



CUAGR502

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

Assessment 2 of 3

Project and Portfolio

Assessor Guide

Version 1



Assessment Instructions

Task overview

This assessment has four (4) parts and thirteen (13) tasks. Ten (10) tasks relate to a simulated project, and three (3) tasks focus on creating a collaboration role-play and a portfolio of work.

Part A: Project preparation	
Task 1a	Confirm project objectives
Task 1b	Evaluate design specifications
Task 1c	Source and evaluate additional information
Task 1d	Develop production specifications
Part B: Planning project, resources, collaboration, and final presentation plan	
Task 2a	Plan project timeline and integrate key milestones
Task 2b	Plan and allocate resources and assess risks and constraints
Task 2c	Plan collaborative interactions
Task 2d	Collaborate with a contributor role-play
Task 2e	Plan final presentation
Part C: Creating and evaluating your 2-D and 3-D design portfolio	
Task 3a	Create and evaluate 2-D design work
Task 3b	Create and evaluate 3-D design work
Part D: Reviewing, proofing, and checking your 2-D and 3-D work	
Task 4a	Review 2-D and 3-D design work
Task 4b	Proof and conduct final checks of 2-D and 3-D design

Read the scenarios and related task instructions carefully before completing each task.

Part B of this assessment includes recording project collaboration and gathering feedback for your final design. You will need **one (1)** additional participant to play the role of a contributor. This participant can be a peer, a family member, or a friend.

Detailed instructions for this part are provided in Part B of this assessment. You must record your collaboration role-play and upload it to the LMS along with your completed assessment.

Additional resources and supporting documents

To complete this assessment, you will need to access and use the following documents:

- Brekky King design brief
- Brekky King logo
- Fusion Graphix Production Specifications template
- Fusion Graphix Project Plan template
- Fusion Graphix Portfolio template.



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.




















Please consider the environment before printing this assessment.


Part A: Project preparation

Project scenario: Brekky King cereal box

You are employed as a Graphic Designer at Fusion Graphix, a design agency specialising in consumer product branding.

Read the email from Fusion Graphic's Design Lead, then complete the tasks that follow.

File Home Send / Receive Folder View Help Grammarly Acrobat Try the new Outlook																		
 New Email	 New Items	 Delete	 Archive	 Reply	 Reply All	 Forward	 Share to Teams	 Quick Steps	 Move	 Tags	 Groups	 Find	 Read Aloud	 Translate	 All Apps	 Reply with Scheduling Poll	 Reply with Grammarly	 Copilot for Sales

	Date	Tuesday, 2 October 202x
	From	Kelley Haney
	Subject	New project: Brekky King cereal box
	Attachments	Brekky King design brief .pdf Brekky King logo.png and .jpg Fusion Graphix Production Specifications template.pptx Fusion Graphix Project Plan template .docx

Good morning,

I hope you're doing well!

I'm excited to let you know that you've been assigned to a new project here at Fusion Graphix. We've been commissioned to design a print-ready cereal box for a new product called Brekky King, which is aimed at families with young children. The goal is to create a fun, vibrant, and energetic design that will help Brekky King stand out on store shelves.

This project will involve both 2-D and 3-D design elements. You'll be creating the 2-D graphics and layout for the cereal box, as well as developing a 3-D rendering to visualise the final product.

I've attached the design brief and client logo sent by Brekky King's Marketing Manager, Tai Beaufort, and a copy of our project plan and production specifications templates for your reference. Please look at the brief to confirm the project objectives, evaluate the specifications and source additional information.

Once you've reviewed everything, you'll need to start planning the production specifications, project plan and required resources. Make sure to include key milestones and timelines that align with the overall vision we're aiming for, while accounting for potential delays or revisions along the way, and detailed resource allocation (and risks!). I'm also looking for how you plan your collaborative interactions throughout the project.

If you have any questions or need further information, don't hesitate to reach out. I'm looking forward to seeing your creative approach to this exciting project, and your attention to detail!

Kind regards,
Kelley Haney

Design Lead
Fusion Graphix

300 Fictional Way, Sydney, NSW 2000
Phone: 1800 111 222
www.fusiongraphix.com.au

Task 1a: Confirm project objectives

You are required to confirm the project's objectives to ensure the final design meets the creative and technical requirements.

Complete the table below. In column one [1], outline **three [3]** specific project objectives as interpreted from the brief. In column two [2], include what the design needs to achieve for each objective. Then, in column three [3], describe how success will be measured for each objective.

Assessor instructions: Students must provide a clear statement outlining three [3] project objectives as identified from the brief. This includes what the design needs to achieve and how success will be measured. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Objective (Word count: 1-5 words per objective)	2. What the design needs to achieve (Word count: 3-10 words per objective)	3. How success will be measured (Word count: 7-10 words per objective)
Reflect brand identity	The design must reflect a fresh, energetic breakfast cereal brand.	Design conveys a vibrant, appealing image; stands out on shelves.
Print-readiness	The final product must be print-ready and suitable for commercial packaging.	Design meets print production standards; approved for commercial use.
3-D rendering	3-D rendering should accurately represent the final product.	3-D rendering accurately represents the final product; effective for client presentations.

Task 1b: Evaluate design specifications

You are required to evaluate the brief's specifications to ensure the final design meets the creative and technical requirements.

Complete the table below. You have been provided with specification categories in column one [1]. In column two [2], outline the design specifications. Then, in column three [3], describe how you plan to meet these requirements as interpreted from the brief.

Assessor instructions: Students must provide a detailed breakdown of the design specifications, including technical constraints (e.g., dimensions and layout, colour schemes, file formats) and creative requirements. Students must describe how they plan to meet these requirements. They must meet word count. Language may differ from the sample answers below, but this general guide indicates the type of response needed.

1. Specification	2. Details (Word count: 10-15 words per specification)	3. Plan to meet requirements (Word count: 7-15 words per specification)
Dimensions and layout	The cereal box design must adhere to 12 inches x 8 inches x 2.625 inches.	Ensure design fits these dimensions; adjust layout as needed.

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Colour schemes	Use a vibrant colour palette reflecting the brand's energetic identity.	Select and apply colours that are visually appealing and brand consistent.
File formats	Deliver final design in vector (AI) and raster (PNG, PDF) formats.	Export files in specified formats for compatibility with print and digital platforms.
3-D render	Provide a 3-D render of the box in JPEG format for presentation.	Create and refine a 3-D model of the design; save and present in JPEG format.
Creative requirements	Design must be visually striking and memorable, aligning with brand messaging.	Follow brand guidelines; ensure the design effectively communicates the brand's message.

Task 1c: Source and evaluate additional information

You are required to gather and evaluate **two [2]** different sources of information that are relevant to the Brekky King design brief. The purpose is to ensure your design approach is both innovative and grounded in current trends or established design principles.

Complete the table below by exploring the provided sources of information to inform your design concept. In column one [1], you have been provided with two source categories to use for inspiration or reference. In column two [2], provide a detailed description of the specific insights or ideas gained from these sources. In column three [3], explain how the sources are relevant to the Brekky King design brief and supports your design decisions. In column four [4], evaluate the overall quality and usefulness of the sources in shaping your design. Then, in column five [5], consider the intellectual property requirements related to each source.

Assessor Instructions: Students must gather and evaluate two different sources of information relevant to the Brekky King design brief. Students must describe the sources, explaining their relevance to the Brekky King design brief, and evaluate their overall usefulness. Students must also consider intellectual property requirements. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

Source category	Description of source (Word count: 20-25 words per source category)	Relevance of source to Brekky King design brief (Word count: 20-25 words per source category)	Evaluation of source (Word count: 30-35 words per source category)	Intellectual property considerations (Word count: 15-20 words per source category)
Online galleries	I explored Behance and Dribbble to find innovative breakfast packaging designs. These platforms showcased minimalistic yet vibrant designs with playful typography.	These sources provide insight into how contemporary breakfast brands use simplicity and colour to stand out on shelves, which aligns with Brekky King's desire for a modern brand refresh.	The galleries were highly useful for understanding current design trends, offering a wide variety of ideas that can be adapted to the Brekky King project while staying relevant to market trends.	Ensure proper credit is given for designs referenced and consider the terms of use for any images used.
Contemporary design trends	I reviewed recent articles from design blogs, such as Design Milk, which highlight the growing trend of eco-friendly packaging	With Brekky King focusing on a family-friendly image and appealing to health-conscious consumers, incorporating eco-friendly packaging is	This source was valuable in ensuring the design is both on-trend and aligned with ethical considerations, though more research into sustainable	Verify the copyright status of articles and images used; consider requesting permission for any extensive use of material.

	and sustainability in branding.	relevant and strengthens their brand values.	materials will be needed to fully implement these ideas.	
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Task 1d: Develop production specifications

In task 1b, you briefly outlined your plan to meet design specification requirements as interpreted from the Brekky King design brief. You are now required to develop production specifications that support the project objectives and ensure the final design can be effectively produced. This includes detailing the technical and creative guidelines necessary for the successful realisation of the design. To complete this task, use the Fusion Graphix Production Specifications template.pptx which highlights the key components and structure needed to effectively document your production specifications.

Task instructions:

1. Using the Fusion Graphix Production Specifications template.pptx, fill in the following key sections:
 - a. Project overview: Provide a short summary of the project and its objectives.
 - b. Production specifications: Detail the technical and creative requirements, including:
 - i. Dimensions and layout
 - ii. Colour schemes
 - iii. File formats
 - iv. Typography and fonts,
 - v. Creative requirements.
 - c. Visual documentation: Include relevant visual elements such as sketches, diagrams, or references that support your production specifications, without needing to create fully developed iterations or renderings at this stage.

Save your PowerPoint file using the following naming convention: *CUAGR502_2_ProductionsSpecs_your name_yymmdd* and upload it together with your assessment for marking.

Assessor instructions: Students must develop production specifications that support the project objectives and ensure the effective production of the final design for the Brekky King cereal box. They must use the Fusion Graphix Production Specifications Template.pptx to detail the technical and creative guidelines necessary for the successful realization of their design. They must meet word count. Description language will differ from the sample descriptions below, but this general guide indicates the type of response needed.

Assessor checklist for Production Specifications				
Design specifications				
<input type="checkbox"/>	Dimensions and layout: The cereal box design must adhere to 12 inches x 8 inches x 2.625 inches.			
<input type="checkbox"/>	Colour schemes: A vibrant colour palette must be used reflecting the brand's energetic identity.			
<input type="checkbox"/>	File formats: Deliver final design in vector (AI) and raster (PNG, PDF) formats.			
<input type="checkbox"/>	3-D render: Provide a 3-D render of the box in JPEG format for presentation.			
<input type="checkbox"/>	Creative requirements: Design must be visually striking and memorable, aligning with brand messaging.			
Production specifications content				
	Slides	Requirements	Word count	Description
<input type="checkbox"/>	Project overview	Project name with short summary of the design project and project objectives.	50-100 words	This slide should provide an overview of the Brekky King cereal box design project, outlining the project objectives, such as creating a visually engaging and brand-aligned design that appeals to the target audience and stands out on supermarket shelves.

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<input type="checkbox"/>	Design specifications	Detailed design specifications, including dimensions and layout, colour schemes, file formats, typography, and creative guidelines.	100-150 words	This slide should outline the technical and creative specifications for the cereal box design. It includes the box dimensions (12 x 8 x 2.625 inches), colour scheme (vibrant colour palette), file formats (AI, PDF), and creative guidelines to ensure brand consistency.
<input type="checkbox"/>	Production requirements	Technical specifications for production, including file formats, resolution, and print setup (e.g., bleed, colour mode).	50-100 words per design specification	This slide(s) should cover the production details such as print resolution (300 DPI), file formats (AI, PDF), and setup for production (e.g., colour mode, bleed). Ensure that the technical requirements support high-quality, professional-grade printing.
<input type="checkbox"/>	Visual documentation	Supporting visuals (sketches, references, etc.).	15-30 words per visual	This slide(s) should include any visual materials that support the design, such as concept sketches, colour scheme choices, and layout ideas. These visuals provide a clear representation of the thought process behind the design and how it evolved.
<input type="checkbox"/>	References	List of sources or references used in the specifications.	25-75 words	This slide lists all sources used to inform the production specifications, including online galleries and contemporary design trends.

Part B: Planning project, resources, collaboration, and final presentation planning

Task 2a Plan project timeline and integrate key milestones

You are required to develop a project plan that outlines the timeline and integrates key milestones to ensure the project remains on track and meets client expectations.

Task instructions:

1. Review the Brekky King design brief to ensure you understand the project's objectives, client requirements, and overall scope.
2. Populate the Fusion Graphix Project Plan template to structure your project plan.
3. Include the following in the '1. Project Overview' sheet of the Fusion Graphix Project Plan template:
 - a. Project and client names
 - b. Project objectives
 - c. Success criteria
 - d. Team members and stakeholders
4. Include the following in the '2. Timeline and Milestones' sheet of the Fusion Graphix Project Plan template:
 - a. Project timeline: Create an outline of the entire project timeline, specifying the start and end dates for each phase. Ensure that you include built-in buffers (in days) to accommodate potential delays.
 - b. Key milestones: Identify and describe key milestones as checkpoints to evaluate progress and inform decision-making. Critical stages such as concept presentation, design iteration, client review, and final approval must be highlighted and tracked.

Save it using the following naming convention: *CUAGR502_2_ProjectPlan_your name_yymmdd*.

Assessor instructions: Students must provide a project overview and outline the entire project timeline, ensuring key milestones are clearly identified. Milestones should reflect the stages of the design process and be realistic in terms of timing. The timeline should demonstrate the student's ability to manage both creative and technical aspects while anticipating and accounting for potential setbacks.

This is an example of a project plan using the Fusion Graphix project plan template that outlines the project overview and timeline with key milestones integrated:

'1. Project Overview' sheet for Brekky King Cereal Box Project

Project overview	
Project name	Brekky King Cereal Box
Client name	Brekky King
Project objectives	The design must reflect a fresh, energetic breakfast cereal brand. The final product must be print-ready and suitable for commercial packaging. 3D mock-up of the design.
Success criteria	Design conveys a vibrant, appealing image; stands out on shelves. Design meets print production standards; approved for commercial use. 3D mock-up accurately represents the final product; effective for client presentations.
Team members	Graphic Designer: Student name Design Lead: Kelley Haney
Stakeholders	Client Marketing Manager: Tai Beaufort

'2. Timeline and Milestones' sheet for Brekky King Cereal Box Project

Timeline and Milestones					
Phase	Start date	End date	Buffer time	Milestone	Status
1. Project kick off	Oct-01	Oct-01	1 day	Project scope and objectives defined	To do
2. Research & Discovery	Oct-03	Oct-10	3 days	Finalised design brief and initial research	To do
3. Concept Development	Oct-13	Oct-27	3 days	Present initial design concepts	To do
4. 2-D design Iteration & Refinement	Oct-30	Nov-20	3 days	Present refined 2-D design iterations	To do
5. 3-D design Refinement	Nov-23	Dec-07	3 days	Present final 2-D design and 3-D rendering	To do
6. Production & Launch	Dec-10	Dec-24	3 days	Confirm final 3-D rendering	To do
7. Project closure	Dec-27	Jan-03	Not required	Post-project review conducted	To do

Task 2b Plan and allocate resources and assess risks/constraints

You are required to plan for and allocate necessary resources for each project phase while assessing potential risks and constraints. To complete this task:

- i. Complete the planning table in this task to:
 - o assess the resources (i.e. processes, software, and digital materials) needed to realise the technical and creative aspects of your proposed design for the Brekky King cereal box
 - o assess potential risks associated with each resource.
- ii. Allocate these resources by linking them to specific key milestones in your project timeline.

i. Plan resources and assess risks and constraints:

You are required to assess the processes, software, and digital materials needed to realise the technical and creative aspects of your proposed design for the Brekky King cereal box.

Complete the table below by focusing on the resource categories provided to you in column one [1]. In column two [2], identify three [3] resource items (**per** resource category) that you require. In column three [3], describe how each item will be used to realise the technical and creative aspects of your Brekky King cereal box design. In column four (4), identify a risk or constraint associated with each resource item you have identified. Then, in column five [5], outline a strategy you will use to respond to each risk or constraint you have identified.

Assessor instructions: Students must complete the resource planning table by describing how specific processes, software, and materials (nine [9] resource items in total) will help them realise their cereal box design. They must describe how each item will be used to achieve the technical and creative aspects of the design. Additionally, students must

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identify a potential risk or constraint associated with each resource item and outline a corresponding strategy to respond to these risks or constraints. Responses should be concise yet descriptive, demonstrating clear connections between the resources, their intended use, and the associated risks and response strategies. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Resource category	2. Resource item (Word count: 2-5 words per resource item)	3. How each resource item will be used to realise your cereal box design (Word count: 10-20 words per resource item)	4. Potential risks/constraints associated with each resource item (Word count: 4-6 words per risk/constraint)	5. Response strategies to risks/constraints (Word count: 6-12 words per response strategy)
Processes	Design iteration	Multiple versions of the cereal box will be sketched and revised to meet the visual and technical requirements of the brief.	Time constraints may limit iterations.	Prioritise key design elements and schedule extra time for revisions.
	Prototype testing	A rendering will be created and tested for overall appearance before final production.	Materials may not arrive on time.	Order materials in advance and identify alternative suppliers.
	Print preparation	Final digital files will be prepped and formatted for printing, ensuring proper layout and print quality.	Technical issues with print files.	Allow for extra time for proofing and adjustments before printing.
Software	Adobe Illustrator	Used for creating the vector-based box design, including logo placement, text, and flat layout of the box panels.	Software crashes or compatibility issues.	Regularly save work and have backup software available.
	Adobe Photoshop	Applied for enhancing textures, adjusting images, and editing high-resolution artwork for the box.	Possible learning curve with software updates.	Allocate time for tutorials on new features or updates.
	Adobe Dimension	Used to visualise and render a 3-D version of the cereal box, helping refine the design and check proportions.	Hardware limitations may affect performance.	Use a computer with updated specifications for optimal performance.
Materials (i.e. digital)	Vector graphics	Used for creating scalable elements of the cereal box design, ensuring high quality at various sizes.	Limited availability of high-quality graphics	Research and source premium assets from reputable libraries.

	Textures	Digital textures applied to the box design to enhance visual appeal and realism in the 3-D rendering.	Copyright issues with textures.	Use royalty-free textures or create custom textures to avoid legal issues.
	Rendering template	Pre-designed templates that help visualise the final product in a 3-D context, aiding in presentation and feedback.	Misalignment with design specifications	Customise template to ensure it meets the specific requirements of the project.

ii. Allocate resources instructions:

1. Review the project’s timeline and key milestones from your saved Fusion Graphix Project Plan.
2. Use your saved Fusion Graphix Project Plan to allocate and plan your resources.
3. Include the following in the ‘3. Resource allocation’ sheet of your Fusion Graphix Project Plan:
 - a. Identify and list required resources: Include all necessary resources such as processes, software and materials.
 - b. Distribute resources across the project plan: Show how these resources are allocated throughout each project phase.
 - c. Link resources to milestones: Ensure that each resource allocation is connected to specific milestones, ensuring availability and readiness for each phase of the project.

Save it using the following naming convention: *CUAGR502_2_ProjectPlan_your name_yymmdd* and upload it together with your assessment for marking

Assessor instructions: Students must list all required resources (processes, software, materials) and show how these resources are distributed across the project timeline. Students must link resources to milestones, ensuring that resources are available and ready for each project phase.

This is an example of a resource plan using the Fusion Graphix project plan template that outlines the allocation of necessary resources for each project phase:

‘3. Resource allocation’ sheet for Brekky King Cereal Box Project					
Resource allocation	Linked milestone	Resource type	Resource	Allocation details	Allocated dates
1. Project kick off	Project scope and objectives defined	Process	Project preparation and planning	Allocate tasks and resources for kickoff activities	Oct-01
		Software	Project management tool	To create project timelines, integrate milestones, and track progress from the outset.	
2. Research and Discovery	Finalised research	Materials	Stakeholder list	A comprehensive list of all stakeholders involved in the project, including their roles and responsibilities.	Oct-03 to Oct-10
		Process	Research	Conduct part-time research	
		Software	Internet	Data gathering and analysis of online libraries	
3. Concept Development	Present initial design concepts	Materials	Research report	Documenting research findings	Oct-13 to Oct-27
		Process	Concept development workflow	Allocate time for developing and presenting concepts	
		Software	Adobe Photoshop	For experimenting with colours, textures, and visual elements in a digital format.	
4. 2-D Design Iteration & Refinement	Present refined 2-D designs and prototypes	Materials	Mood boards	Assembled using physical or digital images that reflect the desired style, colours, and themes.	Oct-30 to Nov-20
		Process	Design refinement & review process	Refine designs and conduct part-time review	
5. 3-D Design Refinement	Present final 2-D design and 3-D rendering	Software	Adobe Illustrator	For creating and refining the vector graphics and layout of the cereal box, ensuring all design elements are precise.	Nov-23 to Dec-07
		Materials	Digital prototypes	Digital representations of the refined designs.	
		Process	Final approval workflow	Coordinate the final approval process with stakeholders	
6. Production & Launch	Confirm final 3-D rendering	Software	Adobe Dimension	Creating high-quality 3D visualisations of the cereal box design.	Dec-10 to Dec-24
		Materials	Texture samples	Reference materials for selecting and applying textures that enhance the visual appeal of the cereal box.	
		Process	Launch execution & review	Oversee the launch and manage post-launch review activities	
7. Project Closure	Post-project review conducted	Software	Presentation tools	Managing launch and post-launch activities	Dec-27 to Jan-03
		Materials	Rendered designs	High-quality visual representations of the final cereal box design used for final presentation.	
		Process	Project closure & documentation	Compiling and finalising project documentation	
		Software	Microsoft Word	Detailing lessons learnt and future improvements	
		Materials	Closure report	A documented plan outlining suggested improvements for future projects based on insights gathered during the review.	

The project plan will be sent by Kelley to Tai Beaufort, Brekky King Marketing Manager, for insights from him and his team.

Task 2c Plan collaborative interactions

You are required to outline your planned collaborative interactions while working on the Brekky King project, focusing on key contributors, their roles, and how you want collaboration to inform and enhance the design process.

Complete the table below by focusing on the four [4] design phases provided to you in column one [1]. In column two (2), specify the planned date for each collaboration activity. In column three (3), list the contributors involved in each collaboration. In column four (4), describe the planned collaboration activities for each design phase. In column five (5), provide a brief context for the collaboration. Then, in column six (6), describe the expected outcomes of the collaboration.

Assessor instructions: Students must complete outline their planned collaboration efforts during each design phase listed in column one [1]. They must specify the planned date, contributors, and activities for each phase, along with the context of the collaboration and the expected outcomes. Responses should be concise yet descriptive, demonstrating clear connections between the collaborative activities and the expected outcomes of the collaboration. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Design phase	2. Planned date of collaboration	3. Contributors	4. Planned collaboration activities (Word count: 3-5 words per design phase)	5. Context of collaboration (Word count: 3-5 words per design phase)	6. Expected outcomes of collaboration (Word count: 7-8 words per design phase)
Research	[Planned date of collaboration]	[Contributor name]	Research feedback session	Gathering insights on target audience	Informed design direction based on research findings
Concept development	[Planned date of collaboration]	[Contributor name]	Idea generation and feedback session	Brainstorming logo concepts	Clarified design concepts and alignment with client needs
2-D design iterations	[Planned date of collaboration]	[Contributor name]	Review meetings for 2-D designs	Iterative design reviews	Continuous refinement and enhancement of 2-D designs
3-D design refinement	[Planned date of collaboration]	[Contributor name]	Review meetings for 3-D designs	Iterative design reviews	Continuous refinement and enhancement of 3-D models

Task 2d: Collaborate with a contributor role-play

You are required to collaborate with a contributor you identified in *Task 2c: Plan collaborative interactions* for the Brekky King project. This task emphasises effective communication, active listening, and the application of collaboration techniques to inform and improve design outcomes. Your collaboration must be 8-12 minutes in duration and include a role-play where one participant acts as a contributor.

Collaboration instructions

1. Select your contributor: Choose one (1) of the contributors you outlined in Task 2c. This could be a contributor you engaged with during the research, concept development, or design iteration and refinement stages.
2. Prepare for the role-play:
 - a. Brief your chosen contributor on their role, ensuring they understand the context of the collaboration.
 - b. Discuss key objectives for the collaboration, such as feedback on design concepts, reviewing a design iteration, or problem-solving specific challenges related to the Brekky King project.
 - c. The role play must demonstrate your ability to:
 - i. Initiates discussions with the contributor, encouraging an exchange of ideas and feedback.
 - ii. Uses active listening and questioning techniques to ensure the design meets the contributor's insights.
 - iii. Incorporates feedback from the contributor to enhance the design process.
 - iv. Summarises key points of the discussion and outlines next steps for the design process.
3. Draft your discussion points: Prepare a script or key points for your interaction, ensuring it reflects professional communication and addresses the project's needs. Your discussion should include:
 - a. Introduction: Introduce the purpose of the meeting and the contributor's role in the project.
 - b. Collaboration Activity: Outline the key topics for discussion, such as design concepts, potential challenges, and feedback mechanisms.
 - c. Conclusion: Summarise the key points discussed, confirming the next steps and any follow-up actions required from the contributor.
4. Record your collaboration role-play:
 - a. Use your draft narration and role-play to guide your delivery. Record the interaction, ensuring that your dialogue is clear and articulates your points effectively.
 - b. Keep the role-play within the allocated time frame (8-12 minutes), ensuring both video and audio quality are sufficient for clear understanding.
5. Review and finalise:
 - a. Watch the recorded role-play to evaluate clarity, completeness, and whether you effectively collaborated with your contributor.
 - b. Make any necessary revisions to improve the role-play quality and ensure it meets all requirements.

Save your collaboration using the following naming convention: *CUAGR502_2_Collaboration_yourname_yymmdd* and upload it together with your assessment for marking.

Collaboration role-play instructions

Your role-play must be recorded with your participant captured in a virtual room using a system such as Zoom, Skype or Teams. Save the video recording of your collaboration role-play using the following naming convention: *CUAGR502_2_Collaboration_yourname_yymmdd* and upload it together with your assessment for marking.

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

“This collaboration is being recorded for assessment purposes for my course with Swinburne Open Education. This collaboration will be recorded and submitted through my course online learning platform to my assessor for grading. The participant in this collaboration indicates their consent to be included in this recording by stating their name and job title.”

Assessor instructions: Students must demonstrate their ability to engage in a collaborative discussion that reflects one [1] of interactions planned in *Task 2c: Plan collaborative interactions*. The role-play should showcase their communication skills, ability to listen, and responsiveness to feedback. The discussion must be relevant to the Brekky King project, emphasising how collaboration enhances the design process.

Observation checklist for collaboration role-play			
Assessor instructions:			
The assessor must watch the collaboration recording and complete the below Observation Checklist to ensure the student has met all requirements. Throughout the role-play, the student will actively seek feedback from the contributor regarding their insights and suggestions, fostering a collaborative dialogue to enhance the overall design process.			
Below is a table for you to assess the student if they have demonstrated competency in this task.			
During the role-play, the student must demonstrate the following:		Observed	Assessor comments
1	Initiates discussions with the contributor, encouraging an exchange of ideas and feedback. Look for: The student effectively introduces the discussion, invites input from the contributor, and creates an open environment for dialogue. They demonstrate a willingness to consider and integrate feedback into the design process.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2	Uses active listening and questioning techniques to ensure the design meets the contributor’s insights. Look for: The student listens attentively to the contributor’s feedback, acknowledges their comments, and asks clarifying questions to fully understand their perspectives. They ensure that the collaboration aligns with the project’s objectives.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
3	Incorporates feedback from the contributor to enhance the design process. Look for: The student demonstrates the ability to integrate suggestions	<input type="checkbox"/> Yes <input type="checkbox"/> No	

	and ideas from the contributor into the design, showing adaptability and responsiveness to the collaborative input.		
4	<p>Summarises key points of the discussion and outlines next steps for the design process.</p> <p>Look for: The student summarises the collaboration outcomes, reinforcing the contributions made by the collaborator and clarifying any follow-up actions or decisions that will impact the design process.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Task 2e Final presentation planning

Kelley sent the Project Plan to Tai at Brekky King. Upon reviewing the information, he sent the following email:



The screenshot shows an Outlook email interface. The top ribbon includes tabs for File, Home, Send / Receive, Folder, View, Help, Grammarly, and Acrobat. The Home tab is active, showing various icons for actions like New Email, Delete, Reply, Forward, and Share to Teams. The email header shows the sender as Tai Beaufort, the subject as 'Re: Project plan for Brekky King cereal box', and no attachments. The email body starts with 'Hi Kelley,' followed by a paragraph explaining that the project plan submitted for the Brekky King cereal box design is missing final presentation details. It then asks for a written outline and lists three specific requirements: the format of the presentation, the components to be included, and the preparation tasks required for each component. The email concludes with a thank you and a signature from Tai Beaufort, Marketing Manager at Brekky King.

	From	Tai Beaufort
	Subject	Re: Project plan for Brekky King cereal box
	Attachment	

Hi Kelley,

I hope you're doing well. I've reviewed the project plan you submitted for the Brekky King cereal box design, and I appreciate the time spent on this to help us understand what to expect and when. However, I noticed that the plan doesn't include the final presentation details, which are crucial for us to move forward.

Could you please provide a written outline describing how your graphic designer intends to deliver the final presentation? Specifically, we need to know the following:

- The format of the presentation (e.g., overview of visual content being included)
- The components to be included (e.g., design files, renderings, etc.)
- Preparation tasks required for each component and how these tasks align with project timeline

This information is essential for ensuring that our Marketing team are fully prepared and aligned with the final steps of the project.

If you could send this over as soon as possible, that would be great. Let me know if you have any questions or need further clarification.

Thanks for your attention to this!

Best regards,
Tai Beaufort

Marketing Manager
Brekky King

You are required to create an outline of how you will deliver your final presentation, as requested by Tai.

Complete the table below, by outlining how you will present your design work, ensuring all preparations align with your project timeline.

In column one [1], you have been provided with components of the presentation. In column two [2], describe the format of each component, including how it will be presented. In column three [3], outline the specific preparation tasks needed for each component. Then, in column four [4], explain how these preparations align with the project timeline to ensure a smooth presentation process.

Assessor instructions: Students must outline a comprehensive plan for delivering their final presentation. This outline should detail how each component of the presentation will be formatted and presented, including specific preparation tasks. Ensure that all preparations align with the project timeline to facilitate a smooth presentation process. The plan should cover the format of each presentation component, preparation tasks required for each component, and how these preparations align with the project timeline. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Component to be included in the presentation	2. Format (Word count: 10-20 words per component)	3. Preparation tasks (Word count: 10-20 words per component)	4. Alignment of preparation tasks with project timeline (Word count: 15-25 words per component)
Digital presentation	PowerPoint slide deck outlining the design process, key decisions, and alignment with the Brekky King design brief.	Finalise PowerPoint slides. Rehearse presentation. Set up screen-sharing technology and check equipment.	Ensure slides are completed and reviewed according to the project timeline. Verify technical setup well before the presentation date.
Digital design files	High-resolution images of design elements and digital renderings provided via a shared cloud storage link.	Organise and name files clearly. Upload files to cloud storage. Verify file formats and accessibility.	Upload files at least a day before the presentation. Confirm file accessibility in advance.
3-D rendering	3-D visualisation tool or digital model showing design from multiple angles.	Finalise the 3-D rendering. Set up software for demonstration. Rehearse highlighting key features.	Ensure the 3-D rendering is finalised and tested in advance. Set up and test rendering at least two days before the presentation.

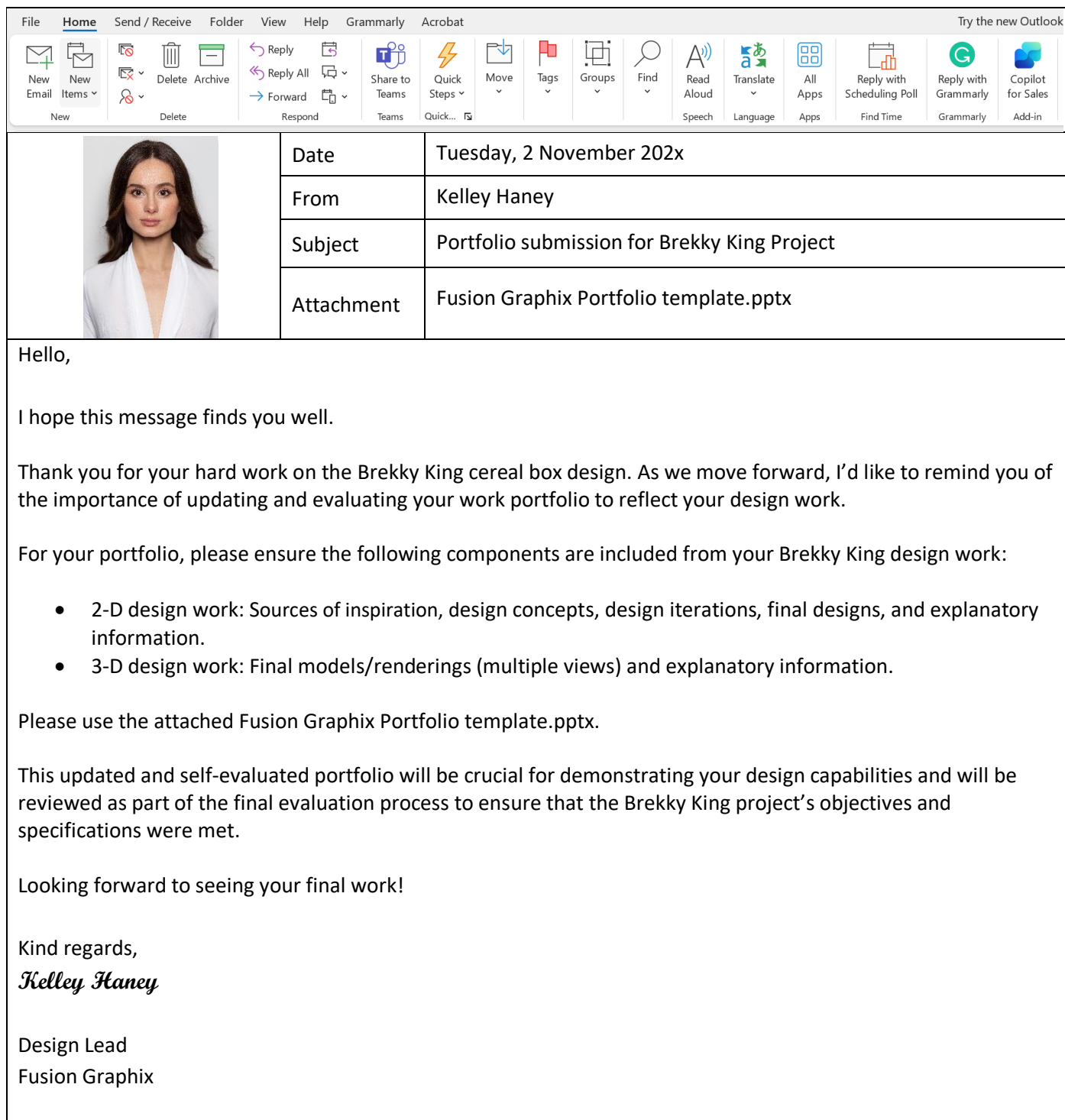
The outline for presenting the completed design work will be sent by Kelley to Tai at Brekky King for his information.

Part C: Creating and evaluating your 2-D and 3-D design portfolio


Portfolio scenario: Brekky King cereal box

You are employed as a Graphic Designer at Fusion Graphix. Your current project involves designing a cereal box for Brekky King. As part of your role, you are responsible for creating the designs and also presenting them in your work portfolio.

Read the email from Fusion Graphic's Design Lead, then complete the tasks that follow.



The screenshot shows an Outlook email interface. The ribbon at the top includes File, Home, Send / Receive, Folder, View, Help, Grammarly, and Acrobat. The Home ribbon is active, showing options like New Email, New Items, Delete, Archive, Reply, Reply All, Forward, Respond, Share to Teams, Quick Steps, Move, Tags, Groups, Find, Read Aloud, Translate, All Apps, Reply with Scheduling Poll, Reply with Grammarly, and Copilot for Sales. The email content is as follows:

	Date	Tuesday, 2 November 202x
	From	Kelley Haney
	Subject	Portfolio submission for Brekky King Project
	Attachment	Fusion Graphix Portfolio template.pptx

Hello,

I hope this message finds you well.

Thank you for your hard work on the Brekky King cereal box design. As we move forward, I'd like to remind you of the importance of updating and evaluating your work portfolio to reflect your design work.

For your portfolio, please ensure the following components are included from your Brekky King design work:

- 2-D design work: Sources of inspiration, design concepts, design iterations, final designs, and explanatory information.
- 3-D design work: Final models/renderings (multiple views) and explanatory information.

Please use the attached Fusion Graphix Portfolio template.pptx.

This updated and self-evaluated portfolio will be crucial for demonstrating your design capabilities and will be reviewed as part of the final evaluation process to ensure that the Brekky King project's objectives and specifications were met.

Looking forward to seeing your final work!

Kind regards,
Kelley Haney

Design Lead
Fusion Graphix

Task 3a: Create and evaluate 2-D design work

You are required to showcase and evaluate your ability to create effective 2-D designs that meet the Brekky King project's creative and technical requirements, as requested by Kelley. To complete this task:

- i. Use the Fusion Graphix Portfolio template.pptx to present your portfolio of 2-D design work.
- ii. Complete the evaluation table in this task to evaluate each of your design concepts and iterations. For each criterion provided, provide a description and justification based on your design work.

i. 2-D design portfolio task instructions:

1. Include sources, design concepts and iterations: Use the designated slides in the Fusion Graphix Portfolio template.pptx to provide:
 - a. **three [3]** sources of inspiration
 - b. **one [1]** of your design concepts
 - c. **two [2]** of your 2-D design iterations.
2. Include final 2-D design: Use the designated slide in the template to showcase your final 2-D design work. This must include high-resolution images of the front, back, and side panels of the Brekky King cereal box.
3. Provide explanations: For each 2-D design piece, use the slides to describe how they align with the Brekky King design brief. Keep descriptions concise and informative, keeping to the word count guidelines provided in the template.
4. Ensure proper formatting: Make sure all design images and explanatory information are properly inserted, aligned, and formatted. Your portfolio must be easy to navigate and visually professional and demonstrate a clear progression from design concepts through to the final design.

Save your portfolio using the following naming convention: *CUAGR502_2_Portfolio_your name_yymmdd*.

Assessor instructions: Students must prepare a showcase of final 2-D design pieces for the completed Brekky King cereal box. They must also include any relevant design concepts and design iterations. For each 2-D design piece, they must include a description of how it aligns with the Brekky King design brief (see Portfolio checklist for 2-D designs below). They must use the Fusion Graphix Portfolio template. They must meet word count. Description language will differ from the sample descriptions below, but this general guide indicates the type of response needed.

Assessor checklist for 2-D designs and 2-D design portfolio				
Project objectives				
<input type="checkbox"/>	The final design must reflect a fresh, energetic breakfast cereal brand.			
<input type="checkbox"/>	The final design must be suitable for commercial packaging.			
Project specifications				
<input type="checkbox"/>	The cereal box design must adhere to 12 inches x 8 inches x 2.625 inches.			
<input type="checkbox"/>	A vibrant colour palette must be used reflecting the brand's energetic identity.			
<input type="checkbox"/>	The final design must be visually striking and memorable.			
Portfolio content				
	2-D Designs	Requirements	Word count	Description
<input type="checkbox"/>	Sources of inspiration	Include three [3] sources of inspiration that informed the student's ideas. Each	50-75 words per source description	A study of modern minimalist packaging designs from contemporary brands provided inspiration for the

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		source must have a description explaining the sources used to inform their ideas and its alignment with the Brekky King design brief. Attribution must be provided.		clean and streamlined elements of the Brekky King design. The emphasis on simplicity and clear, concise messaging influenced the decision to use a straightforward layout and uncluttered graphics. This aligns with the brief's goal of ensuring the packaging is easy to read and instantly recognizable on the shelf, while still maintaining a contemporary appeal.
<input type="checkbox"/>	Initial Design Concepts	Include one [1] initial design concept. The design concept must have a description explaining its alignment with the Brekky King design brief.	50-75 words.	This concept features a vibrant, energetic design with bold colours and a dynamic mascot. The front panel uses bright reds and yellows to attract attention, while playful graphics reflect the cereal's fun brand identity. The layout is clear and commercial-ready, ensuring the product stands out and aligns with the project's objective of a memorable and fresh packaging design.
<input type="checkbox"/>	2-D Design iterations	Include two [2] 2-D design iterations. Each iteration must have a description of changes and improvements, and how these align with the Brekky King design brief.	75-100 words per 2-D design iteration description.	This iteration refines the initial concept by improving colour balance and text readability. Adjustments include a more cohesive colour scheme and a repositioned mascot for better visual appeal. The layout is optimised to enhance brand visibility and product information. These changes address feedback and align with the Brekky King design brief by ensuring a vibrant, eye-catching, and readable final design.
<input type="checkbox"/>	Final 2-D design	Include one [1] set of high-resolution images of the final 2-D design, including front, back, and side panels. Include a description of how the final 2-D design aligns with the Brekky King design brief.	100-125 words.	The final design includes high-resolution images of the cereal box's front, back, and side panels. It features a vibrant colour palette and engaging graphics that reflect the energetic identity of the Brekky King brand. The design incorporates all feedback and iterations, ensuring that it meets commercial packaging standards and is visually striking. The final design effectively combines all elements to create a memorable and professional product, aligning with the project objectives by showcasing a polished, commercially ready cereal box.

Assessor comments

ii. 2-D design evaluation task instructions:

You are required to evaluate how you used critical and creative thinking techniques when designing your **three [3]** design concepts .

Complete the table below by focussing on the **six (6)** critical and creative thinking techniques provided in column one [1]. In columns two [2], three [3], and four [4], describe how you applied each technique to each of your three [3] design concepts in your 2-D design portfolio.

Assessor instructions: Students must evaluate how they used critical and creative thinking techniques in their three [3] design concepts. They must describe how they applied each of the six [6] techniques to their concepts. Responses should be concise yet descriptive, demonstrating clear connections between the techniques and their designs. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

	1. Technique	2. Describe how technique was applied to design concept 1 (Word count: 15-30 words per technique)	3. Describe how technique was applied to design concept 2 (Word count: 15-30 words per technique)	4. Describe how technique was applied to design concept 3 (Word count: 15-30 words per technique)
Critical thinking	Questioning assumptions and biases	Assumptions about the target audience's preferences were challenged by conducting surveys and focus groups to gather real user feedback.	Assumptions about the colour scheme were questioned by testing different palettes with sample users.	Biases related to brand identity were addressed by consulting with diverse contributors.
	Evaluating sources for credibility and accuracy	Sources of inspiration included industry reports and design trends, which were verified by checking publication dates and authors' credentials.	Inspiration was gathered from reputable design magazines and online portfolios with verified information.	Sources included interviews with design experts, ensuring their credibility through their professional background.
	Examining causes and effects	The impact of choosing a minimalistic design was analysed by considering its effect on user engagement	The effects of different typography choices on readability and brand perception were evaluated through user testing.	The potential cause and effect of using bold graphics on customer appeal were analysed by comparing it to sales

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		and brand recognition.		data from similar designs.
Creative thinking	Gathering inspiration	Inspiration was drawn from successful cereal box designs and trends in packaging. The influence of these was seen in the use of vibrant colours and playful fonts.	Inspiration came from retro designs and current pop culture. This was reflected in the use of vintage typography and contemporary illustrations.	Inspiration was sourced from natural themes and eco-friendly designs, which was evident in the use of organic textures and earthy colours.
	Interpreting the design brief	The design brief was interpreted to emphasize a playful and engaging design for kids, reflected in the use of bright colours and cartoon characters.	The brief was interpreted to highlight a nostalgic feel, using retro elements and familiar imagery.	The brief was interpreted to convey sustainability, with the design focusing on recyclable materials and a nature-inspired aesthetic.
	Ideation and conceptualisation	Multiple concepts were explored, including variations in character design and colour schemes. The final concept was refined through iterative feedback.	Various iterations were created, including different layout options and typography styles. The final concept combined the best features of these iterations.	Several ideas were sketched, focusing on different eco-friendly materials and designs. The chosen concept integrated the most effective elements from these sketches.

Task 3b: Create and evaluate 3-D design work

You are required to showcase your ability to create effective 3-D designs that meet the Brekky King project's creative and technical requirements, as requested by Kelley.

To complete this task:

- i. Use the Fusion Graphix Portfolio template.pptx to present your portfolio of 3-D design work.
- ii. Complete the evaluation table in this task to evaluate each of your initial 3-D design ideas. For each criterion provided, provide a description and justification based on your design work.

Task instructions:

1. Include initial 3-D models: Use the designated slides in the template to showcase multiple views of two [2] initial design models.
2. Include detailed 3-D rendering: Use the designated slide in the template to showcase multiple views of your final 3-D model. This should include high-resolution images of the front, back, and side panels of the Brekky King cereal box.
3. Provide explanations: For each 3-D design model and rendering, use the slides to describe how they align with the Brekky King design brief. Keep descriptions concise and informative, keeping to the word count guidelines provided in the template.
4. Ensure proper formatting: Make sure all 3-D design images and explanatory information are properly inserted, aligned, and formatted. Your portfolio must be easy to navigate and visually professional and demonstrate a clear progression from design concepts through to the final design.

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Update and save your portfolio using the following naming convention: *CUAGRD502_2_Portfolio_your name_yymmdd* and upload it together with your assessment for marking.

The portfolio of 2-D and 3-D work will be viewed by Kelley as part of Fusion Graphix evaluation processes.

Assessor instructions: Students must prepare a showcase of final 3-D design pieces for the completed Brekky King cereal box. These 3-D design pieces must include realistic models and renders of the cereal box and multiple angles or views to showcase the 3-D design details. For each 3-D design piece, they must include a description of how it aligns with the Brekky King design brief. (see Portfolio checklist for 3-D designs below). They must use the Fusion Graphix Portfolio template. They must meet word count. Description language will differ from the sample descriptions below, but this general guide indicates the type of response needed.

Assessor checklist for 3-D designs and 3-D design portfolio				
Project objectives				
<input type="checkbox"/>	The final design must reflect a fresh, energetic breakfast cereal brand.			
<input type="checkbox"/>	The final design must be suitable for commercial packaging.			
<input type="checkbox"/>	The 3-D rendering must accurately represent the final product			
Project specifications				
<input type="checkbox"/>	The cereal box design must adhere to 12 inches x 8 inches x 2.625 inches.			
<input type="checkbox"/>	A vibrant colour palette must be used reflecting the brand's energetic identity.			
<input type="checkbox"/>	The final design must be visually striking and memorable.			
	3-D Designs	Requirements	Word count	Description
<input type="checkbox"/>	Initial 3-D models	Include two [2] initial 3-D models based on the student's final 2-D design. Each model must have multiple views (i.e. front, back, side, top, and bottom) and a description of the student's development process, adjustments made, and how the models reflect the student's final 2-D design.	75-100 words per initial 3-D model description.	This initial 3-D model presents the cereal box with detailed views from the front, back, side, top, and bottom. The model is based on the final 2-D design, incorporating accurate dimensions and textures. Key features include a refined texture and realistic colour application. Adjustments from earlier versions have been made to better align with the 2-D design and ensure all branding elements are accurately represented. This model demonstrates the development stage and provides a solid foundation for further refinement.
<input type="checkbox"/>	Detailed 3-D rendering	Include one [1] set of high-resolution renderings of the final 3-D model of the cereal box. The set must have multiple views (i.e. front, back, side, top, and bottom) and a description of how the final 3-D design aligns with the Brekky King design brief.	100-150 words.	The high-resolution renderings provide a comprehensive view of the final 3-D model of the cereal box, featuring multiple angles such as front, back, side, top, and bottom. These renderings capture the full vibrancy and detail of the final design, including accurate colour reproduction and realistic texture representation. The renderings highlight design features such as packaging details and brand elements, ensuring alignment with the final 2-D design. Additional aspects, such as lighting and material finishes, are meticulously included to enhance the presentation. This detailed showcase underscores the model's

				alignment with the 2-D design and demonstrates how the final 3-D representation meets the project's objectives and specifications.
Assessor comments				

iii. 3-D design evaluation task instructions:

You are required to evaluate how you assessed technical viability and suitability of your **two [2]** initial 3-D models for communicating key messages as per the Brekky King design brief.

Complete the table below by focussing on the **six (6)** technical viability and suitability criteria provided in column one [1]. In columns two [2], and three [3], describe how each of your two [2] initial 3-D models meet these criteria.

Assessor instructions: Students must evaluate how their initial 3-D models meet the criteria for technical viability and suitability for communicating key messages. They must describe how each criterion was addressed in their 3-D models. Responses should be concise yet descriptive, demonstrating clear connections between the criteria and the attributes of their models. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

	1. Criteria	2. Describe how technique was applied to initial 3-D model 1 (Word count: 15-30 words per technique)	3. Describe how technique was applied to initial 3-D model 2 (Word count: 15-30 words per technique)
Technical viability	Feasibility of production	Feasible with standard 3-D printing techniques and materials, allowing for straightforward production.	Involves complex structures that may complicate the manufacturing process and require more time and resources.
	Compatibility with design tools	Compatible with industry-standard 3-D design software, facilitating easy adjustments and integration into workflows.	Requires specialised design software for complex features, limiting flexibility and ease of modification.
	Sustainability considerations	Uses recyclable materials and energy-efficient production methods, supporting environmental sustainability.	Uses non-recyclable materials and high-energy production processes, posing environmental sustainability challenges.
Communicating key messages	Clarity of message	Clearly presents the key design features with a clean, simple structure, enhancing message clarity.	Intricate details may obscure key messages if not carefully managed, requiring additional visual clarity.
	Visual impact and appeal	Has a strong visual presence with bold shapes and colours, effectively capturing attention and interest.	Features complex geometries and subtle colours that may appeal to a niche audience but could be less impactful overall.

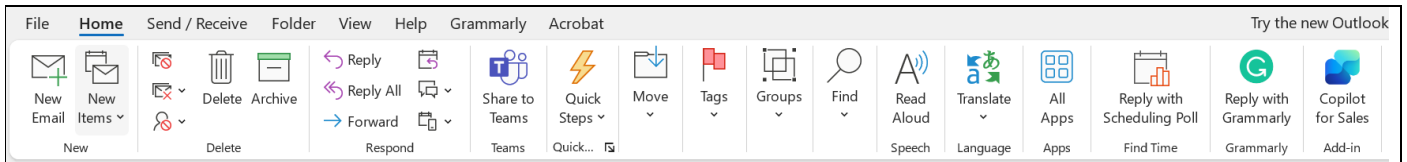
	Audience engagement	Engages a broad audience through its accessible design and clear communication of core ideas.	Engages a specialised audience with unique design elements, though it may not resonate with general viewers.
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Part D: Reviewing, proofing, and checking your 2-D and 3-D work

Project scenario: Brekky King cereal box

You are employed as a Graphic Designer at Fusion Graphix, where you have been assigned a project to design a cereal box for Brekky King. As part of your role, you will be responsible for reviewing both your 2-D and 3-D design work, including work in progress and final designs. Additionally, you will conduct proofing and final checks to ensure the quality and accuracy of your designs.

Read the email from Fusion Graphic’s Design Lead, then complete the tasks that follow.



	Date	Tuesday, 28 October 202x
	From	Kelley Haney
	Subject	Review and proofing/checking Brekky King Cereal Box designs
	Attachment	

Hello,

How are you today?

I hope the Brekky King cereal box design is coming along smoothly. We’re now at a stage where it’s important to thoroughly review both your 2-D and 3-D design work—both the work in progress and the final versions.

Please ensure you:

- Review your 2-D and 3-D design work in progress to identify areas that may need improvement or adjustment.
- Review your final designs to confirm they meet the project brief and all requirements.
- Conduct a thorough proof and final check on your work to catch any technical or visual issues before submitting the completed files.

This review and proofing/checking process is critical to ensure the design is polished and fully aligns with the brief. Let me know if you have any questions or need support during this phase.

Looking forward to seeing your progress!

Kind regards,

Kelley Haney

Design Lead
Fusion Graphix

300 Fictional Way, Sydney, NSW 2000
Phone: 1800 111 222
www.fusiongraphix.com.au

Task 4a: Review 2-D and 3-D design work

i. 2-D design review

You are required to review against the provided criteria the following design outputs:

- one of your 2-D design iterations
- your 2-D final design.

Complete the table below by focussing on the **ten (10)** review criteria provided in column one [1]. In columns two [2], and three [3], select 'Yes' or 'No' to indicate whether you believe each criterion has been met or not met. Then, in column four [4], add a comment that justifies your selection.

Assessor instructions: Students must review both one of their 2-D design iterations and their 2-D final design against the provided review criteria. Students must select 'Yes' or 'No' to indicate whether they believe each criterion have been met. They must provide a comment that justifies their selection. They must meet word count. Language in column four [4] will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Review criteria	2. 2-D design iteration (Either Yes or No checkbox must be selected)	3. 2-D final design (Either Yes or No checkbox must be selected)	4. Comments (Word count: 4-7 words per review criterion)
Design alignment			
Aligns with the design brief requirements	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Meets all specified requirements.
Effectively communicates the intended message	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	The message is clear and engaging.
Addresses target audience considerations	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Tailored to the intended audience well.
Aesthetic and visual appeal			
Colour scheme is effective and harmonious	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Colour choices enhance the overall design.

Typography choices enhance readability	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Font selection supports legibility.
Layout is visually balanced	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Well-structured layout; easy to navigate.
Technical specifications			
Meets technical requirements (e.g., size, resolution)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Resolution is appropriate for print/rendering.
Appropriate file formats for final output	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Files saved in .jpg and .png formats.
Feedback Incorporation			
Documented feedback from contributors	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Incorporated all suggestions from contributors.
Addressed constructive criticism in re-iterations	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Revisions improved design clarity.

ii. 3-D design review

You are required to review against the provided criteria the following outputs:

- one of your 3-D design models
- your final 3-D rendering.

Complete the table below by focussing on the **nine (9)** review criteria provided in column one [1]. In columns two [2], and three [3], select 'Yes' or 'No' to indicate whether you believe each criterion has been met or not met. Then, in column four [4], add a comment that justifies your selection.

Assessor instructions: Students must review one of their 3-D design models and their final 3-D design rendering against the provided review criteria. Students must select 'Yes' or 'No' to indicate whether they believe each criterion have been met. They must provide a comment that justifies their selection. They must meet word count. Language in column four [4] will differ from the sample answers below, but this general guide indicates the type of response needed.

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1. Review criteria	2. 3-D design model (Either Yes or No checkbox must be selected)	3. Final 3-D design rendering (Either Yes or No checkbox must be selected)	4. Comments (Word count: 4-7 words per review criterion)
Design alignment			
Aligns with the design brief requirements	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	All elements are aligned with the brief.
Effectively communicates the intended message	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	The design conveys the intended narrative.
Addresses target audience considerations	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Design is suitable for the target audience.
Aesthetic and visual appeal			
Visual appeal of 3-D elements	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	3-D elements are visually engaging.
Textures and finishes are appropriate	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Textures enhance realism effectively.
Technical specifications			
Meets technical requirements (e.g., size, resolution)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Dimensions match project requirements.
Appropriate file formats for final output	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Exported in .ai and .png formats.
Feedback Incorporation			
Documented feedback from contributors	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Feedback was used in final revisions.
Addressed constructive criticism in revisions	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	Revisions improved the overall design.

	<input type="checkbox"/> No	<input type="checkbox"/> No	
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Task 4b: Proof and conduct final checks of 2-D and 3-D design

You are required to proof and conduct final checks on both your 2-D final design and final 3-D rendering against the provided proofing and final checks criteria.

Complete the table below by focussing on the **ten [10]** 2-D criteria and the **ten [10]** 3-D criteria provided in column one [1]. In columns two [2], and three [3], select 'Yes' or 'No' to indicate whether you believe each 2-D and 3-D criterion has been met or not met. Then, in column four [4], add a comment that justifies your selection.

Assessor instructions: Students must proof and conduct final checks on both their 2-D final design and final 3-D rendering against the provided proofing and final checks criteria. Students must select 'Yes' or 'No' to indicate whether they believe each criterion have been met. They must provide a comment that justifies their selection. They must meet word count. Language in column four [4] will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Proofing and final checks criteria	2. 2-D final design (Either Yes or No checkbox must be selected)	2. Final 3-D rendering (Either Yes or No checkbox must be selected)	3. Comments (Word count: 5-7 words per proofing and final checks criterion)
Design quality			
Colour accuracy verified	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Colours match the design specifications.
Typography is consistent	<input type="checkbox"/> Yes <input type="checkbox"/> No		Font styles are used uniformly throughout
All graphic elements are properly aligned	<input type="checkbox"/> Yes <input type="checkbox"/> No		Elements are aligned as per the layout.
Visual hierarchy is clear	<input type="checkbox"/> Yes <input type="checkbox"/> No		Hierarchy helps guide viewer's eye
All 3-D elements are properly rendered		<input type="checkbox"/> Yes <input type="checkbox"/> No	All elements rendered without errors.
Textures and materials are applied correctly		<input type="checkbox"/> Yes <input type="checkbox"/> No	Materials give a realistic appearance

Visual appeal of 3-D elements		<input type="checkbox"/> Yes <input type="checkbox"/> No	3-D elements are engaging and well-crafted.
Technical specifications			
File dimensions match project requirements	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Dimensions correspond to the specifications.
Resolution is adequate for intended output	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Output resolution is high enough for quality.
Appropriate file formats (e.g., .jpg, .png)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Files are correctly formatted for delivery.
Final checks			
All elements meet project specifications	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Final elements align with the project goals.
No spelling or grammatical errors in text	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Text has been thoroughly checked.
Design is free of technical glitches	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	No glitches found in the final render.

Assessment checklist:

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

Part A: Project preparation		
Task 1a	Confirm project objectives	<input type="checkbox"/>
Task 1b	Evaluate design specifications	<input type="checkbox"/>
Task 1c	Source and evaluate additional information	<input type="checkbox"/>
Task 1d	Develop production specifications	<input type="checkbox"/>
Part B: Planning project, resources, collaboration, and final presentation plan		
Task 2a	Plan project timeline and integrate key milestones	<input type="checkbox"/>
Task 2b	Plan and allocate resources and assess risks and constraints	<input type="checkbox"/>
Task 2c	Plan collaborative interactions	<input type="checkbox"/>
Task 2d	Collaborate with a contributor role-play	<input type="checkbox"/>
Task 2e	Plan final presentation	<input type="checkbox"/>
Part C: Creating and evaluating your 2-D and 3-D design portfolio		
Task 3a	Create and evaluate 2-D design work	<input type="checkbox"/>
Task 3b	Create and evaluate 3-D design work	<input type="checkbox"/>
Part D: Reviewing, proofing, and checking your 2-D and 3-D work		
Task 4a	Review 2-D and 3-D design work	<input type="checkbox"/>
Task 4b	Proof and conduct final checks of 2-D and 3-D design	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 2!

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