CUAGRD501

Research visual communication history and theory

Assessment 2 of 4

Project

ASSESSOR GUIDE

Assessment Instructions

Task overview

This assessment task is divided into two (2) activities. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents.

To complete this assessment, you will need the following:

- o   Access to your learning material and further Internet research
- o   Access to *Adobe PDF* editor

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.

For this second assessment, you must complete the following:

Two [2] activities will allow you to demonstrate the necessary skills and knowledge specified in the unit and contribute to the overall judgement of competency. You will submit a written outcome that selects a focus for research and challenges your assumptions about the research process by selecting historical and contemporary sources and associated intellectual property requirements.

You will be presented with a scenario that will then be utilised to demonstrate your ability to determine research skills and processes and evaluate a range of source materials, emphasising referencing and copyright regulations. You will document this process by submitting a digital report related to the brief given in the scenario.

This assessment will be completed within the following two [2] tasks:

Task 1 – Research Processes and Perspectives

Task 2 – Determine Sources for Investigation

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

Task 1: Research Processes and Perspectives (900-1000 words)

You must select a focus for research based on specific needs and processes and discuss relevant sources suitable for the brief (both historical and contemporary).

Task 2: Determine Sources for Investigation (900-1000 words)

You must discuss specific intellectual property requirements relevant to your investigations and reflect and challenge your perceptions and assumptions about the research process.

Scenario:

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

You are a Junior Graphic Designer at Fusion Graphix, and Michael Kerr and Miranda Deidre are Graphic Designers at the same company and will oversee your work for this project.

Mary Jones, the Graphic Design Manager, has asked you to be the designer for a new client. In preparation for this role, she has requested that you research the history of one of the four companies' logos, emphasising visual communication. You need to choose from the following companies. These are:

- o *Coca-Cola, or*
- o *IKEA, or*
- o *Apple, or*
- o *NIKE*

For each task, complete the following in one digital report, with images (*Adobe PDF* document) of 1800-2000 words.

Task 1: Research Processes and Perspectives (900-1000 words)

1. Select a focus for research based on specific needs and processes
2. Assess your choice of company in terms of specific criteria, then
3. Select relevant sources suitable for the brief (both historical and contemporary).

Task 2: Determine Sources for Investigation (900-1000 words)

1. Discuss specific intellectual property requirements relevant to your investigations
2. Reflect and challenge your perceptions and assumptions about the research process in sourcing relevant and specific information, and finally,
3. Provide a bibliography and any references you used during task 2

Task 1 – Research Processes and Perspectives

Research skills are essential to your continued progress as a graphic designer working in the industry. This task is designed to develop your understanding of the research process based on specific needs and the selection of relevant sources (both historical and contemporary).

For the first part of your report, create an illustrated *Adobe PDF* document with the inclusion of relevant images to reinforce the content, and includes references to the following:

1. Select a focus for research. Choose one of the following recognisable companies:
   - *Coca-Cola, or*
   - *IKEA, or*
   - *Apple, or*
   - *NIKE.*

2. Once you have selected a focus for your research, assess it in terms of the following:
   o Discuss the history and rationale of its logo (from the conception of the company through to the present day)
   o Explore the design characteristics of the logo. Consider the logo's colours, shapes, fonts, and what this represents. Consider colour theory, typography, and any recognisable symbols.
   o The company's aspirations and how this is reflected in the logo. Consider the marketing strategy and the consumer choice
   o How does the logo differentiate it from its competitors in the contemporary market?

3. Discuss your research sources selected for this part of the brief and cite these sources.
   o Evaluate these resources (both historical and contemporary) and reflect on their usefulness in answering task descriptors 1 & 2 above.

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

The recommended word count for this task is 900-1000 words.

Ten (10) good-quality sources must be cited for Task 1, which needs to be added to Task 2 when completed.

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

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

Please note: Task 1 will be added to Task 2, culminating in one (1) overall submission as a single *Adobe PDF* document. Note all references you have used in Task 1, as they will be needed for a bibliography that must be placed at the end of Task 2.

You must select a focus for research into visual communication based on specific needs and perspectives.

1. *Choose one of the following recognisable companies you intend to research further. Either:*
   - *Coca-Cola, or*
   - *IKEA, or*
   - *Apple, or*
   - *NIKE.*

2. *Next, assess it in terms of the following criteria, using historical and contemporary research sources, which you need to note using the Chicago referencing method.* (The recommended word count in this section is 500-600 words).
   - *Discuss the history and rationale of its logo (from the conception of the company through to the present day)*
   - *Explore the design characteristics of the logo. Consider the logo's colours, shapes, fonts, and what this represents. Consider colour theory, typography, and any recognisable symbols.*
   - *The company's aspirations and how this is reflected in the logo. Consider the marketing strategy and the consumer choice, and*
   - *How does the logo differentiate it from its competitors in the contemporary market?*
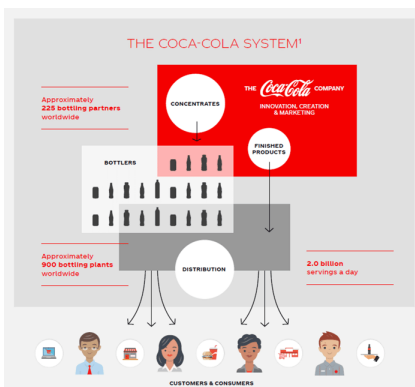
- The word count for this response must be between 500-600 words
- Analysis of a recognised company and its logo needs to be evident
- This is a good example of what to look for in this task:
- The student determines that they are going to select Coca-Cola for further investigation into the design of the logo
- The discussion of the history and rationale of the logo should include:
  - The nature of the brand, its original concept, key developments in branding relating to specific time periods and how this is evident in the logo
  - Its historical development around the world, its unique identity and reputation
  - The ideas associated with the brand and how it has become a market leader in its field
  - The image and value of the business

- These main points are a sample of what to find in this section. (The bullet points are designed to provide a checklist of important historical facts). The student must put these facts in formal sentences and paragraphs to illustrate the historical developments and rationale behind the logo.

  - *The U.S. Patent Office trademarked in 1893, the recognisable Coca-Cola logo*
  - *Frank Mason Robinson (who was the owner's bookkeeper) suggested the company logo in the late 19th century*
  - *The logo from the 19th century is largely unchanged*
  - *In 1947, the modern 'Spencerarian' script was registered and is the one that is widely recognised as being the foundation for the modern-day logo*
  - *The lettering was italicised and stayed that way until 1987*
  - *The redesign of the logo at this point was about making the design appear bolder.*
  - *The addition of the white wave underlining the text was added in 1969*
  - *A variation of a Diet brand of Coca-Cola was added to the portfolio of soft drinks in 1982*
  - *The colour red and white has been a constant visual identity associated with Coca-Cola as a global brand identity, and it is easily recognisable on supermarket shelves*

- The exploration of the design characteristics of the logo should include:
  - The development of the logo in terms of visual communication
  - The logo's colours, shapes, and fonts, which are evident in the logo
  - Refer to the visual representation of the logo – consider colour theory, typography, signs, symbols, and meanings & messages

- These main points are a sample of what to find in this section. (The bullet points are designed to provide a checklist of visual analysis of the logo). The student must put these facts in formal sentences and paragraphs to illustrate the visual characteristics of the logo.

  - *Logos are more than just a design in visually communicating specific meanings*
  - *A logo communicates a brand's mission and values, highlights the company's products and services, and brand identity*

- However, the Coca-Cola logo does not specifically say what the company sells, but consumers worldwide know the logo and what it means
- Buying into a brand says something about the consumer and their choices
- The Coca-Cola 'red' is instantly recognisable. The colour is often used in food and drink logos as it is eye-catching and triggers appetite. The colour indicates ripeness or sweetness.
- Red is also a bold packaging choice and draws attention to a product
- Red is known to enhance appetite and simulates a physical response
- It is also the colour that consumers notice first, which is one of the reasons that Coca-Cola chose red as the predominate packaging and advertising colour in the 19th century
- Moods associated with the colour red are passion and excitement
- *"Colour creates a psychological expectation for a certain flavour that is often impossible to dislodge"* Harris G, in Colorless food? We blanch" NY Times 2011
- The iconic typeface is playful, simple, and distinctive
- It is a good example of a wordmark or logotype, which is a font-based logo that focuses on a business' name alone
- A successful logo will often have a built-in message or meaning which supports the brand's overarching purpose and goals
- The logo of Coca-Cola speaks to all consumers, and that is what makes the logo so successful
- Even if you do not purchase Coco-Cola, the logo is instantly recognisable worldwide

- Investigation into the company's aspirations and how this is reflected in the logo should include:
  - How the marketing strategy is used to reinforce the Coca-Cola logo
  - The consumer decisions made when purchasing Coca-Cola
  - What the advertising means in the promotion of Coca-Cola

- These main points are a sample of what to find in this section. (The bullet points are designed to provide a checklist of the marketing strategy of the Coca-Cola company and how this is reflected in the logo). The student must put these facts in formal sentences and paragraphs to illustrate the marketing of the logo.
  - The ingredient list for Coca-Cola is a highly guarded secret
  - This adds to the sophisticated marketing of the product as a lifestyle choice as well as a taste choice
  - The brand operates in more than 200 counties and territories as a franchise distribution system
  - Coca-Cola targets literally every customer in the market
  - It also has tie-ins with fast-food restaurants, so the exposure to the brand is everywhere
  - The company's marketing strategy targets young people between the ages of 10 to 35
  - They also target middle-aged and older adults who perhaps have drunk Coca-Cola historically and have started to buy Diet Coke as a healthier lifestyle choice
  - The packaging of Coca-Cola comes in many price points, so is accessible to the widest demographic of customers
  - The marketing of Coca-Cola includes media advertising, including television, newspapers, and magazines, as well as social media marketing, including emails, webpages, Twitter, Facebook, and Instagram

- The detail of how the logo differentiates itself from its competitors in the contemporary market should include:
    - How the competitors use logos and marketing strategies
    - The market share that each competitor has
    - The comparison between Coca-Cola and their competitors

- These main points are a sample of what to find in this section. (The bullet points are designed to provide a checklist of competitors and their use of logos). The student must put these facts in formal sentences and paragraphs to illustrate the soft drinks market.

    - *The Coca-Cola Company is the world's biggest non-alcoholic beverage and owns other brands such as Sprite and Fanta*
    - *Pepsi is the second-largest, and like Coca-Cola, owns several well-known brands, such as Mountain Dew, and Tropicana*
    - *Dr Pepper is another big player in the soft-drink industry and owns 7Up, Schweppes and Snapple*
    - *Coca-Cola spends more on advertising and marketing than its main competitors and therefore enhances the visibility of its brand*
    - *It also is the only one to address multiple demographics in its pricing and marketing*
    - *Coca-Cola's main competitors have been unable to displace it from number one in the soft drinks market*
    - *Pepsi redesigned its logo to differentiate itself from Coca-Cola and, in 1945, introduced blue into its logo – and then it represented the colours of the USA flag*

Examples of images that can be used to reinforce the points raised in the Coca-Cola text:

https://investors.coca-colacompany.com/about/coca-cola-system

https://dailyinfographic.com/coca-cola-logo-evolution

https://abc7chicago.com/infographic-coca-cola-coke-health/895443/

https://turbologo.com/articles/coca-cola-logo/

3. Select the relevant historical and contemporary sources already found in part 2, which form the first part of your final bibliography for this assessment. [The recommended word count in this section is 400 words]. Write your response in the first person.
   - Discuss these research sources and reflect on their usefulness in answering the first part of this assessment.

Assessor Instructions: Student responses will vary; however, the response must contain the student's choice of company in section one [1], and from that choice, assess the logo of that company according to the four criteria above. For clarity in this part of the assessment, the company choice is Coca-Cola. A sample answer is detailed below.

- The word count for this response must be 400 words
- The response needs to be written in the first person
- A discussion of the collected research sources [both historical and contemporary examples] which have been sourced for Task 1, part two [2] needs to be evident
- This is a good example of what to look for in this task:
- Students need to identify the sources collected so far in this research process and encountered in the process of answering Task 1, part 2, and this should include:
  - Finding the relevant information is needed to answer the question effectively
  - Discussing their research sources and their usefulness in answering Task 1, part 2, using the criteria below, which is evident in their learning material:
    - Currency – evidence of an evaluation of the dates of the sources. Are they current or contemporary, or historical? Assessing the usefulness of each source that has been found needs to be apparent
    - Authority – evidence of research that has some credibility or authority. Does the student recognise that the author or editor is a demonstrable leader in their field and is reliable? Evidence that others have referred to the research sources. If it is a journal article, how often has it been cited previously, for example?
    - Availability – evidence that the student recognises that information will be traceable in some form in the future
    - Credibility – evidence of information that aligns with other information from other credible sources on the same topic is needed.
  - Resources should include a selection of:
    - textbooks
    - journals,
    - e-books
    - peer-reviewed journals [print or digital]
    - magazines and newspapers
    - blogs
    - images
    - videos through reputable databases
    - graphic design websites

Task 2: Determine Sources for Investigation

Considering intellectual property (IP) requirements when conducting research in your discipline is important. Regulations should be consulted before any work is presented, as IP covers others' work that you must be aware of. Similarly, as a designer or a researcher with outcomes in the public domain, having the right IP type helps prevent others from stealing or copying your work.

Intellectual property (IP) requirements form the basis for the first part of this task. You must discuss specific intellectual property requirements relevant to your investigations. Reflect on and challenge your perceptions and assumptions about your completed research process in the second part.

For this second part of your report, create an *Adobe PDF* document that includes references to the following:

1. Discuss the purpose of intellectual property (IP) when researching a topic related to visual communication. [450-500 words]
   - Identify intellectual property (IP) in Australia – what is it, and what does it cover?
   - Specify what you must consider when collecting research from the source material?
   - Consider how to reference others' work in your research,

2. Reflect on the progress of this research project, writing in the first person. [Tasks 1 & 2] [450-500 words]
   - Assess the challenges you have encountered during the research process
   - Explain the benefits of research to your progress as a designer
   - Identify any areas of your development that need to be improved.

3. Provide a bibliography and any references you used during task 2. [Not specified in word count]

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

The recommended word count for this task is 900-1000 words.

Ten (10) good-quality sources must be cited in a bibliography for Task 2 (Add to the sources from Task 1)

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

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

Please note: Task 1 (already completed) needs to be added to Task 2, culminating in one (1) overall submission as a single *Adobe PDF* document. All references you have used in Tasks 1 & 2 will form one (1) bibliography that must be placed at the end of Task 2.

1.   You must discuss the purpose of intellectual property (IP) when researching visual communication.

- o   Firstly, identify Australia's intellectual property (IP) – what is it, and what does it cover?
- o   Specify what you must consider when collecting research from the source material
- o   Determine how to reference others' work in your research using the IP regulations.

Assessor Instructions: Student responses will vary; however, the response must discuss the purpose of intellectual property (IP), including the three (3) criteria specified above. A sample answer is detailed below.

- • The word count for this response must be 450-500 words
- • A discussion must address the purpose of intellectual property when researching visual communication according to the three (3) criteria specified
- • This is a good example of what to look for in this task:
- • Students will need to identify Intellectual property details, and this should include:
    - o *Australia's intellectual property is detailed on a website*
    - o *https://www.ipaustralia.gov.au/understanding-ip*
    - o *They are a government agency that administers IP rights and legislation for patents, trademarks, and design rights*
    - o *Intellectual property also refers to creations of the mind, such as inventions; literary and artistic works; designs; symbols, names, and images.*
    - o *Australia's IP rights are covered by acts and regulations*
    - o *Certain forms of expression, such as text, images, and music, are automatically covered by copyright under the Copyright Act.*

- Considerations when collecting research from source material include, should include:
  - *Any publication type (book, journal article, website, databases) needs to be sourced in both the bibliography and in-text referencing*
  - *A bibliography lists all the sources you have used while researching your work.*
  - *Author, publisher, and date of publication need to be cited*
  - *Websites and other digital resources must also be referenced, including the date of access*
  - *Images, photography, art, and any other creation from other authors will require referencing and citations*
  - *A citation provides information on the author, title, publication place, and year of publication*
  - *Considerations need to be made about the audience or how you plan to use the source, as this can impinge on someone's intellectual property, and therefore you would find yourself in breach of copyright, for example*

- It has specific consequences if you do not properly cite your references in a research project, whether in an academic sense (an essay, for example) or research for a design project. The IP of the original author or designer is covered.
- The Copyright Act states that you cannot copy more than 10% of each book chapter or copy only one article for research or study.

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2. *Reflect on the progress of this research project in its entirety (Tasks 1 & 2). Write in the first person for this section.*

  - *Assess the challenges you have encountered during the research process*
  - *Explain the benefits of research to your progress as a designer*
  - *Identify any areas of your development that need to be improved.*

Assessor Instructions: Student responses will vary; however, the response must contain the student's reflection on the research project's progress (Tasks 1 & 2) and incorporate the three (3) criteria specified above. A sample answer is detailed below.

- The word count for this response must be 450-500 words
- The response needs to be written in the first person.
- A reflection on the progress of the research project in tasks 1 & 2 incorporating the three (3) criteria specified needs to be evident
- This is a good example of what to look for in this task:
- Students need to identify any challenges encountered during the research process, and this should include:
  - Finding the relevant information needed to answer the questions effectively
  - Referencing each source correctly according to conventions
    - Authors, publisher, dates of publication and page numbers for books and journals
    - Websites and dates of access
    - Referencing images to reinforce the points raised in the text

- A reflection in this section could take the form of the following:

  "I need to be diligent in citing all sources that I use in my research, both in the text and in the form of quotations, and at the end of my written work in a bibliography that details all sources where I have accessed in the form of my report. This includes books and journals – both printed and digital, websites, databases, and social media. A citation provides information on the author, title, publication place, and year of publication".

- Students need to explain the benefits of research to the progress as a designer, and should include
  - Research is a key transferable skill that can be used in the design process
  - Become more aware of developments in design history and theory
  - An increased understanding of how images are used in visual communication
  - Linking theory with practice makes for a knowledgeable designer
- A reflection in this section could take the form of the following:

  "I will determine the focus of my research as a designer by reading the brief before undertaking background research on the proposed topic. Next, I would brainstorm concepts and think of developments in design history related to the topic. I would then investigate the validity of the topic and develop the potential research question. I will also assess the usefulness of the research and start to examine valid sources before I take the project further".

- Identification of any areas for development should include:
  - Becoming more aware of correct referencing
  - Making sure the research effort is appropriate to the question
  - The accuracy of the sources
- A reflection in this section could take the form of the following:

  "I need to think carefully about the information sources most appropriate for the research question. I can achieve this by considering other approaches by established authors, either in books or journals. Well-planned research helps ensure that the methods match the research aims, that I collect high-quality data, and use the right analysis to answer questions, utilising credible sources. This allows me to draw valid, trustworthy conclusions".

3. *Provide a bibliography and references you have used during Task 2. Use the Chicago referencing guidelines.*

Assessor Instructions: Student responses will vary; however, the response must contain the student's research effort in the form of a bibliography. Citations should also be used and referenced accordingly.

- Research is the framework of research methods and techniques selected to answer a question
- Ten [1] sources from Task 1 and ten [10] sources from Task 2 [twenty [20] sources in total
- It must be cited as a bibliography at the end of the written work
- It needs to adhere to the Chicago referencing style [the link is provided below]

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

- Students can choose the Chicago referencing style in *MS Word,* and they will apply this method to their work [full instructions are in the student learning material]
- Bibliography entries will vary in format depending on the type of source utilised in their research

- It is referenced according to alphabetical order, including (the main citations):
    - Book
    - *Author Last Name, First Name. Book Title: Subtitle. Edition. Place of publication: Publisher, Year*
    - eBook
    - *For books consulted online, include a URL or the name of the database. For other types of e-books, name the format. If no fixed page numbers are available, cite a section title or a chapter or other number in the notes, if any (or omit)*
    - Journal
    - *Author Last Name, First Name. "Article Title." Journal Name Volume, no. Issue (Month Year): Page range*
    - Website
    - *Author Last Name, First Name. "Page Title." Website Name. Month Day, Year. URL*
    - Any other sources
    - *Articles from newspapers or news sites, magazines, blogs, and the like are cited similarly. Page numbers, if any, can be cited in a note but are omitted from a bibliography entry. If the student consulted the article online, they need to include a URL or the name of the database.*

Assessment checklist:

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

Task 1 – Research Processes and Perspectives		
1	Specify a focus for research using one (1) of the four companies specified.	☐
2	Assess the chosen company according to the four (4) criteria.	☐
3	Evaluate the research sources.	☐
Task 2 – Determine Sources for Investigation		
1	Provide an evaluation and discuss the purpose of IP.	☐
2	Reflect on the progress of your research (Task 1 & 2)	☐
3	Provide a bibliography and references (10 good quality sources from Task 1 and 10 good quality sources from Task 2 = 20 sources.	☐

Congratulations, you have reached the end of Assessment 2!