business involved in wearable technology benefit from streamlined business operations and can improve a company's productivity.</p> <p>They can monitor how employees' bodies react to different conditions and determine whether or not the wearer might need to do something differently.</p> <p>Wearable devices have revolutionised the ability to collect and track health data on a much larger scale.</p>	<p>For example:</p> <p>https://www.hp.com/us-en/shop/tech-takes/best-wearable-tech-devices</p>

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Question 7

Complete the table below, using the information found in your learning material. Column one (1) contains six (6) sources of information that can be used to improve your knowledge of graphic design. Complete the benefits of each source of information in column two (2), and in column three (3), specify how these benefits can be maintained in the future.

Approximate word count: Columns 2 & 3, each section: 60-80 words.

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers.

1: Source of Information	2: Benefits	3: Maintenance
Books	Books can improve creativity and foster knowledge about a specific topic or theory, such as graphic design or an area of graphic design. Gaining knowledge through practice, by repeating a set or sets of actions to improve the outcome of reading over time. There is a need to be open to new learning and knowledge. eBooks can be accessed from any location and downloaded into your own personal library.	Create specific online libraries containing e-books, chapters, and information to assist with thematic and subject research. Use existing bibliographies in online publications to assist in further study in a particular area. Schedule time to read and set yourself goals. Choose a location that is conducive to reading. Take notes from specific books and use virtual bibliographies to create thematic libraries for easy access in the future.
Journals	Peer reviewed journal research is used to find new information and as such are very important. They can promote the transfer of knowledge between professionals in academia and industry by emphasising research in which results are of interest or applicable to design practices. This gives the user a wider range of information to work with, and perform a comprehensive research from academic journals.	Begin by reading the abstract, which will inform you what the article is about and be able to easily evaluate its usefulness to your topic. Then the conclusion which will also determine the resourcefulness of any particular journal. Most academic journals are behind a paywall, however each academic institution will have access to journals which can then be downloaded as PDFs and kept in your personal online space.
Websites	The Internet is very convenient because an individual can easily perform research work at home with great comfort and convenience. The Internet is a valuable search tool and has been informative for research, as it significantly helps improve research skills, and makes learning visual and easy to follow. The Internet creates an economical avenue for the dissemination of information and articles.	There are six (6) criteria that should be used in evaluating any website. These are authority, accuracy, objectivity, currency, coverage, and appearance. For each criterion, there are several questions to be asked. The more questions you can answer "yes", the more likely the Web site is one of quality. Obviously, the more issues with the website in terms of the criteria above, should be avoided.
Graphic Design Companies	Visiting or contacting key graphic design companies allows for individuals to	Subscribe to industry newsletters about graphic design companies latest work,

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	absorb knowledge and inspiration from experienced designers and other specialists. The experience of live communication with graphic design agencies cannot be replicated, and as such is an invaluable process. Subscribing to their websites and other contact details ensure that the graphic design company is easily reached, and contact maintained.	commissions and key personnel that you can contact. Once you realise that you are not alone, your life as a creative will become a good deal more bearable and you will become more confident in contacting graphic design companies. When you network with other creatives, especially those in your field of expertise, you have a community of practice.
Graphic Designers	Networking with other graphic designers expands your experience and contacts. Talking and listening to others in the industry is important, and assists in the understanding of the industry and a designer's place within it. While networking is helpful it is advantageous in creative fields like graphic design, not only for meeting new clients but also for building a roster of peers who can be turned to for support or collaboration.	You are never too young or old to have a mentor, and it is very important to speak to someone who has experience in your industry who can help guide you through obstacles and offer advice. Take advantage of the creative energy around you and stay connected to your peers. You may get recommended for a job that someone else isn't able to take. Be proactive in maintaining relationships to further your knowledge of graphic design.
Databases	A research database is where the user would find journal, magazine, and newspaper articles and both primary and secondary sources. Each database contains thousands of articles published in many different journals, allowing the user to find relevant articles faster than by searching individual journals. They contain highly organised information that allows the user to find information with high relevance to search terms.	Use keywords instead of full sentences or questions to allow for focused searches associated with graphic design. Combine concepts and use multiple search boxes and use quotes around phrases to assist in your research efforts. If you want to read an article on graphic design then you need to look for a button that says 'Full Text' or something similar. If it is not available, then look for a suitable alternative.

Question 8

There are many considerations of intellectual property associated with professional graphic design practice. Complete the table below from the information found in your learning material. The four different components of Intellectual Property (IP) have been supplied for you in column one (1). You are required to provide a definition of each component in column two (2) and discuss the benefits in column three (3) and the negatives of them in column four (4). Finally, in column five (5), specify the timeframes associated with the different types of IP.

Approximate word count: Columns 2-5, each section: 30-50 words.

1: Intellectual Property	2: Definition	3: Benefits	4: Negatives	5: Timeframes
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Copyright	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>
Design	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>
Trademark	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>
Patent	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>	<<Insert response here>>

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers.

1: Intellectual Property	2: Definition	3: Benefits	4: Negatives	5: Timeframes
Copyright	Copyright protects websites, photographs, graphics, and illustrations. It also covers the typographical arrangements of published editions, as well as the literary works they contain. Each of these creations has value and needs to be protected.	Copyright is free and automatically safeguards your original work from the moment you create your design. Copyright ownership will remain with you as the creator unless your agreement with your client states or implies otherwise.	Copyright does not protect your ideas, or the information, styles or techniques used in creating the work. A 10 per cent rule applies in relation to fair dealing, which allows copying for research. Designers have a responsibility to protect themselves through contractual agreements.	Generally, you're the copyright owner if you create an artistic work, like a logo design, photograph, or website. There are some exceptions. If you are an employee and create the work as part of your job, generally, your employer will own the copyright.
Design	A registered design protects the visual appearance of a product. The visual features that form the design include shape, configuration, pattern, and	Design registration gives a designer or the client exclusive IP rights to the visual appearance of the product but not its feel,	2D graphics are critical in giving products a distinctive impression in the market. Depending on the end purpose of your graphic work,	A registered design can be a valuable commercial asset. The owner has the exclusive right to use the design and has the exclusive right to authorise other people to use the design, usually through

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	ornamentation. The design must be new and must not be like any other design.	material or how it works. The design must be used on a product. A conceptual design cannot be registered.	you may need to consider how best to protect your effort.	a licence. This protection is initially granted for five years and renewed for another five years.
Trademark	A trademark can be a logo, picture, word, phrase, letter, number, sound, scent, shape, an aspect of packaging or a combination of these. It protects your brand, products, or services. The trademark owner can be an individual, business organisation, or any legal entity.	A trademark is an integral part of the marketing strategy for any business. Essentially everything a business does can affect the way consumers view their trademark. They can be used by others under licensing agreements; for example.	The symbol ® is used to indicate a registered trademark. The benefits of registration are that it's much easier to protect and defend yourself against infringement—that is, someone else using your trademark without your permission.	A trademark can live forever. It is initially registered for ten years and continues indefinitely as long as the renewal fees are paid every ten years, and the mark is used. Laws exist that are designed to prevent trademark owners from making wrongful threats of a trademark infringement.
Patent	A patent protects any device, substance, method or process that's new, inventive and useful. It is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.	You can use a patent to protect devices, substances, methods or processes. To be granted a patent, you'll need to make sure that your invention is: new, sound, or Inventive – it is different enough to what already exists.	Some ideas can't be patented. You can't patent human beings, artistic creations, mathematical models, plans, schemes, or mental processes. There are ways for third parties to challenge the validity of an allowed or issued patent.	A standard patent lasts up to 20 years provided renewal fees are paid. You will receive exclusive commercial rights, the freedom to licence someone else to manufacture your invention on agreed terms, and the right to stop others from manufacturing, using or selling your invention in Australia without your permission.

Question 9

Discuss six (6) key safety considerations that a professional graphic design practice needs to consider for their employees. Complete the table below from the information found in your learning material.

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In column one [1], six [6] safety considerations have been provided for you. In column two [2], identify four [4] risks that are most associated with each safety consideration, and finally, in column three [3], provide four [4] strategies that the employer can make to negate the risks.

Approximate word count: 40 -60 words in the form of bullet points in each section in both columns two [2] and three [3].

1: Safety Consideration	2: Risks	3: Strategy
Workstation [Computer]	<<Insert response here>>	<<Insert response here>>
Electrical Equipment	<<Insert response here>>	<<Insert response here>>
Furniture [desks and chairs]	<<Insert response here>>	<<Insert response here>>
Lighting & Fixtures	<<Insert response here>>	<<Insert response here>>
Temperature & Air Conditioning	<<Insert response here>>	<<Insert response here>>
Working hours	<<Insert response here>>	<<Insert response here>>

Assessor instructions: Students must explain the criteria listed in the table below using the information provided in their learning material. However, provided details must reflect the characteristics described in the benchmark answers.

1: Safety Consideration	2: Risks	3: Strategy
Workstation [Computer]	<ul style="list-style-type: none"> • Employees can suffer from increased stress, fatigue, which can also result in eyestrain • Headaches and migraines are also common with increased use of computers and laptops • Neck and shoulder pain can result of poor posture and increased concentration on screens 	<ul style="list-style-type: none"> • Ensure the user has altered their work position at the desk as appropriate • Employees must follow a varied work regime and take a 15-minute break away from the screen after every hour of continuous use • Provide a safe and appropriate workstation that is ergonomically sound

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	<ul style="list-style-type: none"> • Sitting too close or too far away from a computer screen can cause dry eyes and even impact eye health 	<ul style="list-style-type: none"> • Promote walking and standing when appropriate. Moving around is the objective
Electrical Equipment	<ul style="list-style-type: none"> • Exposed wires are an increased risk of electrocution • The overloading of electrical circuits can lead to fire risks • Graphic digital work may not be saved due to electrical surges • Electrical leads across the floor can be a trip hazard and lead to injury 	<ul style="list-style-type: none"> • Ensure that all equipment has been tested in accordance with regulations. • All computers and leads should have individual socket outlets • Visually inspect cable for any damage or discolouration • Where any equipment is identified for repair, it should immediately be removed from service
Furniture (desks and chairs)	<ul style="list-style-type: none"> • An employee's concentration can be adversely affected • Productivity and associated morale meeting deadlines can suffer • Poor furniture and desks can lead to physical strain and injury leading to increased absenteeism • An employee's health and well-being can suffer from poorly designed furniture and desks 	<ul style="list-style-type: none"> • Provide adjustable furniture and consider sit-stand desks • Arrange for an ergonomic assessment for workers who are experiencing issues • Provide training on the correct way to set up your desk • Encourage employees to take regular breaks and carry out stretching exercises
Lighting & Fixtures	<ul style="list-style-type: none"> • Glare from light sources can cause headaches and eye strain • Inadequate lighting can make simple tasks problematic and lead to trips and falls • Awkward posture can be a consequence of not seeing things adequately • Light level that is too bright can cause accidents 	<ul style="list-style-type: none"> • Provide staff with the ability to control and adjust natural light • Provide task lighting where required (such as desk lamps or individual overhead light) • Ensure emergency lighting is provided for the safe evacuation of people • Report broken lights to the building maintenance team

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Temperature & Air Conditioning	<ul style="list-style-type: none"> • Affects production and can lead to increased sickness and absenteeism • Inadequate or too hot working environments can lead to increased risks of accidents • Sun penetration through windows can cause illness due to increased UV rays • Discomfort and fatigue can occur if temperatures are too warm or too cold 	<ul style="list-style-type: none"> • Fit block out blinds to windows to stop harmful UV rays • Get air-conditioning regularly serviced to avoid the risk of deadly Legionnaires Disease • Ensure the temperature inside is between 20 & 26 degrees Celsius • Allow employees to take regular breaks for water and cooling purposes
Working hours	<ul style="list-style-type: none"> • Excess and irregular working hours can result in chronic fatigue • Tiredness, stress, and insomnia can be a consequence of working long hours, which can impact creativity and judgement • Competing deadlines and meetings can all impact mental health • Overworking can lead to disillusionment with the industry 	<ul style="list-style-type: none"> • Allow workers to create schedules of work, and segment tasks • Discuss with workers about flexible work hours to allow for maximum work potential • Promote mental health strategies such as meditation and yoga for example • Establish boundaries around work hours and provide hybrid working models to avoid potential burn out

Assessment checklist:

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

1	9 short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations, you have reached the end of Assessment 1

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