



CUADES413

ASSESSOR GUIDE

Develop and Extend Design Skills and Practice

Assessment 1 of 2

Short Answer Questions



Assessment Instructions

Task overview

This assessment task is divided into five (5) short answer questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need the following:

- Access to your learning material



Assessment Information

Submission

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

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

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

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

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



Please consider the environment before printing this assessment.

Question 1

Identify five (5) current or established graphic designers and five (5) emerging designers with a relevant live weblink to their work. In the space provided, briefly explain the distinction between the current and emerging designers you have identified [You should use the learning material for this exercise].

[Approximate word count: 100-120 words (statement)]

Assessor instructions: Students must explain the criteria listed in the table below using the information

A sample answer is provided below. Students need to provide a distinction between established and emerging graphic designers. [The designers and weblinks may differ, but they should all reflect the link to each designer's work in each section]

The distinction between current and emerging designers:			
Current: A current or well-known graphic designer has shaped or continues to shape modern design. They have changed how graphic design is seen and can inspire others in the industry. They are pioneers in their field. They all have unique perspectives on graphic design, and their work has become iconic in their field.			
Emerging: Emerging graphic designers are in the early stage of their careers and have created a limited amount of work or are beginning to become noticed for their work or the companies they have collaborated with. They are often found on websites that showcase their work. Many up-and-coming designers are highlighted yearly, depending on their creative outcomes.			
Current/Established Designer	Weblink	Emerging Designer	Weblink
David Carson	http://www.davidcarsondesign.com/	Lauren Hom	https://www.homsweethom.com/
Neville Brody	https://brody-associates.com/	Sam Larson	https://www.samlarson.com/
Alan Fletcher	https://www.alanfletcherarchive.com/	Lotta Nieminen	https://www.lottanieminen.com/
Peter Saville	https://petersaville.info/	Dixon Patten	https://www.bayila.com.au/
Jonathan Barnbrook	https://barnbrook.net/	Tegan Tyrrell	https://designetcetera.com.au/

Question 2

Identify five (5) current or established graphic designers and five (5) emerging designers with a relevant live weblink to their work. In the space provided, briefly explain the distinction between the current and emerging designers you have identified (You should use the learning material for this exercise).

Approximate word count: 30-40 words per section in the table (apart from the weblink, which needs to be live).

Assessor Instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. A sample answer is provided below. (The weblinks may differ, but they should all reflect the technology in each section).

1: Technology	2: Opportunities	3: Challenges	4: Web link
Computer-Aided Design [CAD]	It is a type of software that many industries rely on to create drafts and models in either 2D or 3D. It allows users to create more accurate design representations and calculate materials and costs.	You must be an accomplished designer in your own right to understand the potential of the software; It should be used as a tool to realise designed solutions. For a graphic designer to use this software, retrieval using CAD would need to occur.	For example https://www.autodesk.com.au/
Artificial Intelligence [AI]	AI usually refers to robot technology, but designers can use it to manipulate images in a 'scene stitch' way. It can work with Photoshop and uses stock images to change image context.	Entry-level jobs may be at risk, putting graphic designers out of work. An element of retraining would be necessary for a graphic designer to contribute to this. Freelance work would be available.	For example https://indatalabs.com/
Virtual Reality [VR]	Virtual reality is a collaborative virtual and augmented reality experience for various industries such as healthcare, tourism, gaming, entertainment, education, and IT. There are lots of opportunities in VR at all levels.	A graphic designer must upskill in other areas, such as computer programming to be suitable as a virtual reality firm employee. Retraining would need to occur. Freelance work would be available.	For example https://www.handbuiltcreative.com.au/
Voice User Interface [VUI] [UI]	The most popular and widespread types of technology. Voice assists such as Google Home and Siri are the best-known VUIs. Adobe XD is a tool to support VUI.	A graphic designer could work in this industry as devices that use VUIs all need packaging and visual identity. Still, retraining must be undertaken to be involved in designing the actual VUI. Freelance work would be available.	For example https://www.soundhound.com/voice-ai-blog/9-brands-leading-the-way-with-custom-voice-assistants/
Immersive Content	Immersive content can be either mental or physical. Linked to the concept of VR, spatial sound follows visual effects. Immersive content refers to the effect where the user perceives the environment as close to reality.	A graphic designer could work in this industry to create and promote fully immersive content, or even promote companies that provide this service. However, to develop immersive content, some training would need to occur.	For example https://7dx.co/augmented-reality/

Question 3

Professional development is important for all graphic design professionals to undertake. Please define the purpose of professional development for a graphic designer below:

[Approximate word count 70-80 words]

In the following table, we have provided 3 columns:

- In column one [1], we have listed five professional development opportunities.
- In column two [2], you will need to specify why it is important to remain current in these skills.
- In column three [3], you will need to identify a method of updating these as well as adding a live link to a suitable resource.

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

Define the purpose of professional development (PD) in a short statement of 70-80 words:		
Professional development activities are designed to improve skills at a designer's current job, career, skillset, and networking opportunities. This can be achieved through accredited courses, free online courses, event registration, design conferences and competitions. Continuing professional development aims to increase and update knowledge in response to industry needs and advance future career opportunities. Self-evaluation skills are vital to set goals and building your portfolio of experience and knowledge. More of this is taking place in the online environment.		
1: Professional Development	2: Keeping Current in Skills	3: Method of Updating Skills & a live link to training
Software updating	It is important to keep checking for software updates for online tools. The most common are Adobe Photoshop, Illustrator, and Indesign.	Register for Adobe CC updates, upgrades, +and tutorials. Example of training (live link): https://creativecloud.adobe.com/learn
Train in a related field	Staying current in related graphic design fields is important; this can be as basic as photography or coding or more involved like UX Design, VR or AI.	Short courses, accredited courses, professional accreditation. Example of training (live link): https://www.linkedin.com/learning/coding-for-visual-learners-learning-javascript-from-scratch-16124466/introduction?autoplay=true
Attend conferences	Presenting or participating in a conference lead to networking opportunities and improving knowledge and experience. Connections with other professionals are important.	Online conferences, in-person conferences, LinkedIn platform. Example of training (live link): https://www.thedesignconference.com.au/
Update subject knowledge	It is important to keep up to date with sector developments and revisit the fundamentals of historical and contemporary developments.	Books, journals, and magazines. Example of training (live link): https://www.gooduniversitiesguide.com.au/careers-guide/graphic-designer
Keep aware of the latest trends.	Staying knowledgeable about current trends ensures that you offer prospective clients the latest innovative ideas for their needs. This	Online trend sites and resources. Example of training (live link):

	can also have a direct influence on your own work.	https://www.envato.com/blog/graphic-design-trends/
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Question 4

Analysing sources of information relating to work opportunities and career planning is important to a designer working in the industry. In the table below, you have received five [5] examples of work opportunities in column one [1] that you need to investigate further.

Complete the table, providing the benefit of each work opportunity and how a designer can build their capabilities in column two [2], and in column three [3], provide a live link to a source of information that might be helpful to a designer seeking this opportunity. You should use the learning material for this exercise.

[Approximate word count: 50-100 words for each benefit & capability]

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

1: Work Opportunity	2: Benefit & Capabilities	3: Sources (live link)
Develop Design Skills	<p>Various design skills are important for new designers because they can help to complete different projects. Apart from digital design, it involves:</p> <ul style="list-style-type: none"> • Branding • Typography • Website design • UI and UX design <p>To build these capabilities, designers could attend technical seminars, conferences, or workshops on skills they would like to improve.</p>	<p>Example of training (live link):</p> <p>7 ways to improve your graphic design skills</p>
Gain soft skills in the workplace	<p>Besides having technical skills, graphic designers also require specific soft skills at work. This is useful in helping them communicate and collaborate smoothly with clients to maintain relationships and create better-quality designs. It involves the following:</p> <ul style="list-style-type: none"> • Observation • Communication • Time management <p>There are many courses available on soft skills in the workplace. Soft skills also continuously improve on the job, such as in team projects when individuals must work and communicate effectively with others.</p>	<p>Example of training (live link):</p> <p>Emotional intelligence and soft skills development for leaders [softskillsacademy.com.au]</p>
Create a digital design portfolio	<p>Possessing a design portfolio is ideal as it allows for presenting artwork to future employers or clients. It is recommended to include a larger variety of designs in a portfolio. This helps to highlight diverse design capabilities, which can increase chances of employment, especially for a fresh design graduate.</p> <p>Designers should always be building up their portfolio as they accumulate more finished projects (that they have permission to use in their portfolio). Individuals can build up a document with work created in design programs such as the Adobe suite.</p>	<p>Example of training (live link):</p> <p>Free Online Portfolio Maker with Customized Templates Adobe Express</p>
Build professional connections	<p>Establishing connections with industry professionals is an essential aspect of being a graphic designer. When meeting with various graphic designers, they can potentially share ideas or new working opportunities.</p>	<p>Example of training (live link):</p>

	Designers should create professional networks by participating in events, joining associations, or connecting with professionals on social media platforms such as LinkedIn.	LinkedIn: Log In or Sign Up
Keep up with industry trends and news	For aspiring graphic designers, staying updated on the latest industry news or trends is important. This can help an individual learn about new technologies, tools, design practices, and aesthetics. New styles can be added to a toolbox and saved in folders for use in the future. Stay updated by reading blogs, news articles or books and following favourite designers on social media to learn about their latest work.	Example of training (live link): 15 Graphic Design Trends: What's Hot in 2022? Renderforest
Accumulate work experience	Internships are an excellent way to start a designer's journey, as gaining proper guidance and advice on work from professional graphic designers is invaluable. If the school provides them, secure internships through job search portals or during a diploma or degree course. A potential designer can consider beginning their career as a freelance graphic designer.	Example of training (live link): Design Internship Jobs (with Salaries) 2022 Indeed.com Australia

Question 5

The world of graphic design is constantly evolving, and graphic designers need to keep up with new trends.

In the following table, we have provided five (5) columns:

- In column one [1], you have been supplied with five graphic design trends considered resourceful for a graphic designer.
- In column two [2], you will need to provide a summary of these trends and their relevance to a designer working in the industry.
- In column three [3], you will need to describe the opportunities that each trend may provide for a designer
- In column four [4], you will need to identify each trend's challenges.
- In column five [5], you must provide a live link to a trend.

The information in your learning material is recommended to answer this question.

Approximate word count: 50-100 words per section in the table (apart from the weblink in column five [5], which needs to be live).

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

1: Trend	2: Summarise the trend and relevance to graphic designers	3: Opportunities	4: Challenges	5: Live Weblink
Mysticism	Mysticism involves using signs and symbols associated with astrology, zodiac signs and sacred geometry. Mysticism is associated with nature and the occult; and may have	Designers can use this trend to their advantage in certain designs. This style may suit a brand connected to the earth and	This style of imagery may not be suitable for brands that market themselves with a strong focus on	An example of a live link: Mysticism in Design - A Conversation with Oksal Yesilok - Karalyte

	<p>strong cultural or religious influences.</p> <p>In a design context, mysticism can invoke deep spiritual meaning. It is easy to recognise this style and to create graphics using mysticism using programs such as the Adobe suite.</p>	<p>nature, night-time (due to connotations of seeing stars), or brands associated with spirituality, healing, self-help or health.</p>	<p>science due to the associations between mysticism and concepts such as spirituality, paganism, and divinity.</p>	
Riso print	<p>Riso print is a Japanese printing technique originating in the 80s but now making a comeback. It is characterised by desaturated colours and dots, with a grainy appearance.</p> <p>Modern designers use this style for creating abstract graphics with a vintage feel, using bright colours and portraying a sense of minimalism.</p>	<p>Designers can use this style in work that calls for bright colours, nostalgia, or a sense of being slightly grainy or unfinished. Due to its dream-like or surreal qualities, it may be suitable for use with fun brands, associated with music, food that is considered 'treat' food, or anything nostalgic.</p>	<p>It is not a great style to use for design work that calls for a more polished, professional look. It is hard to create without a proper Riso printer; however, it is possible using Photoshop to recreate the look.</p>	<p>An example of a live link: The Fascinating World of Risograph Printing - Creative Market Blog</p>
Bold abstract shapes	<p>Bold, geometric, abstract shapes are very popular in advertising now, used heavily in websites and social media. It has a modern yet playful appearance that gives the impression of simplicity.</p> <p>Designers will see and use this style a lot, so it is important to note it to keep it on hand in your designer toolbox. You can easily use this style in many different design types, from logos to brochures, to website design.</p>	<p>This style might be used effectively in modern marketing or branding, particularly for small social media, apps or websites adverts. It is easy to create and difficult to get wrong. It is a great style for capturing a reader's attention.</p>	<p>This style might not suit a brand aiming for a majestic, ornate or 'grown-up' feel. The playfulness of the colours and shapes may feel childlike and unserious for many brands.</p>	<p>An example of a live link: Bold colors and abstract shapes. via Masterpicks by Masterpicks Medium</p>
3D Elements	<p>3D elements are increasingly popular as they get easier to create with modern software. They blend the line between realism and computer generation and can quickly capture an audience's attention.</p> <p>Designers who can render 3D images are in higher demand, so it is worth</p>	<p>3D design may emphasise typography or a particular visual element within a design. It can be used cleverly within logos or branding imagery and associated with modern life or the future.</p>	<p>The 3D design may not work well for designs that need to display old-fashioned qualities. They also take longer to create than 2D renderings, which is a factor that should be</p>	<p>An example of a live link: 3D in Graphic Design Sessions College</p>

	learning how to use this style.		considered when planning designs.	
Surrealist maximalism	<p>People want to break free of confinements and restrictions in a post-pandemic world. Surrealism and maximalism are about breaking boundaries, defying the laws of physics and inspiring awe in the viewer.</p> <p>Designers should keep this trend in their toolbox as an imaginative style that will have their audience double-taking at the wonder of the image.</p>	<p>Surrealist maximalism is great for work showcasing a new product or technology. Anything that should give a 'ground-breaking' impression might benefit from some stunning visuals that would never be seen in real life. It can create talking points and can be achieved using Photoshop.</p>	<p>This style probably wouldn't work in advertising something factual or serious.</p>	<p>An example of a live link:</p> <p>Surrealism in Advertising: Meaning with Examples - Office+Work [officeandwork.com]</p>

Assessment checklist:

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

1	5 short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment 1!

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