



CUAGR503

Produce Typographic Design Solutions

Assessment 3 of 3

Portfolio



Assessment Instructions

Task overview

This assessment task is one [1] task divided into sub-tasks.

Additional resources and supporting documents

To complete this assessment, you will need:

- Access to your learning material
- Access to MS Office, including Word
- Access to Adobe PDF editor
- Access to Adobe Illustrator



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.

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Assessment 3

In this assessment, you will have one [1] task divided into sub-tasks to complete.

Task 3A-Refine Digital Ideas

Task3B-Finalise and Save Work

Task 3C-Final Reflection

One [1] activity will allow you to demonstrate the necessary skills and knowledge in this module and contribute to the overall judgement of competency.

You will submit a range of outcomes that allow you to produce professional typography for various communication needs. This includes assessing type as visual communication, analysing design needs, developing your ideas for typographic solutions, and manipulating and integrating type within the final design and layout.

You will be presented with a scenario that will then be utilised to demonstrate your ability to practice, evaluate your technical skills in typography, and assess techniques to apply in your practice. You will document this process in a range of outcomes related to the brief given in the scenario.

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Task 3A-Refine Digital Ideas (Adobe Illustrator Files)

Using Adobe Illustrator to explore and manipulate type suitable for the design requirements of your client and identify technical issues encountered in this production.

Task 3B-Finalise and Save Work (Adobe Illustrator & Adobe PDF)

Finalise the four (4) wine labels and invitation incorporating various visual components and layouts, and follow protocols for saving work.

Task 3C-Final Reflection (Adobe PDF)

Produce a reflection that evaluates your chosen design solution and how this approach can be used in future projects.

Task 3A-Refine Digital Ideas

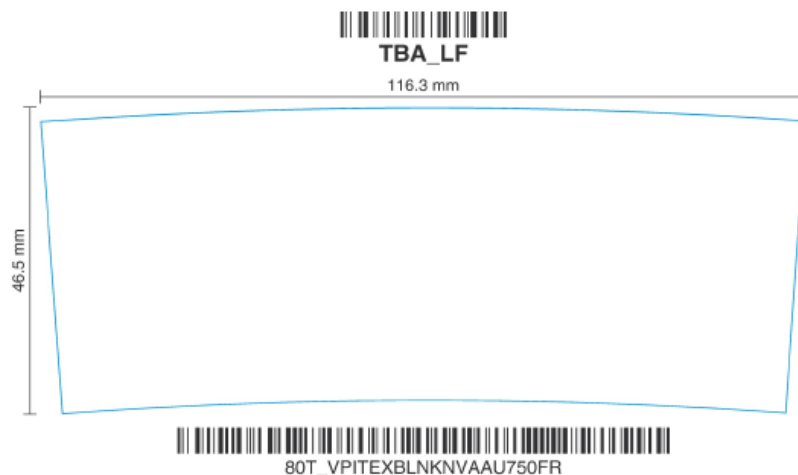
For this first task, you are to revise and develop your design work for the client using Adobe Illustrator to explore and manipulate the type suitable for the design requirements of your client. Also, identify and resolve any technical problems you have encountered. Complete the following.

1. From your preliminary work (4 x typography ideas plus 4 thumbnail sketches-wine labels and 4 thumbnail sketches-launch invitation) and the feedback received in your presentation, you need to translate these into design work in Adobe Illustrator using the following instructions.

Wine Labels

- Open Adobe Illustrator and set the parameters for the wine labels as follows.
 - Height: 46.5mm
 - Width: 116.3mm
- You need to set a border on your files so that the labels, when sent for printing, have an element of negative space around the design.
- Always add 3mm of bleed on all sides of your artwork to ensure no part of your artwork gets cut off, then deduct 3mm on each side.
- You must consider that the label is on a curved bottle and set the Illustrator dimensions specified in this image.
- You also need to design a complementary neck design [which is placed just under the screw top of the wine bottle.] Download the neck template at the following website. This is full-sized.

<https://sizemeup.com.au/resources/>



- Next, refine your ideas for each wine label, using a combination of chosen imagery and type for the following bottles of wine.
 - Chardonnay [White wine]
 - Sauvignon Blanc [White wine]
 - Shiraz [Red wine]
 - Merlot [Red wine]

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- Remember that the client specified that he has determined that he is looking for one design in four different colourways that reflect each wine in question.

Launch Invitation

- Open Adobe Illustrator and set the parameters for the launch invitation. (A5 landscape)
 - Height: 148mm
 - Width: 210mm
- You need to set a border on your files so that the labels, when sent for printing, have an element of negative space around the design.
- Always add 3mm of bleed on all sides of your artwork to ensure no part of your artwork gets cut off, then deduct 3mm on each side.
- The A5 paper size is one of the most common flyer formats. Its dimensions make it possible to insert text content and images.
- Remember that the client specified that he has determined that he is looking for a cohesive design (wine bottle labels and invitation).
- The date for the launch is Sunday, 30th March 2025, at 8 pm at Bliss Winery, Yarra Valley, Victoria.

There are many tutorials on the Adobe Illustrator User Guide. Click on the following link to explore.

<https://helpx.adobe.com/au/illustrator/using/add-text-work-with-type-objects.html>

In particular, the following information is helpful for both the final wine labels and the launch invitation.

- Fonts and typography
- Kerning
- Line and character spacing
- Leading

Access this site, which specifies the properties of type and readability.

<https://m2.material.io/design/typography/understanding-typography.html#readability>

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

Identify and Resolve Technical Issues

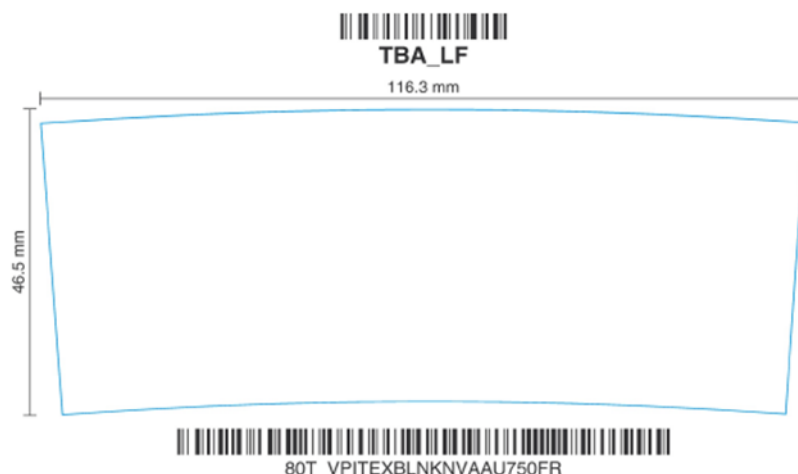
- Produce a 250-word evaluation of the following.
 - Identify and resolve the technical problems you have encountered when creating your graphic files for this task.
 - Identify any technical issue accurately and how this has affected an aspect of your work and/or the process involved in its production

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- 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 improved your expertise using Adobe Illustrator.
- Save this evaluation as an Adobe PDF and submit it alongside your design work in Assessment 3B

Assessor instructions: Students must complete the final documents specified in the task descriptor above. Student outcomes will vary as each design work will be unique to every student. However, everyone must follow the task instructions, as in 3A.

- All students must follow the instructions in task 3A
- From their preliminary work (4 x typography ideas plus 4 thumbnail sketches for wine labels and 4 thumbnail sketches for the launch invitation) and the feedback received in the presentation in Assessment 2 – task 2B
- Students must translate these into design work in Adobe Illustrator following the instructions.
- Each student's work must be checked according to the following criteria
- For the wine labels, students must:
 - Open Adobe Illustrator and set the parameters for the wine labels as specified
Height: 46.5mm
Width: 116.3mm
 - The parameters need to be curved akin to this label for transfer onto a wine bottle.



- Set a border on each of their files so that the labels, when sent for printing, have an element of negative space around the design
 - They also have to add 3mm of bleed on all sides of your artwork to ensure no part of the artwork gets cut off, then deduct 3mm on each side
 - Students must consider that the label is on a curved bottle and set the Illustrator dimensions specified in the image supplied in the task
 - They also need to design a complementary neck design (which is placed just under the screw top of the wine bottle)
 - Students must refine their ideas for each wine label, using a combination of chosen imagery and type for the following bottles of wine

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- Chardonnay (White wine)
 - Sauvignon Blanc (White wine)
 - Shiraz (Red wine)
 - Merlot (Red wine)
- The client specified that he has determined that he is looking for one design in four different colourways that reflect each wine in question.
- For the launch invitation, students must.
 - Open Adobe Illustrator and set the parameters for the launch invitation. (A5 landscape)
Height: 148mm
Width: 210mm
 - They need to set a border on their files so that the labels, when sent for printing, have an element of negative space around the design
 - They also have to add 3mm of bleed on all sides of your artwork to ensure no part of the artwork gets cut off, then deduct 3mm on each side
 - The client specified that he has determined that he is looking for a cohesive design (wine bottle labels and invitation)
 - The date for the launch is Sunday, 30th March 2025, at 8 pm at Bliss Winery, Yarra Valley, Victoria.
- Students must follow the hyperlinks regarding the information provided for help with the final wine labels and the launch invitation. This includes.
 - Fonts and typography
 - Kerning
 - Line and character spacing
 - Leading
- Students must be mindful of saving and backing up work regularly, name files correctly, use the correct file formats and compatibility, and organise files into folders.
- Students must identify and resolve technical problems based on their developing expertise in Adobe Illustrator and/or the process involved in its production and the methods they have used to address this and save it as an Adobe PDF for submission in Task 3B, 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 Adobe Illustrator.

Task 3B-Finalise and Save Work

Now that you are satisfied with your work for your four [4] wine labels and invitation incorporating various visual components and layouts, now is the time to follow protocols for saving work.

- You can export, save, and print several objects in Adobe Illustrator CC: an entire document, one, some, or all artboards in a document, selected objects, and assets. You save Illustrator files (.AI) when you need to edit them in the future.
- You share Illustrator files for a wide range of print and screen output options by exporting them to one of a long list of file formats.
- Exported files can't be edited in Illustrator.
- For this project, you must export files for printing and saving.
- You can save Illustrator files in any of these formats:
 - AI, Illustrator's native format and AIT (Illustrator templates).
 - EPS is a widely supported vector format for sharing files with other vector-editing apps and printers.
 - Adobe PDF, a portable vector format accessible to anyone with Acrobat Reader.
 - SVG or SVG (Compressed) files for screen output.
- Choose File→Save, File→Save As (to save an existing file with a new name), or File→Save a Copy (to create a duplicate copy of a file).
- Navigate to a location for the file and enter a filename.
- In the Format drop-down, choose one of the available formats (AI, EPS, or PDF).
- The client required both AI files and PDF files. As the work you have produced is in Adobe Illustrator, your work will first be saved as an AI file.
- You can Save As and then save them all as PDF files.
- The PDF files you will submit for assessment, plus the 250-word evaluation of technical issues you may have encountered throughout Task 3A and this task.

Work for Submission

1. 4 x wine label designs (AI and PDF Files)
2. 1 x launch invitation (AI and PDF File)
3. 1 x evaluation of technical issues (PDF File)

You should save your work in at least two places (including an external hard drive) to avoid losing creative work].

Assessor instructions: Students must save the final documents specified in the task descriptor above. This marking guide addresses the main requirements as each student's work differs. However, they should all follow the instructions for saving Adobe Illustrator files as detailed in task 3B above.

- Once the students are satisfied with their four [4] wine labels and the launch invitation, they need to follow protocols for saving work according to conventions and the client's needs
- For this project, they must export files for printing and saving
- Students can save Illustrator files in any of these formats:

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- AI, Illustrator's native format and AIT (Illustrator templates)
- EPS is a widely supported vector format for sharing files with other vector-editing apps and printers
- Adobe PDF, a portable vector format accessible to anyone with Acrobat Reader
- SVG or SVG [Compressed] files for screen output

- Students must follow the specified instructions to achieve this

- The client required both AI files and PDF files
 - As the work they have produced is in Adobe Illustrator, the student's work will first be saved as an AI file
 - Then they can Save As and then save them all as PDF files
 - The PDF files students should be submitted for assessment

- Work for Submission
 - 4 x wine label designs (AI and PDF Files)
 - 1 x launch invitation (AI and PDF File)
 - 1 x evaluation of technical issues (PDF File)

- It is recommended that students should save their work in at least two places (including an external hard drive) to avoid losing creative work].

Task 3C-Final Reflection

Now that you have completed all of your creative work for the client, Bliss Winery, your final task is to produce a written reflection that evaluates your chosen design solution and how this approach can be used in future projects.

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 the work produced for Task 3B. 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 you reached your final proposals, from initial ideas to the final submission. Analyse your creative journey.
- What has changed from your initial ideas to your final designs?
- Consider your feedback in Assessment 2 Task 2B
- Specify the process associated with manipulating, editing, and enhancing your final designs
- Consider the requirements you must be aware of in Adobe Illustrator, considering the work should be print-ready.
- Evaluate how the functional and aesthetic qualities of your typography decisions reflect the client's requirements
- How does your chosen design solution have the potential to inform your future work?

Assessor instructions: Students must complete the final documents 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 3 – task 3B and the feedback originally received in Assessment 2 – task 2B, including the above criteria. 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 Illustrator produced in Assessment 2-task 2B and Assessment 3-task 3B to reinforce the report
- The report needs to include the following points:
 - Students must demonstrate how their creative work has changed and improved from the final outcomes produced in Assessment 3, task 3B, and reflect on the feedback they received on the work in progress they originally received in Assessment 2 – task 2B
 - Recommendations they received on their work will differ depending on the type of work produced in Assessment 3, task 3B, and the feedback received in Assessment 2, task 2B role play. However, students need to reflect on this process and discuss the recommendations fully
 - Students must discuss the work that is evident in their final proposals in task 3B, using screenshots of their creative outcomes to reinforce
 - Students must identify how they have used tools in Adobe Illustrator to manipulate, edit and enhance their final designs for their client
 - Students must discuss the requirements they must know in Adobe Illustrator to make the work print-ready.
 - Students must demonstrate how their use of typography in creating definitions and interest in final layouts associated with this task
 - Students must evaluate how the functional and aesthetic qualities of your typography decisions reflect the client's requirements
 - Students must describe how their chosen design solution has the potential to inform their future work.

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Assessment checklist:

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

Part 3A- Refine Digital Ideas		
1	Explore and Manipulate Type	<input type="checkbox"/>
Part 3B: Finalise and Save Work		
1	Using Adobe Illustrator to Save Work for Client	<input type="checkbox"/>
Part C: Final Reflection		
1	Reflect on design outcomes and technical issues	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 3!

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