CUAGRD516

Develop Graphic Design Practice to Meet Industry Needs

Assessment 3 of 3

Portfolio

Assessment Instructions

Task overview

This assessment task is a portfolio that consists of three (3) tasks. Task 1 – Presentation/Task 2 – Research Report/ Task 3 – Final Proposal

Additional resources and supporting documents

To complete this assessment, you will need:

- o   Access to your learning material and Internet research
- o   Access to *MS Office*, including *PowerPoint*
- o   Access to *Adobe PDF* editor
- o   Access to Zoom, Skype or Teams

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 third assessment, you must complete the following:

Three [3] 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 range of outcomes that research and evaluate design trends and technologies and develop an individual approach to improving your skills.

You will be presented with a scenario that will then be utilised to demonstrate your ability to research, analyse and identify graphic design trends and detail your individual approach for incorporating these in your future work.

This assessment will be completed within the following three [3] tasks:

Task 1- Research Graphic Design Trends
Task 2- Analyse & Compare Trends & Technologies
Task 3 – Identify Own Approach & Future Development

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 and Evaluate Graphic Design Trends

Before you judge how trends can be incorporated into your graphic design outcomes, you need to research information on local and global trends using a range of strategies. You must provide a plan of how to achieve this.

Task 2 – Analyse & Compare Trends & Technologies

You must analyse the impact of current and emerging trends needed by graphic designers and compare these against your graphic design work.

Task 3 - Identify Own Approach & Future Development

You must provide strategies to address the need for skills development, through the creative or commercial opportunities presented by emerging trends, networking and professional development and refine your own graphic design work in response.

Instructions:

Read the scenario and brief and complete the three (3) tasks associated with this assessment in an environment associated with the graphic design industry.

Scenario:

You are continuing in your role as Junior Graphic Designer at Fusion Graphix. Michael Kerr and Miranda Deidre are part of your team and are Graphic Designers. You all report to your manager, Mary Jones. Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

Brief:

The CEO of Fusion Graphix, Alan Smith, is interested in trends and how the graphics department can use them to create increasingly diverse and interesting design solutions for existing and prospective clients. He has requested a portfolio to share with the company in the next industry showcase.

This needs to include proposals for researching trends, analysing and comparing trends and technologies, networking and professional development, creative and commercial opportunities, and identifying skills gaps and proposals for future development in graphic design.

There are three aspects to this portfolio:

1. **A presentation** - containing a research plan that investigates information on local and global trends using various strategies, assessing industry trends and evaluating connections between graphic design and other professions and industries.

2. **A research report**– analysing the impact of current and emerging trends needed by graphic designers and evaluating these against your own design work.

3. **A final proposal**– detailing strategies for your own development. Including evaluation of trends in your own work, exploring networking and professional development against industry trends, and discussing creative/commercial opportunities. Finally, reflect on your own graphic design work in response.

Task 1: Research and Evaluate Graphic Design Trends

Graphic design trends are essential for a designer to stay current and communicate effective messages to their client. This task is designed to develop your understanding of the research methodologies and the evaluation of trends.

For this first part of this assessment, you need to submit a *PowerPoint* presentation (containing twenty (20) slides – including a title/name page and references page that details your research – at least ten (10) good quality sources, including books, journals, databases and websites as appropriate, and includes the following:

1. Specify six (6) industry trends in graphic design. Provide a description of each and a relevant image for each to reinforce. *(individual word count – 300-350 words and discussed over six (6) slides)*

2. Determine four (4) local and global design trends and the formal and informal research strategies you need to use in this process. *(individual word count – 250-300 words and discussed over six (6) slides – four (4) per trend, and two (2) detailing the research strategy)*

3. Evaluate six (6) connections or ways of working between graphic design and other professions and industries and include the benefits of working with others outside your specialisation. *(individual word count – 250-350 words and discussed over six (6) slides).*

- Your slides must combine high-quality visual and written outcomes that address the above.
- Use images appropriately to reinforce the points made in the text and referenced.

Sections have been designed to help you to plan this task more efficiently. They are numbered 1, 2, and 3.

The recommended word count for this task is 800-1000 words.

Use the Chicago referencing style for any quotes and the reference list. Further information is to be found below:

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

1. *Specify six [6] industry trends in graphic design. Provide a description of each and a relevant image for each to reinforce*

- o Inclusive Visuals
- o Virtual Reality

- Responses for the other examples must follow the above-mentioned example of motion graphics.

2. *Determine four [4] local and global design trends and the formal and informal research strategies you need to use in this process, using images to reinforce.*

Assessor Instructions: Student responses may vary; however, the response must detail four [4] local and global design trends and research strategies required for this second section of Task 1. A sample answer is detailed below.

- The word count for this response must be between 250-300 words
- Six slides need to be found for this section (one [1] slide per component of trends [four [4] slides, and two [2] slides discussing research)
- Providing a research plan addressing trends forms the basis for this response
- There must be evidence of four [4] local and global design trends and formal and informal strategies that must be used in research in this process, which includes relevant imagery which needs to be referenced
- This is one [1] good example of what to look for in this task:
    - o *Punk Revival - Punk is a rebellious culture that originates in the 1970s and is a good example of a local trend. 2023 is witnessing a revival of its mass appeal as everyday people find ample cause to fight against failing systems. Think about the Sex Pistols and the work of Vivienne Westwood in London.*
    - o *Aesthetically, punk tends to be characterized by DIY techniques like scribbled lettering, cut-outs, mismatched fonts, and chaotic collages. Punk design is an overall rejection of opulence and decorum. It is non-conformist, of the age, and energetic. The images are visually interesting.*

    - o *Research Strategies – Books can foster knowledge about a specific topic or theory, such as graphic design and trends. Creating specific online libraries containing e-books, chapters, and information to assist with thematic and subject research. Using existing bibliographies in online publications to assist in further study in a particular area is resourceful.*

- Other key global or local trends can include but are not confined to:
    - o Folk Botanical
    - o Rero Line Art
    - o Complex Composition
    - o Acid Graphics
    - o Mixed Dimension

- Other research strategies can include but are not confined to:
    - o Journals
    - o Databases

3. *Evaluate six [6] connections or ways of working between graphic design and other professions and industries and include the benefits of working with others outside your specialisation, using images to reinforce.*

Assessor Instructions: Student responses may vary; however, the response must detail six [6] connections between graphic design and other professions and industries and include the benefits of working with others outside the specialisation for this third and final section of Task 1. A sample answer is detailed below.

- The word count for this response must be between 250-350 words
- Six [6] slides need to be found for this section (one [1] slide per connection/way of working between graphic design and other professions and benefits of a multi-disciplinary approach)
- Working with others outside of graphic design and the associated benefits should be evident in all six [6] slides which will form the basis for this response, including relevant images, which need to be referenced
- This is one [1] good example of what to look for in this task:

  o   *Computer Graphics Technology - is a field of technology used to create images for computer screens, TVs, web pages, and mobile devices. It integrates the study of visual communication and applied technology, which is constantly evolving. Often, a graphic designer manages the design process and coordinates the work undertaken by other creative disciplines as part of a job. Tasks get completed quicker, and the impact on business is that more work gets produced, and potentially more clients can be facilitated.*
  o   *Benefits of working with others – everyone approaches problem-solving differently, influenced by backgrounds, experiences and disciplines. A multidisciplinary approach means drawing from multiple disciplines to find alternative solutions based on a new understanding of complex problems. Bringing different perspectives and experiences results in generating better solutions with better understanding.*

- Other connections/ways of working between graphic design and other professions can include but are not confined to:
  o   Cloud Computing Technology
  o   Online Whiteboarding
  o   Creative Collaboration Tools
  o   Project Management
  o   Blogging and journaling

ASSESSOR GUIDE:

Task 2: Analyse & Compare Trends & Technologies

For this second task, you must analyse the impact of current and emerging trends needed by graphic designers and evaluate these against your own design work.

You must complete the following in one (1) digital report (*Adobe PDF* document).

1. Analyse the impact of current and emerging trends on six (6) skills needed by graphic designers. (individual word count – 250-300 words)
2. Compare six (6) graphic design trends, and specify what impact these trends would have on your own design work.   (individual word count – 300-350 words)

The recommended word count for this task is 550-650 words.

Sections have been designed to help you to plan this task more efficiently. They are numbered 1 & 2.

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

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

All references you have used in the process of this report, must be evident in a bibliography placed at the end of the document, which needs to include at least eiight (8) good-quality sources (Books, journals, databases, websites).

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Marking Guide – Task 2

Students must present their work for this task by submitting one [1] *Adobe PDF* document], containing reference to the following:

1. Analyse the impact of current and emerging trends on six [6] skills needed by graphic designers. [individual word count – 250-300 words]
2. Compare six [6] graphic design trends, and specify what impact these trends would have on your own design work.   [individual word count – 300-350 words]

Assessor Instructions: Task 2 – students need to detail the above in total, no less than 550-650 words. As detailed above, each section will demand a higher word count than others. Further information is detailed against each response.

Students need to use the Chicago referencing style. Further information is to be found below:

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

Students also need to cite all references they have used in Task 2 in a bibliography placed at the end of the document, which must include at least eight [8] good-quality sources (Books, journals, databases, websites].

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1. *Analyse the impact of current and emerging trends on six [6] skills needed by graphic designers.*

Assessor Instructions: Student responses may vary; however, the response must detail the skills needed by graphic designers incorporating current and emerging trends in their work for this first section of Task 2. A sample answer is detailed below.

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- The word count for this response must be between 250-300 words
- Current trends and their impact on graphic designer's skills form the basis for this response
- There must be evidence of current and emerging trends on six [6] skills that a graphic designer needs. This is one [1] good example of what to look for in this task:

  - *Sustainability*– *the trend of sustainability and the skills needed by graphic designers and their design prioritises the impact on the environment from the beginning until the end. This includes the impact of raw materials, manufacturing, transportation, and disposal.*
  - *Graphic design can either be on paper or digital. There are different things to consider making the design green for each. Sustainable graphic design does not just design that helps people and our planet but proposes alternative ways of living and existing.*

- Other current and emerging trends in skills needed by designers include but are not confined to:
  - Gender Representation
  - Experimental Typography
  - Logo Simplification
  - Visual Hierarchy
  - Accessibility and Consistency

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- Responses for the other examples of current and emerging trends must follow the above-mentioned example on sustainability.

2. *Compare six [6] graphic design trends, and specify what impact these trends would have on your own design work.*

Assessor Instructions: Student responses may vary; however, the response must detail six [6] graphic design trends and specify what impacts these trends would have on students' design work for this second section of Task 2. A sample answer is detailed below.

- The word count for this response must be between 300-350 words
- Graphic design trends and their impact on design work form the basis for this response
- There must be evidence of six [6] graphic design trends, specifying the impact on a student's design work. Remember that the effect on each student's design work response will vary considerably as this is a personal response, depending on their work and experience.
- This is one [1] good example of what to look for in this task:

  - *Anti-designer* – *this is about questioning or rejecting traditional design principles and aesthetics. Breaking the rules in terms of visual language allows a designer to think outside the box and simultaneously make a statement in terms of standing out from more conventional designs and designers.*
  - *Effect on design work* – *anti-design is intentionally loud and messy, which can help me rebel in my design outcomes. It is everything that design principles and colour theory are not, which can be challenging, as I will need to forget everything I have learned. This trend will assist me in experimenting, and it is something I can do outside my conventional graphic design work in the industry.*

- Other graphic design trends can include but are not confined to:
  - AI Design
  - Creative Typography
  - Vivid Minimalism
  - Handmade Aesthetic
  - Experimental Fonts

- Responses for the other examples must follow the above-mentioned example on 'anti-designer' and specify how each trend impacts the students' design work.

Task 3: Identify Own Approach & Future Development

For this third and final task, you must take action for your own skills development. Create a plan to incorporate trends in your own work, discuss creative or commercial opportunities, and explore networking and engaging with industry sources and professional development responding to industry trends. Finally, reflect on your own graphic design work in response.

For task three (3), you must submit one *Adobe PDF* document that addresses the three activities (1, 2A, & 3 and write in the first person. (Task 2B is a role play exercise). The task includes the following:

1   Analysing creative or commercial opportunities presented by emerging trends is important. Create a plan detailing four (4) actions that you require to incorporate trends in your design work. **The plan needs to include the following in 700-900 words:**

   a.   The methods you will use to research commercial or creative design work opportunities. Detail how you intend to use this research process.
   b.   Analyse the creative or commercial opportunities which are presented by emerging trends.
   c.   Discuss what action you need to take to improve your skills development in this area.
   d.   Detail a proposal of how you propose to incorporate your chosen trends (either commercial or creative) in your design work

2a   Using networks and connecting with professionals in the graphic design industry is important to your growth as a designer, as it improves your professional practice in this area. With this in mind, you need to provide evidence of the following:

   1.   Contact a group of three (3) industry networks and sources. (These can come from any area in the graphic design industry). Include for each contact:
   2.   The industry professional you contacted in this process
         (include each name, job description and provide a rationale of why you chose that professional for contact)
   3.   The dates of each initial contact and the method used
         (telephone/e-mail/in person)
   4.   A plan for maintaining contact with each professional over the next three (3) months
         (include prospective dates and reasoning for subsequent contact. For example, is it to receive feedback on some work or merely to check in).
   5.   Completion of the industry contact agreement sheet (supplied for you)
         (detail each name and contact details, with a signed understanding from each that they are aware your assessor may contact them during this process. Use one sheet for each contact (3 sheets in total).

2b   This section requires the presentation of the above five (5) criteria with one (1) other in a video recording and receive feedback on your proposals for engaging with industry networks and sources.

3.   Detail the progress of your own work in response to current and emerging trends. (Reflect and annotate on four (4) images of your design work to illustrate this. *(individual word count – 250-350 words)*

(Task 3 requires the uploading of images of student work to reinforce. Photographs of work or digital files are acceptable).

1. *Create a plan detailing four [4] actions that you require to incorporate trends in your design work. This needs to include the following:*
    a. *The methods you will use to research commercial or creative design work opportunities. Detail how you intend to use this research process.*
    b. *Analyse the creative or commercial opportunities presented by emerging trends.*
    c. *Discuss what action you need to take to improve your skills development in this area.*
    d. *Detail a proposal of how you propose to incorporate your chosen trends [either commercial or creative] in your design work.*

Assessor Instructions: Student responses will vary; however, the response must contain a plan for four [4] actions that a student would need to take to improve their skills in incorporating trends in their own design work according to the specified criteria in this first section of Task 3. A sample answer is detailed below.

- The word count for this response must be between 700-900 words
- The response must be written in the first person
- A plan detailing four [4] actions a student needs to take to improve their skills in incorporating trends in their work
- This is a good example of what to look for in this task:

a. Appropriate research processes used to determine commercial or creative design work opportunities, which can include, but is not limited to:
    o *Documents – books, journals, newpapers, and magazines*
    o *Digital – websites, databases, onlne publications*
- Students must also specify how they intend to use these resources in response to the above. They need to relate to commercial or creative design work opportunities.

b. Analysis of the creative or commercial opportunities which are presented by emerging trends, which can include, but is not limited to:
    o *Creative opportunities – video & animation, UX [user experience design], virtual reality [VR].*
    o *Commercial opportunities – Technology [Adobe products], artificial intelligence [AI].*

c. A discussion of what action needs to be taken to improve skills development in this area.
    o *Each student response in this section will differ depending on their existing skills.*
    o *Actions must reflect the skills needed to improve their knowledge of creative or commercial opportunities presented by trends.*

d. A proposal of incorporating the chosen trends [either commercial or creative] in the student's design work.
    o *Each proposal can differ depending on student's existing skills*
    o *An explanation of how a student intends to incorporate trends in their work needs to be evident*
    o *The proposal must include an idea of a design process, ideas for presenting and refining the design work.*

ASSESSOR GUIDE:

2A *Using networks and connecting with professionals in the graphic design industry is important to your growth as a designer, as it improves your professional practice in this area. With this in mind, you need to provide evidence of the following:*

1. *Contact a group of three [3] industry networks and sources. [These can come from any area in the graphic design industry]. Include for each contact:*
2. *the industry professional you contacted in this process*
   [include each name, job description and provide a rationale of why you chose that professional for contact]
3. *the dates of each initial contact and the method used*
   [telephone/e-mail/in person]
4. *A plan for maintaining contact with each professional over the next three [3] months*
   [include prospective dates and reasoning for subsequent contact. For example, is it to receive feedback on some work or merely to check in
5. *Completion of the Industry Agreement Sheet [supplied for you]*
   [detail each name and contact details, with a signed understanding from each that they are aware your assessor may contact them during this process. Use one sheet for each contact [3 in total].

Assessor Instructions: Student responses will vary; however, the response must contain a plan for four [4] actions that a student would need to take to improve their skills in incorporating trends in their own design work according to the specified criteria in this first section of Task 3. A sample answer is detailed below.

- The response must be written in the first person
- This is a good example of what to look for in this task:
- Contact with a group of three [3] industry networks should be evident, which needs to come from the graphic design industry [which can be:
  - *Any designer [product, web, digital, UX, production, visual, freelance, graphic, for example*
  - *Any marketing professional*
  - *Any business owner*
  - *Any other contact not in the list above*
- Include names, and job descriptions of the group of three [3] contacts
- A rationale needs to be specified about why the three [3] contacts have been evidenced
- The dates of each initial contact, and the method used must be apparent, which can be:
  - *A telephone conversation*
  - *An e-mail*
  - *In-person*
  - *Any other method not specified above*
- A plan needs to be evidenced for maintaining contact with each professional over the next three months, which needs to include:
  - *Prospective dates of contact with the group of three [3] industry professionals*
  - *The reasoning for this approach for each subsequent contact*
  - *Specifying the nature of each contact, which can include:*

ASSESSOR GUIDE:

- The industry contact needs to agree to the to the terms as specified in the Industry Agreement Sheet, that they will continue contact with the student over the period of three (3) months
- Evidence that the student has participated in the exchange of ideas and information with the group of industry contacts using detailed and clear language.
- Evidence that the student has used effective listening and questioning skills to confirm understanding
- The completion and submission of an Industry Agreement Sheet for each professional contacted (this is provided to the student in advance)
  - o *It must contain the name and contact details of each professional*
  - o *It must be signed (digitally is acceptable), specifying that each professional is aware of their contact details being used in an assessment and that the tutor will be the only one apart from the student who handles this information*
  - o *Ensure that, if required, the industry professional is contacted to verify their details and use of the industry professional has been contacted by the student in the methods outlined above.*

ASSESSOR CHECKLIST: TASK 3, Part 2A

In addition to the criteria as specified in the above instructions, the following needs to be discussed with each of the three (3) industry contacts in turn, that the student has detailed during the course of engaging with industry. The purpose of this is to ensure that you are confident that the contacts are authentic, reliable and valid, and that the correct instructions have been followed and evidenced by the student during the task instructions.

Checklist	Satisfactory	Yes	No	Assessor Comments
Confirm with each contact that their name, contact details and job description is correct as specified on the Industry Agreement Sheet				I acknowledge that a conversation has taken place with each contact to confirm their contact details and job description is correct as specified on the Industry Agreement Sheet.
Industry Contact 1				Further details and date the conversation took place.
Industry Contact 2				Further details and date the conversation took place.
Industry Contact 3				Further details and date the conversation took place.

Coroborate with each contact that engagement has taken place between each industry contact and the individual student.				I acknowledge that a conversation has taken place with each contact to corroborate that engagement has taken place between them and the individual student.
Industry Contact 1				Further details and date the conversation took place.
Industry Contact 2				Further details and date the conversation took place.
Industry Contact 3				Further details and date the conversation took place.
Determine with each contact that there is a plan for further contact is in existence, is appropriate and is specific for further contact over the course of the next three (3) months, and that this has been communicated and agreed between the two parties (industry contact and the student).				I acknowledge that a conversation has taken place with each contact to determine if there is a plan for further engagement, is appropriate, and specific for further contact over the next three months. This has also been agreed between the two parties (industry contact and student.
Industry Contact 1				Further details and date the conversation took place.
Industry Contact 2				Further details and date the conversation took place.
Industry Contact 3				Further details and date the conversation took place.

ASSESSOR GUIDE:

2B   In addition to adding this information into Task 3, part 2 report, you must present your work for the above to another participant. Use the feedback to adjust the rational for engaging with industry sources to acquire connections for professional practice and your three (3) graphic design details, contact dates, and a plan for future engagement.

The instructions for this role-play are below:

The role play/meeting must include at least one (1) participant, and must not exceed 15 minutes in duration and must address all elements of the Observation Checklist below.

In this task, you will participate in a role-playing meeting with one (1) other. These may be resourced using one of the following options:

- One peer with whom you are already working within the industry your qualification relates.
- One fellow student who will discuss your design work and provide constructive criticism. Please contact your fellow student via the Discussion Forum and coordinate your role-play with them directly.

If you cannot find a participant to play the other team member's role, contact your assessor via the Discussion Forum, who will discuss options for pairing up with another student to complete this task.

Option 1: One peer participant
Should you complete this task with your peer, you must fully brief all participants providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.
The peer must state their name and job title at the start of the recording to inform consent.

Option 2: One fellow student participant
The fellow student participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.
Student/s will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Recording instructions

Your role play must be recorded with all participant/s captured in a virtual room using a system such as Zoom, Skype or Teams.

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

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

Your assessor will look for the following in your work:

- Present evidence of your interaction with industry networks and sources
- Seeking feedback on engaging with industry sources to acquire connections for professional practice and your three (3) graphic design contact names, contact dates, and a plan for future engagement.
- How you respond to this feedback
- Clarification of feedback through questioning and review

Assessor Instructions: Student responses may vary; however, the student needs to discuss how they would use networking and professional development opportunities to identify and respond to industry trends in this second section of Task 3. A sample answer is detailed below.

ASSESSOR OBSERVATION CHECKLIST; TASK 3, PART 2

The meeting should be a maximum of 15 minutes.

Students must demonstrate each performance criteria outlined in the observation checklist below.

Assessor Instructions: The student's words will vary; however, the response must provide evidence of the student's interaction with industry networks and sources, feedback on engaging with industry sources to acquire connections for professional practice and three (3) graphic design contact names, contact dates, and a plan for future engagement.
How the student responds and clarifies feedback through questioning and review needs to be evident.

ACTIVITY	SATISFACTORY	YES	NO	ASSESSOR COMMENTS
Task Checklist				
Did the student discuss an approach for engaging with industry sources to acquire connections?				The student presented their work clearly and discussed their approach for engagement with industry sources.
Did the student seek feedback on the approach and its suitability in this context?				The student asked for specific feedback on their approach, using questions such as (example questions below):

				• Is this appropriate for engaging with industry sources? • Is there anything I can do to improve this approach? • What are your suggestions for the above?
Did the student specify three (3) graphic design industry contacts with their details, dates of contact, and a plan for keeping in touch for future engagement?				The student discussed three (3) industry contacts with details, contact dates, and a plan for keeping in touch for future engagement, including: • Name/email address/company • Dates of contact(s) and evidence of response (emails/telephone conversations, for example)
Did the student explain the rationale for the above?				The student explained the rationale behind their choice of the three (3) industry personnel and their plan for maintaining contact with them.
How did the student respond to the feedback?				After receiving feedback, the student: • Thanked their peer for their feedback • Received feedback positively • Considered all feedback points.
Did the student clarify feedback through questioning and review?				The student clarified any points they were uncertain about The student confirmed the points made with their reviewer

ASSESSOR GUIDE:

2. *Detail the progress of your own work in response to current and emerging trends. (Reflect and annotate on four (4) images of your work to illustrate this.*

Assessor Instructions: Student responses may vary; however, the student needs to discuss how they would detail the progress of their own work in response to current and emerging trends in this third and final section of Task 3. A sample answer is detailed below.

- The word count for this response must be between 250-350 words
- The response must be written in the first person
- Remember that the progress of each student's design work response will vary considerably as this is a personal response
- Analysis of the student's own work in response to current and emerging trends needs to take place
- This is one (1) good example of what to look for in this task:

  o *Ongoing experimentation in design allows my work to incorporate current and emerging trends. Instead of settling for the first idea that comes into my head, researching trends and experimenting with different visual solutions, materials, and technique is appropriate.*

  o *It would benefit me to develop new ideas based on trends to keep my work fresh and interesting. Understanding the current and emerging trends and combining these concepts with materials and techniques and how they might be used can help me make effective choices in my design work. I should be bold and try new things. Even if something is unsuccessful, I will show that I have tried and learned valuable lessons.*

  o *I appreciate that it is important to annotate work and keep records of the current and emerging trends that have influenced it. By doing so, I can review my design work in the future and continue in this way until it becomes second nature. Concentrating on those that have worked well can be useful later when presenting and evaluating my work. Being able to analyse my work is an essential part of evaluating it. Recording this evaluation ensures that the creative process can be communicated clearly to others.*

- Students must finalise this particular outcome with imagery of their work influenced by current and emerging trends and discuss four (4) pieces of their work in response.

Assessment checklist:

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

Task 1 – Research and Evaluate Graphic Design Trends (PowerPoint)		
1	Specify six (6) industry trends in graphic design. Describe each and a relevant image for each to reinforce.	☐
2	Determine four (4) local and global design trends and the formal and informal research strategies you need to use in this process.	☐
3	Evaluate six (6) connections or ways of working between graphic design and other professions and industries and include the benefits of working with others outside your specialisation.	☐
Task 2 – Analyse & Compare Trends & Technologies (Report)		
1	Analyse the impact of current and emerging trends on six (6) skills needed by graphic designers.	☐
2	Compare six (6) graphic design trends and specify what impact these trends would have on your own design work.	☐
Task 3 – Identify Own Approach & Future Development (Evaluation)		
1	A plan detailing creative or commercial opportunities presented by four (4) emerging trends.	☐
2A	Discuss how you would use networking and professional development opportunities to identify and respond to industry trends.	☐
2B	Role Play, incorporating the above.	☐
3	Detail the progress of your own work in response to current and emerging trends. (Reflect and annotate on four (4) images of your work to illustrate this.	☐

Congratulations, you have reached the end of Assessment 3