CUAGRD502

Produce graphic designs for 2-D and 3-D applications

Assessment 1 of 3

Short Answer Questions

Assessor Guide

Version 1

Assessment Instructions

Task overview

This assessment task is divided into 15 (fifteen) 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.

Question 1

Outline typical information found in briefs for 2-D and 3-D graphic design work.

In column one [1] you have been provided with eight [8] headings commonly used in design briefs for 2-D and 3-D graphic design work. In column two [2], outline the typical information included under each design brief heading.

Assessor instructions: Students must outline the typical information included in a design brief for 2-D and 3-D graphic design work, for each of the eight [8] 'Design brief headings' below. They must answer each heading. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Design brief heading	2. Outline of typical information (Word count: 5-10 words **per** design brief heading)
Project Overview	Brief summary of the project's purpose and goals.
Objectives	Clear goals that the design should achieve.
Target Audience	Details about the intended audience, such as characteristics and needs.
Scope	Defines project boundaries and deliverables.
Specifications	Detailed requirements like size, format, and materials.
Budget	Financial constraints and available resources.
Timeline	Key milestones and deadlines.
Reference Materials	Relevant existing materials or sources of inspiration.

Question 2

Explain other information that could be sourced to support understanding of design briefs.

In column one [1] you have been provided with seven [7] types of information sources. In column two [2], describe each type of information source. Then, in column three [3], explain how each type of information source supports a more comprehensive understanding of a design brief.

Assessor instructions: Students must describe each of the seven [7] types of information sources listed below and explain how each type of information source supports a more comprehensive understanding of a design brief. They must provide an answer for each type of information source. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Type of information source	2. Description of information source type (Word count: 7-10 words **per** information source type)	2. Explanation of how information source type supports a more comprehensive understanding of a design brief. (Word count: 15-25 words **per** information source type)
Market research	Analysis of trends, competitors, and consumer preferences.	Provides insights into current design trends, competitor visuals, and consumer preferences, ensuring that the design is contemporary, appealing, and differentiated from competitors.
Client background	Information about the client's brand, mission, values, and previous work.	Helps tailor the design to reflect the client's identity and strategic goals, ensuring alignment with the overall brand vision and enhancing the design's relevance and impact.
User feedback	Opinions and evaluations from the target audience on design elements.	Refines the design based on real user expectations, improving usability and accessibility to enhance overall user experience and ensure the design meets user needs.
Industry standards and guidelines	Established norms for typography, colour, and layout.	Ensures the design adheres to professional standards, maintaining quality and accessibility across platforms, and aligning with industry norms to enhance design effectiveness.
Technological trends	Information on the latest advancements and tools in design.	Allows incorporation of innovative techniques, leading to more engaging and efficient design solutions and keeping the design relevant with current technology.
Cultural and demographic insights	Knowledge of cultural symbols, colour meanings, and demographic preferences.	Ensures the design resonates appropriately with specific audiences, effectively communicating the intended message and being culturally relevant.

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Legal and ethical considerations	Knowledge of intellectual property laws, privacy regulations, and ethical standards.	Ensures that the design complies with legal requirements and adheres to ethical practices, protecting the project from potential legal issues and promoting responsible design practices.

Question 3

Summarise costing processes for graphic design work.

In column one [1] you have been provided with seven [7] key steps that make up costing for graphic design work. In column two [2], summarise the costing process for each key step.

Assessor instructions: Students must summarise the costing process for each of the seven [7] key steps of graphic design costing below. They must answer each step. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Key step of graphic design costing	2. Summary of costing process (Word count: 20-45 words **per** costing step)
Initial consultation and project scope	The graphic designer meets with the client to determine the project's requirements, deliverables, and timelines. This includes understanding the design objectives, preferred formats, and end-use of the project, whether it's for print, digital, or packaging.
Estimating time and resources	Hours required for the entire project are calculated, including research, concept development, design creation, revisions, and final production. This estimation varies based on whether the project is 2-D or 3-D due to differences in complexity and required tools e.g. Adobe Creative Cloud subscription costs.
Material and production costs	Costs are assessed for physical materials and resources needed, such as printing or 3D modelling software. For 3-D designs, additional costs may include mock-ups, 3D models, or rendering software.
Outsourcing and subcontracting costs	If elements of the design are outsourced, such as specialised 3D rendering or printing, these costs are included in the overall estimate.
Revisions and additional costs	Possible revisions and changes requested by the client are accounted for. Typically, the initial quote covers a set number of revisions, with additional changes billed separately.
Delivery and finalisation	Costs for final production are calculated, including file preparation, delivery fees, and licensing for stock images, fonts, or third-party assets used in the design.
Final quotation	A formal quotation or invoice is issued, summarising all estimated costs for design time, materials, production, and any subcontracted work. Often, a deposit is requested before starting the project.

Question 4

Outline basic project management techniques in relation to work planning, time management, and resource management.

In column one [1] you have been provided with three [3] categories that focus on managing a project efficiently. In column two [2], list two [2] project management techniques used within each project management category. Then, in column three [3], provide a high-level summary of each project management technique you have identified.

Assessor instructions: Students must list two [2] project management techniques for each project management category. They must summarise each project management technique per project management category. They must provide an answer for two [2] techniques per project management category. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Project management category	2. Project management technique (Word count: 1-5 words **per** project management technique)	3. Summary of project management technique (Word count: 10-15 words **per** project management technique)
Work planning	Defining project scope and objectives	Clearly outline the project's scope and objectives to prevent scope creep and ensure clear goals.
	Outlining tasks and deliverables	Break down the project into manageable tasks and define deliverables for each phase.
	Creating a roadmap	Develop a project timeline and milestones to track progress and ensure deadlines are met.
	Documentation	Maintain comprehensive project documentation to track progress and adjust plans as needed.
Time management	Scheduling	Create a detailed project timeline with deadlines for each task using tools like Gantt charts.
	Setting deadlines	Establish clear, realistic deadlines for tasks and milestones to manage expectations and track progress.
	Prioritising tasks	Determine task priorities based on importance and urgency to focus on high-impact tasks first.
	Tracking progress	Regularly monitor and review progress against the timeline, making adjustments to stay on track.
Resource management	Resource allocation	Assign tasks to team members based on their skills and allocate resources effectively.
	Budgeting	Develop and manage a budget for human resources, tracking costs to ensure the project stays within financial limits.

	Resource scheduling	Schedule human resource availability to prevent conflicts and ensure efficient utilisation.
	Resource optimisation	Optimise human resource use by coordinating availability and adjusting allocations to meet project needs.

Question 5

Outline key safety requirements for production processes in graphic design work.

In column one [1] you have been provided with six [6] safety focus areas relevant to production processes in graphic design work. In column two [2], outline the key safety requirements typically associated with each area.

Assessor instructions: Students must outline the key safety requirements typically associated with each of the six [6] 'Safety focus in graphic design' areas below. They must answer each safety focus area. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Safety focus in graphic design	2. Outline of key safety requirements (Word count: 20-30 words **per** safety focus area)
Ergonomics	• Ergonomically designed setups (proper chair, desk height, and monitor positioning) prevent strain injuries such as back pain and repetitive strain injuries (RSI). • Regular breaks are recommended.
Electrical safety	• Ensure all electronic devices (computers, printers, scanners) are in good working condition, grounded correctly, and used with surge protectors to prevent electrical hazards. • Replace damaged cords or equipment immediately.
Ventilation and air quality	• For processes involving materials like paints, adhesives, or printing chemicals, ensure proper ventilation to avoid exposure to harmful fumes or particles.
Safety use of equipment	• For tools such as X-Acto knives or 3D printers, follow safety protocols, wear protective gear (gloves, safety goggles). • Use the equipment correctly to avoid injuries.
Handling of hazardous materials	• Hazardous substances (solvents, inks, chemicals) should be handled with care. • Ensure proper storage, handling, and disposal. • Use appropriate personal protective equipment (PPE) and clear labelling to minimize risks.
Training and emergency procedures	• Employees should receive training on safe tool and equipment use. • Awareness of emergency procedures, including first aid, fire safety, and evacuation plans, is essential for responding to accidents.

Question 6

Explain the elements of design.

In column one [1] you have been provided with seven [7] design elements. In column two [2], describe each design element. Then, in column three [3], explain how each design element contributes to the creation of visually effective graphic designs.

Assessor instructions: Students must describe each of the seven [7] elements of design listed. They must explain how each element of design contributes to the creation of visually effective graphic designs. They must provide an answer for each element. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Design element	2. Description of design element. (Word count: 5-25 words **per** design element)	3. Explanation of how design element contributes to visually effective graphic designs (Word count: 5-15 words **per** design element)
Line	A straight or curved mark connecting two points or the path of a moving point.	Lines define shapes, create textures, guide the viewer's eye, and convey mood or movement.
Shape	A two-dimensional enclosed area, which can be geometric (with hard edges) or organic (with soft edges).	Shapes add structure, organise space, and create visual interest.
Form	A three-dimensional shape that exhibits height, width, and depth. Can be geometric or organic.	Form adds depth and dimension to a design.
Colour	The perception of light reflected from the surface of a shape or form, with three main characteristics: hue, value, and intensity.	Colour attracts attention, sets the mood, creates emphasis, and unifies or contrasts elements.
Value	The lightness or darkness of a colour.	Value enhances readability, creates depth, and helps establish a visual hierarchy.
Space	The areas around, between, and within components of a design. There are two types: negative space (unoccupied) and positive space (occupied).	Space allows designs to breathe, creates balance, and separates elements.
Texture	The surface quality of an object, whether tactile or visual.	Texture adds depth, interest, and realism and can influence the emotional impact of a design.

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Question 7

Explain the principles of design.

In column one [1] you have been provided with eight [8] design principles. In column two [2], describe each design principle. Then, in column three [3], explain how each design principle contributes to the creation of visually effective graphic designs.

Assessor instructions: Students must describe each of the eight [8] design principles listed. They must explain how each design principle contributes to the creation of visually effective graphic designs. They must provide an answer for each principle. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Design principle	2. Description of design principle. (Word count: 10-30 words **per** design principle)	3. Explanation of how design principle contributes to visually effective graphic designs (Word count: 10-30 words **per** design principle)
Balance	The distribution of objects, colours, texture, and space. Symmetrical, asymmetrical, or radial balance can be applied.	Balance ensures visual stability and harmony, making the design feel cohesive and well-organised.
Emphasis	Emphasis highlights an area of the design that catches the viewer's attention, created through contrast in size, colour, texture, or shape.	Emphasis directs attention to the focal point, ensuring the message or key element stands out clearly.
Movement	Movement is the path the viewer's eye takes through the work of art, guiding the viewer to focal areas or creating the look or feeling of action.	Movement helps create flow, guiding the viewer's eye across the design and enhancing the sense of engagement or action.
Pattern and Repetition	Pattern is the repeating of an element throughout a design. Repetition works with pattern to make the design feel active.	Repetition creates consistency, reinforces brand identity, and makes the design visually cohesive.
Rhythm	Rhythm occurs when one or more elements are repeated to create a feeling of organised movement or visual tempo.	Rhythm creates a dynamic flow, making the design more engaging and guiding the viewer's eye smoothly through the composition.
Proportion	Proportion is the relative size and scale of the various elements within a design.	Proportion establishes visual harmony by ensuring the elements work together, or it draws attention to key areas through contrast in size.
Variety	Variety uses different elements to maintain interest and guide the viewer's eye through the design.	Variety prevents monotony, keeps the viewer engaged, and adds complexity and richness to the design.
Unity	Unity is the feeling of harmony between all parts of the design, creating a sense of completeness.	Unity ensures all design elements work together

		cohesively, delivering a unified and complete visual message.

Question 8

Explain colour management techniques and theory.

In column one [1] you have been provided with two [2] colour management techniques. In column two [2], provide a description of each colour management technique. Then, in column three [3], explain the rationale behind using each technique in graphic design.

Assessor instructions: Students must describe each of the two [2] colour management techniques listed and the rationale behind using each technique in graphic design. They must provide an answer for each technique. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Colour management technique	2. Description of the colour management technique (Word count: 10-20 words **per** colour management technique)	3. Rationale for the colour management technique (Word count: 30-45 words **per** colour management technique)
Colour profiles	Standardised data files (e.g., sRGB, Adobe RGB, CMYK) that define how colours should be displayed across different devices.	Colour profiles create a uniform reference for colour representation, ensuring that colours appear consistent whether viewed on a monitor or in print. Colour profiles account for the differences in how devices reproduce colours and provide a standardised way to communicate colour information.
Calibration	Adjusting monitors and printers to correct deviations in colour accuracy.	Calibration aligns a device's colour output with a chosen colour profile, compensating for changes over time due to aging or environmental factors. This maintains accurate colour representation for graphic designs.

Question 9

Discuss the application of typographic theory and practice to the development of effective design solutions.

In column one [1] you have been provided with two [2] typographical aspects. In column two [2], describe how typographic choices are used in relation to each aspect and the impact of these choices on design outcomes. Then, in column three [3], explain why these typographic choices are important, focusing on how they affect each typographical aspect.

Assessor instructions: Students must discuss how typographical theory and practice can be applied to develop effective graphic design solutions. They will focus on two [2] aspects listed below. For each aspect, students must describe how typography is used and its impact on design outcomes, and explain why these typographic choices are important, emphasising how they affect each typographic aspect and contribute to effective graphic design solutions. They must provide an answer for each aspect. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Typographical aspect	2. Description of typographic choices and impact (Word count: 30-50 words **per** typographical aspect)	3. Explanation of why typographic choices are important (Word count: 20-40 words **per** typographical aspect)
Readability	Typography impacts readability through the choice of font size, line spacing (leading), contrast, and font weight. For example, a sans-serif typeface with clear, legible characters and adequate spacing enhances readability in digital formats, while a well-chosen font size and line height improve readability in print materials.	Ensuring readability is crucial for effective communication. Poor readability can make content difficult to understand, leading to a negative user experience. Clear, accessible typography helps users engage with and absorb the information more easily.
Consistency and brand identity	Consistency in typography involves using the same typefaces and styles across all design platforms, which helps to maintain a unified brand identity. For example, a brand may use a specific serif font for its logo and headers, while maintaining uniformity in body text across marketing materials.	Consistent typography reinforces brand identity and creates a cohesive visual experience. It helps build recognition and trust by ensuring that all brand communications are visually aligned, enhancing the overall impact of the brand's message.

Question 10

Outline critical and creative thinking techniques and their application in graphic design practice.

In column one [1] you have been provided with two [2] types of thinking. In column two [2], identify three [3] techniques used in each type of thinking. Then, in column three [3], describe how each technique you have identified can be applied in graphic design practice.

Assessor instructions: Students must outline critical and creative thinking techniques and their application in graphic design practice. They must outline three [3] techniques for each type of thinking. For each technique they outline, students must describe how it can be applied in graphic design practice. They must provide an answer for each type of thinking technique. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Type of thinking	2. Technique (Word count: 2-5 words **per** technique)	3. Description of how technique is applied in graphic design practice (Word count: 13-20 words **per** technique)
Critical thinking	Collecting necessary information	Gathering detailed information about client objectives, target audience, and market trends to make informed design decisions.
	Questioning assumptions and biases	Assessing initial assumptions and biases to ensure the design aligns with the target audience's preferences.
	Evaluating sources for credibility and accuracy	Analysing the methods used to collect data and evaluating the reliability of sources to ensure accuracy and avoid flawed information.
	Understanding design assumptions and biases	Identifying and addressing biases or assumptions that could affect the design to ensure objectivity and alignment with client needs.
	Looking at the bigger picture	Considering the broader context and long-term implications of design decisions to ensure they fit into the overall brand strategy.
	Examining causes and effects	Analysing the potential outcomes of design choices to understand their impact on user experience and engagement.
Creative thinking	Gathering inspiration	Exploring various sources such as art, nature, and technology to spark creativity and generate new ideas.
	Defining the design brief	Analysing the design brief to ensure creative ideas align with project goals, target audience, and desired outcomes.

	Ideation and conceptualisation	Brainstorming and generating a range of ideas, using SCAMPER, or creating mood boards, and sketching concepts to explore different design possibilities.
	Refinement and selection	Brainstorming and generating a range of ideas, creating mood boards, and sketching concepts to explore different design possibilities.
	Execution and craftsmanship	Applying technical skills and artistic abilities to execute the final design with attention to detail and precision.

Question 11

Discuss intellectual property issues and legislation associated with graphic design practice.

In column one [1], you have been provided with ten [10] intellectual property (IP) considerations related to graphic design practice. In column two [2], describe each IP consideration, including its definition and how it is relevant to graphic design. In column three [3], explain how applying each IP consideration is important for graphic designers, focusing on its impact on their graphic design practice. Then, in in column four [4], identify the relevant legislation that governs each IP consideration.

Assessor instructions: Students must discuss how key intellectual property considerations can impact graphic design practice. They will focus on ten [10] IP considerations listed below. For each consideration, students must describe its relevance to graphic design and explain why applying this IP consideration is crucial. They should highlight how each IP consideration affects their graphic design practice, focussing on its impact on their practice and protection of their work. Then, in column four [4], they must identify the relevant legislation that governs each IP consideration. Students must provide an answer for each IP consideration. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Intellectual property (IP) consideration	2. Description of IP consideration (Word count: 5-10 words **per** IP consideration)	3. Explanation of how IP consideration applies to graphic design practice (Word count: 8-17 words **per** IP consideration)	4. Identify the relevant legislation (Word count: 3-4 words (including year where relevant) **per** IP consideration)
Copyright law in Australia	Copyright protection is automatic for artistic works.	Graphic designers need to understand copyright to protect their work and use others' work lawfully.	Copyright Act 1968
Work-for-Hire and ownership	IP ownership depends on employment status and contracts.	IP ownership depends on employment status and contracts.	Copyright Act 1968
Licensing and usage	Licensing grants permissions for use of copyrighted works.	Graphic designers must manage licenses to control how their work is used.	Copyright Act 1968
Trademark law	Protects logos and brand elements through registration.	Graphic designers should ensure logos do not infringe on existing trademarks.	Trade Marks Act 1995
Registered designs	Visual appearances of products can be protected.	Graphic designers can register designs to prevent copying.	Designs Act 2003
Fair dealing vs Copyright infringement	Limited use of work for specific purposes is allowed.	Graphic designers must understand fair dealing provisions to avoid copyright infringement.	Copyright Act 1968
Creative Commons and Open-source resources	Allows use with specific conditions.	Graphic designers must follow licensing terms for Creative Commons and open-source resources, ensuring compliance with usage rights.	Copyright Act 1968

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Non-Disclosure Agreements (NDAs)	Confidentiality agreements protect sensitive information.	Non Disclosure Agreements safeguard project details from being disclosed.	Australian contract law
Design patents	Protects product designs for a limited time.	Graphic designers may apply for design patents to protect product aesthetics.	Patents Act 1990
IP enforcement and dispute resolution	Legal action and mediation help enforce rights.	Graphic designers can take legal steps or use mediation to resolve disputes.	Australian IP law

Question 12

List typical visual representations used in graphic design work and outline the techniques for incorporating and manipulating them.

In column one [1] you must list four [4] visual representation types used in graphic design work. In column two [2], identify two [2] techniques used for incorporating and manipulating each visual representation you have listed. Then, in column three [3], describe each visual representation technique you have identified when applied to graphic design work.

Assessor instructions: Students must list four [4] typical visual representations used in graphic design work and outline two [2] techniques for incorporating and manipulating each listed visual representation type. They must outline two [2] techniques per visual representation type. For each technique, students must describe how it can be applied in graphic design work. They must provide an answer for two [2] techniques per visual representation type. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Visual representation type (Word count: 2-3 words **per** visual representation type)	2. Visual representation technique (Word count: 2-5 words **per** visual representation technique)	3. Description of technique as applied in graphic design work (Word count: 10-15 words **per** visual representation technique)
Text and typography	Using grids	Organises text into a structured layout to enhance clarity and readability.
	Contrasting text sizes	Uses different text sizes to create visual hierarchy and emphasise important information.
	Adequate spacing and paragraphing	Ensures proper spacing and paragraphing to avoid clutter and improve text readability.
	Balanced image-to-text ratios	Maintains an effective ratio of images to text to create engaging and visually appealing layouts.
Illustrations and Drawings	Abstract representation	Uses simplified, non-realistic illustrations to convey messages effectively without unnecessary details.
	Detailed drawings	Provides clear, detailed visual representations to aid understanding and communication of complex ideas.
Information visualisation	Data charts, graphs, infographics	Converts numerical data into graphical formats to present information clearly and concisely.
	Interactive elements	Incorporates interactive features to allow users to explore and understand complex data sets.
	Layered information	Uses layers to present multiple types of data in a single visual.
Symbolic correspondence	Recognisable icons	Employs universally recognized symbols (e.g., magnifying glass for

		searching) for immediate understanding without text.
	Standardised signs	Uses standard symbols (e.g., restroom signs) to convey specific information clearly and efficiently.

Question 13

Describe current practice for documenting and presenting graphic design work.

In column one [1] you have been provided with five [5] goals associated with documenting and presenting graphic design work. In column two [2], describe how each goal can be achieved through current documentation practices. In column three [3], describe how each goal can be achieved through current presentation practices.

Assessor instructions: Students must describe current practices for documenting and presenting graphic design work. They will focus on five [5] goals, listed below. For each goal, students must describe current practices for documenting graphic design work and presenting graphic design work. Students must provide an answer for each goal. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Goal of documenting and presenting graphic design work	2. Current documentation practices (Word count: 20-25 words **per** goal)	3. Current presentation practices (Word count: 20-25 words **per** goal)
Capturing the process	• Document all stages of the design process. • Include detailed notes on research, brainstorming, sketches, iterations, and final outcomes. • Use project management tools to track progress.	• Present an overview of the design process. • Create a narrative that highlights key stages and decisions. • Use a timeline or flowchart to visualise the progression.
Showing alignment	• Ensure documentation aligns with client objectives. • Cross-reference design goals with client requirements. • Include sections that specifically address how each objective is met.	• Demonstrate how the design meets client objectives. • Use clear visuals and explanations to show alignment with client goals. • Provide before-and-after comparisons or results.
Ensuring clarity	• Maintain clear structure and detailed explanations. • Use headings, subheadings, bullet points, and visuals like images or charts. • Write in a concise and straightforward manner.	• Use visuals and engaging explanations. • Use presentation tools to create clear, visually appealing slides. • Ensure text is minimal and supplemented with diagrams and mock-ups.
Integrating feedback	• Incorporate feedback and revisions. • Document all feedback received, and the corresponding changes made. • Include a section on revisions and how they address the feedback.	• Show how client or peer feedback was incorporated into the final design. • Use before-and-after slides to illustrate changes made based on feedback.
Sharing the information	• Distribute documentation in accessible formats. • Choose methods such as secure file sharing or client management systems.	• Prepare for live presentations or virtual meetings. • Ensure the presentation is tailored to the audience and

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	• Ensure all stakeholders have access.	practice delivery to engage effectively.

Question 14

Explain pre-press processes and their function in the graphic design process.

In column one [1] you have been provided with four [4] key stages within the pre-press process. In column two [2], provide a description of each pre-press process stage. Then, in column three [3], explain the purpose of each pre-press process stage (i.e. why the stage is necessary).

Assessor instructions: Students must describe each of the four [4] pre-press stages listed and the purpose behind using each pre-press process stage in graphic design. They must provide an answer for each pre-press process stage. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Pre-press process stage	2. Description of pre-press process stage (Word count: 15-25 words **per** pre-press process stage)	3. Purpose of pre-press process stage (Word count: 15-30 words **per** pre-press process stage)
Preflighting	Reviewing digital artwork files to ensure it meets all necessary requirements for printing. This includes checking for issues with colours, fonts, images, bleeds, and margins.	Ensures that any potential issues are identified and corrected before printing, reducing errors and ensuring high-quality output.
Raster Image Processor (RIP)	Translates digital artwork into a format (raster) that a printing press can use by flattening layers and separating colours.	Ensures accurate colour reproduction, proper translation of vector artwork and fonts, and manages colour separations, preparing the design for printing while maintaining fidelity to the original digital file.
Proofing	Producing a representation (digital or physical) for the client to approve before the final production.	Ensures the client agrees with the final layout and colours, preventing misunderstandings and avoiding costly revisions or errors in production.
Plate making (for offset production)	Creating a set of printing plates for each colour in the design, used in offset printing.	Allows for precise reproduction of the design, especially for offset printing, where physical plates are needed for each colour.

Question 15

Identify typical problems that occur during the graphic design process, and how to avoid or resolve them.

In column one [1] you must list four [4] typical problems that occur during the graphic design process. In column two [2], identify the impact that each problem has on the quality and effectiveness of the design. Then, in column three [3], identify a strategy you would use during the graphic design process to avoid or resolve each problem you have identified.

Assessor instructions: Students must list four [4] typical problems that occur during the graphic design process. They must identify the impact of each problem on design quality and effectiveness. For each problem, students must also identify a strategy that would avoid or resolve the problem. They must provide an answer for each problem they identify. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Problem that occurs during the graphic design process (Word count: 2-5 words **per** problem)	2. Impact of problem on design quality and effectiveness (Word count: 10-20 words **per** impact of problem)	3. Strategy to use to avoid or resolve the problem (Word count: 25-30 words **per** strategy)
Too many fonts	Using too many fonts creates visual clutter, makes content difficult to read, and appears unprofessional.	Limit font usage to two or three complementary fonts. Choose fonts that enhance readability and coherence. Pay attention to font sizes and kerning to maintain legibility and aesthetics.
Using stock images	Overuse of stock images can lead to generic designs, undermine originality, and damage credibility. Unauthorised use leads to legal issues.	Select high-quality, less commonly used stock images. Customise or modify images to better fit the project's needs. Ensure proper licensing and avoid watermarks.
Not proofreading	Misspellings and grammatical errors can make the design appear unprofessional and reduce credibility.	Always proofread and get a second pair of eyes to review the content. Use tools and checklists to catch errors before finalising the design.
Choosing the wrong colours	Poor colour choices can make a design visually unappealing and hinder readability.	Create a colour palette with both primary and secondary colours. Ensure good contrast between text and background. Test colours to confirm they work well together and maintain readability.
Using incorrect hierarchy	Incorrect hierarchy can confuse the viewer and obscure the main message of the design.	Use visual hierarchy techniques such as size, colour, and placement to emphasise important information. Ensure that the layout guides the viewer's eye in a logical flow.
Designing for the wrong medium	Results in colour inaccuracies and poor image quality, as print and digital mediums have different requirements.	Identify the intended medium before designing. Use CMYK colour mode for print and RGB for digital screens. Adjust resolution accordingly and preview the design in its final format.

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Saving in the wrong format	Incorrect file formats can result in loss of quality or improper display of the design.	Choose the appropriate file format based on the design's use: JPEG for web, PNG for images needing transparency, and PDF or AI for print. Ensure correct resolution and file settings.
Not creating a versatile design	A lack of versatility can limit the design's usability across different media and applications.	Design with flexibility in mind. Create adaptable versions of the design for various uses, such as different sizes and formats. Ensure the design maintains integrity in different contexts.

Assessment checklist:

Students must have completed all [questions/activities] within this assessment before submitting. This includes:

1	15 short answer questions to be completed in the spaces provided.	☐

Congratulations you have reached the end of Assessment 1!