



CUAGR514

Create and Manipulate Graphics

Assessment 3 of 3

Digital Portfolio

ASSESSOR GUIDE



Assessment Instructions

Task overview

This assessment task is divided into **two (2)** tasks:

- Task 1 – Create Graphic Objects (illustrative report)
- Task 2 – Finalise Technical Aspects (journal post)

You will submit a range of outcomes that allow you to plan and create graphic objects using *Adobe InDesign*. This includes using the feedback in the previous assessment to revise your layouts and edit and enhance the final copies ready for saving and exporting. Identifying technical developments and recording technical adjustments are also required to ensure your design work is prepared for presentation to your client.

Additional resources

To complete this assessment, you will need:

- Access to your learning material and Internet research
- Access to *MS Office*, including *Word*
- Access to *Adobe PDF* editor
- Access to *Adobe InDesign*

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.

Task 1 - Create graphic objects

For this first task, you are to revise and develop your magazine layouts for Re-LOAD magazine using *Adobe InDesign*, creating graphic objects based on the design concepts of selected ideas that you were given feedback on in Assessment 2 Task 3.

Before completing this part of the assessment, you must ensure your *Adobe InDesign* documents are set up correctly and identify or resolve any technical problems you may have before beginning the final layouts.

Remember to save and back up work regularly, name files correctly, use the correct file formats and compatibility, and organise files into folders.

They need to be in the following formats:

- The front and back pages [A4 portrait]
- The contents page [A4 portrait]
- The three [3] double-page layouts [A3 landscape for each]

You need to manipulate, edit, and enhance your graphic layouts and integrate them with design elements such as:

- Images – use them to enhance your text
- Typography – use different font styles and sizes to create definitions and interest
- Colour palette – use different colours to differentiate the background and/or focus
- Balance/Contrast – use these adjustments to highlight areas or backgrounds

Which need to be evident in the following:

- One [1] final design layout for the front and back pages of the magazine [A4 portrait x 2]
- One [1] final design layout for the contents page [A4 portrait x 1]
- Three [3] final double-page layouts depicting images and text [A3 landscape x 3]

When you are satisfied with your final layouts, convert your text to outlines and save all of them as *Adobe InDesign* files.

Once you have completed the above, you must submit an illustrated *Adobe PDF* document of no less than 1200 words, written in the first person, with annotated screenshots of all the layouts produced. You must critique your graphics aesthetically and relate them to the design objectives in the client design brief. The report must contain the following:

- Discuss how your creative work [layouts] has been amended from the layouts designed in Assessment 2 Task 2C and the feedback received in Assessment 2 Task 3 (*include screenshots of your work in progress for these assessments*).
- What recommendations did you receive on your work?
- How have you refined this feedback in the final layouts?
- What has changed from the work discussed in the role play to these final designs?

- Specify the process associated with manipulating, editing, and enhancing your final layouts, integrating graphics with other design elements (*including screenshots of your final layout designs*):
- Discuss how you have used images to enhance the text in your final layouts
- Detail how you have used typography in creating definitions and interest in your final layouts
- Address how you have used colours to differentiate the backgrounds or focus of your final layouts
- How have you used the balance and contrast tools to highlight areas or backgrounds in your final layouts

- Identify and resolve the technical problems you have encountered when creating your graphic files for this task. What methods have you used to address this?
 - Identify the technical issue accurately and how this has affected an aspect of your work and/or the process involved in its production
 - Discuss the methods used to troubleshoot the problem and the effectiveness of this approach. Did it resolve your technical issue?
 - Determine how you learned from this experience and how it has improved your skills and knowledge in the technical area

Assessor instructions: Students must complete the final layouts specified in the task descriptor above. They must also submit an illustrated *Adobe PDF* document detailing the progress of their creative work originally submitted in Assessment 2 – Task 2C and the feedback received in Assessment 2 – Task 3 and include the criteria above. As each student’s evaluation of their work differs, this marking guide addresses the main requirements needed.

- The illustrated report must be 1200 words in length and submitted as an illustrated *Adobe PDF* document
- It needs to be written in the first person
- There needs to be screenshots included of student work in *Adobe InDesign* produced in all assessments to reinforce the report
- The report needs to include the following points:
 - Students must demonstrate how their creative work [magazine layouts] has improved from the initial outcomes produced in Assessment 2, task 2C, experimenting with design layouts, and the feedback they received on their work in progress in Assessment 2, task 3 role play
 - Recommendations they received on their work will differ depending on the type of work produced in Assessment 2 Task 2C, and the feedback received in Assessment 2 Task 3 role play. However, students need to reflect on this process and discuss the recommendations fully
 - Analysis of how their work has been refined between the work produced for Assessment 2 Task 2C, and the feedback evident in Assessment 2 Task 3 needs to be evident in the report
 - Students must highlight the differences in the execution of layout design between both tasks in Assessment 2 and the work that is evident in their final proposals, using screenshots of their creative outcomes to reinforce
 - Students must identify how they have used tools in *Adobe InDesign* to manipulate, edit and enhance their final layouts using appropriate screenshots of their final magazine layouts produced in this task
 - Students must demonstrate how their use of images enhances the text in final layouts associated with this task
 - Students must demonstrate how their use of typography in creating definitions and interest in final layouts associated with this task
 - Students must demonstrate how their use of colour to differentiate the backgrounds or create focus in all layouts associated with this task
 - Students must demonstrate how their use of the balance and contrast tools to highlight areas or backgrounds in final layouts associated with this task
 - Students need to identify and resolve any technical problems when creating graphic files and/or the process involved in its production and the methods they have used to address this. Such as:
 - Identifying the technical issue accurately
 - Where it has occurred
 - How has it affected their work or approach to their work
 - Methods they have used to troubleshoot the problem could take the form of:
 - Online tutorials

- Online forums
- Clarification from their tutor
- Feedback from other users or support teams
- Students also need to determine how they have learned from this experience and how it has improved their skills and knowledge in the technical area

Task 2 - Finalise technical aspects

Once your work has been saved in *Adobe InDesign*, you need to begin to set up your print-ready files, which include the following:

Check the technical requirements of your work first, then:

- Optimise the file size for print, ensuring your images are 300 dpi (if they are not, that is okay, but they must be comparable to the size of the print)
- Duplicate your working files
- Check the resolutions associated with your work and optimise your file size
- Ensure your colours are set to CMYK (they will look less bright on screen than RGB, but they will print more accurately)

Save your completed *Adobe InDesign* files as *Adobe PDF* files and submit them together with your assessment.

Write a critical reflection on the processes you have used to finalise the technical aspects of your layouts and how you feel that these steps have informed and improved your technical knowledge and experience of saving Adobe Indesign files for print in *Adobe PDF* files. Use the addition of screenshots to demonstrate how you have saved your documents and optimised the files for print. Write your reflection in the provided journal template [no less than 250 words].


Seek an appointment for final feedback on your final designs optimised for print to your colleagues at Fusion Graphix, Michael Kerr and Miranda Deidre in an internal email.

Use the following template to compose your email.



Email Template

To:	<<Add name(s) and position title of main email recipients here>>
From:	<<Add your name and position title here>>
Date/time:	<<Add the time and date of the email here>>
Subject:	<<Add the subject of the email here>>

Attachments:	<<Add the name of any attachments here>>
Dear <<Add email recipient(s) name here>>, <<Add message here>> Regards, <<Add your name here>> <<Add your job position here>>	
	1 King Street, Sydney, NSW 2000 Phone: 02 987 654

Assessor instructions: Students may use different wording; however, they must complete an evaluation of these processes according to the instructions needed to transfer *Adobe InDesign* files into *Adobe PDF* files ready for print and how the student's technical skills have improved in this process through the inclusion of screenshots which demonstrate the process of saving files for print. This will be submitted in no less than 250 words. Student will need to submit the *Adobe PDF* versions of the final layout designs for the client. The following is a good indication of what to look for.

- The journal post must be 250 words in length
- It needs to be written in the first person
- The student needs to save their work from *Adobe InDesign* to *Adobe PDFs* in final layouts suitable for print and submit the files together with the assessment for marking
- Screenshots need to be used in the journal post for the student to demonstrate that they have saved *Adobe InDesign* files appropriately and followed instructions for doing so
- The journal post needs to include the following:
 - The process of saving the layout files optimised for print needs must be completed
 - The screenshots must demonstrate that the file size has been optimised for print – namely 300dpi
 - The process of duplicating working files must be completed
 - The screenshots need to show evidence of this
 - The process of checking the resolutions associated with the layouts and the optimising of file size for print must be evident
 - The screenshots must show evidence of this
 - The process of ensuring the colours is set to CMYK must be evident
 - The screenshots must show evidence of this
- The student must also include a discussion of the following:
 - How they found the process of finalising the technical aspects of the layouts and saving files ready to print

- How they felt that the processes included in completing the process of saving files ready to print informed and improved their technical knowledge and experience in this area
- Evidence of the student seeking feedback on their design work in an internal email to colleagues at Fusion Graphix is evident in the following template, which indicates what to look for.

Email Template



To:	Michael Kerr m.kerr@fusiongraphix.com.au Miranda Deidre m.deidre@fusiongraphix.com.au
From:	Student email address @FusionGraphix
Date/time:	Time and date to be determined by the student
Subject:	Feedback on Final Designs
Attachments:	No attachments needed

Dear Michael and Miranda,

I have completed the final Adobe InDesign files for the Re-LOAD music magazine design project. Can we make an appointment for me to present to you? I would appreciate any feedback you could give me before the final presentation to the client.

Regards,

<<Add your name here>>

<<Add your job position here>>

	1 King Street, Sydney, NSW 2000 Phone: 02 987 654
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JOURNAL

<< Write your reflection here [no less than 250 words]. Include screenshots. >>

Assessment checklist:

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

Create Graphic Objects (PDF Illustrative Report)		
1	Create final design layouts	<input type="checkbox"/>
Finalise Technical Aspects (Journal post & email)		
2	Save files ready for print	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 3!

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