



CUAGR502

Produce graphic designs for 2-D and 3-D applications

Assessment 3 of 3

Project and Presentation

Assessor Guide

Version 1



Assessment Instructions

Task overview

This assessment has three (3) parts and six (6) tasks. Five (5) tasks relate to a simulated project, and one (1) task focuses on creating a final presentation role-play.

Part A: Final presentation and adjustments	
Task 1a	Present your final presentation to client role-play
Task 1b	Adjust final 3-D rendering
Task 1c	Confirm and document final 3-D rendering
Part B: Reflection and improvements	
Task 2a	Reflect on design process
Task 2b	Create a future improvement plan
Part C: Professional development plan	
Task 3	Identify skills and resources

Read the scenarios and related task instructions carefully before completing each task.

Part A of the assessment requires you to create, deliver and record a final presentation aimed at the Brekky King client. You will need **one (1)** additional participant to play the role of the client. This participant can be a peer, a family member, or a friend. Detailed instructions for this part are provided in Part A of this assessment. You must record your presentation role-play and upload it to the LMS along with your completed assessment.

Additional resources and supporting documents

To complete this assessment, you will need to access and use the following documents:

- Brekky King design brief
- Fusion Graphix Final Presentation template.

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.

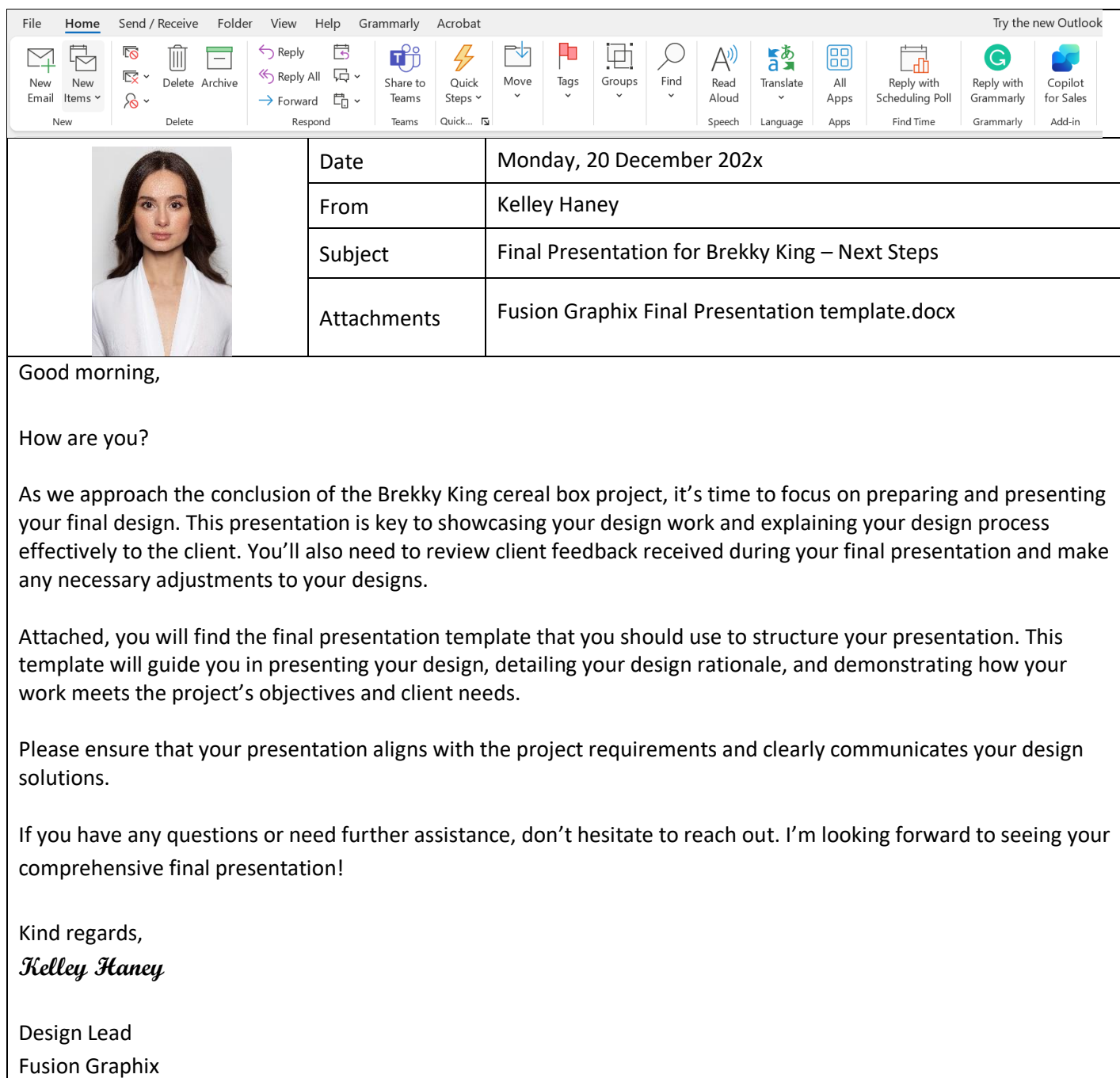
Part A: Final presentation and adjustments

Final presentation scenario: Brekky King cereal box

You are employed as a Graphic Designer at Fusion Graphix. Your current project involves designing a cereal box for Brekky King.

As part of your role, you are required to create a comprehensive final presentation that showcases your design work and explains your design process to the client and demonstrates your ability to communicate effectively.

Read the email from Fusion Graphix's Design Lead, then complete the tasks that follow.



The screenshot shows an Outlook email interface. The ribbon at the top includes 'File', 'Home', 'Send / Receive', 'Folder', 'View', 'Help', 'Grammarly', and 'Acrobat'. The 'Home' tab is active, showing various icons for actions like 'New Email', 'Delete', 'Archive', 'Reply', 'Forward', 'Share to Teams', 'Move', 'Tags', 'Groups', 'Find', 'Read Aloud', 'Translate', 'All Apps', 'Reply with Scheduling Poll', 'Reply with Grammarly', and 'Copilot for Sales'. The email content area shows a profile picture of a woman, followed by a table with the following details:

Date	Monday, 20 December 202x
From	Kelley Haney
Subject	Final Presentation for Brekky King – Next Steps
Attachments	Fusion Graphix Final Presentation template.docx

Good morning,

How are you?

As we approach the conclusion of the Brekky King cereal box project, it's time to focus on preparing and presenting your final design. This presentation is key to showcasing your design work and explaining your design process effectively to the client. You'll also need to review client feedback received during your final presentation and make any necessary adjustments to your designs.

Attached, you will find the final presentation template that you should use to structure your presentation. This template will guide you in presenting your design, detailing your design rationale, and demonstrating how your work meets the project's objectives and client needs.

Please ensure that your presentation aligns with the project requirements and clearly communicates your design solutions.

If you have any questions or need further assistance, don't hesitate to reach out. I'm looking forward to seeing your comprehensive final presentation!

Kind regards,
Kelley Haney

Design Lead
Fusion Graphix

Task 1a: Present your final presentation to client role-play

You are required to present your final design work to the client, reflecting both your design process and the outcomes achieved for the Brekky King project. To complete this task, use the Fusion Graphix Final Presentation template.pptx to create a final presentation that highlights your design rationale, process, and how your design meets the Brekky King project's objectives and client needs. Your presentation must be 8-12 minutes in duration and include a role-play where one participant acts as the client.

Presentation instructions:

1. Structure your presentation: Use the Fusion Graphix Final Presentation template.docx to structure your final presentation content. Ensure that your presentation refers to all sections included in the template.
2. Prepare for the role-play:
 - a. Organise one (1) participant to role-play as the Brekky King client.
 - b. Brief the participant on their role, encouraging them to ask questions and provide feedback during your presentation on the final 3-D rendering's layout, colour scheme, and typography.
 - c. The role-play must demonstrate your ability to:
 - i. Initiate discussions with the client, encouraging the exchange of ideas and feedback.
 - ii. Acknowledge the importance of client feedback and how it will be used to make necessary adjustments to the final 3-D rendering's layout, colour scheme, and typography.
 - iii. Use listening and questioning to ensure your design meets the client's requirements.
 - iv. Present detailed information with language, tone, and pace appropriate to the audience and purpose.
3. Draft your narration: Prepare a script or key points for each section of your presentation, ensuring your role-play interaction reflects professional client communication. This script must include:
 - a. Introduction: Briefly introduce the project and your role.
 - b. Main content: Cover each section of your presentation in detail, including allowing feedback on layout, colour scheme, and typography, and alignment with project objectives.
 - c. Conclusion: Summarise key points and reinforce how the design meets the project's objectives and client needs.
4. Record your presentation role-play:
 - a. Use your draft narration and role-play to guide your delivery. Record yourself presenting the slides, ensuring that you clearly articulate your points.
 - b. Ensure that your recording includes clear narration, professional delivery, and effective use of visuals.
 - c. Keep the role-play within the allocated time frame (8-12 minutes), ensuring both video and audio quality are sufficient for clear understanding.
5. Review and finalise:
 - a. Review the recorded presentation role-play to check for clarity, completeness, and alignment with the final presentation template.
 - b. Make any necessary revisions to improve the presentation and role-play quality and ensure it meets all requirements.

Save your PowerPoint presentation using the following naming convention: *CUAGRD502_3_Presentation_your name_yymmdd* and upload it together with your assessment for marking.

Presentation role-play recording instructions

Your role-play must be recorded with your participant captured in a virtual room using a system such as Zoom, Skype or Teams. Save the video recording of your final presentation role-play using the following naming convention: *CUAGRD502_3_PresentationRolePlay_your name_yymmdd* and upload it together with your assessment for marking.

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

“This presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This presentation will be recorded and submitted through my course online learning platform to my assessor for grading. The participant in this presentation indicates their consent to be included in this recording by stating their name and job title.”

Assessor instructions: Students must present their final design work for the Brekky King project. The presentation must reflect both their design process, and the outcomes achieved. The presentation must demonstrate the student’s ability to engage with a role-playing client, initiating discussions, encouraging feedback, and using appropriate communication methods. The presentation must highlight the student’s design rationale, the process followed, and how the design meets the Brekky King project’s objectives and client needs. They must use the Fusion Graphix Final Presentation template. Description language will differ from the sample descriptions below, but this general guide indicates the type of response needed.

Assessor checklist for final presentation				
	Slides	Requirements	Word count	Description
<input type="checkbox"/>	Introduction	<ul style="list-style-type: none"> Project name, client/company name, date, and student’s name/project role. An introduction to the project, establishing a clear connection to the client’s objectives. 	50-75 words	Brekky King, represented by Fusion Graphix, commissioned a print-ready cereal box design template to be developed by December 2024. This project aims to produce a dynamic and vibrant cereal box that captures the essence of Brekky King’s brand and appeals to families and health-conscious adults. This presentation outlines the design approach and highlights the key elements of the final product.
<input type="checkbox"/>	Executive summary	<ul style="list-style-type: none"> Key design visuals, such as a main image of the final product. A high-level summary of the project, design approach, and alignment with client’s objectives. Highlight the unique 	75-100 words	The project involved creating a cereal box design for Brekky King, emphasizing a fresh, energetic brand identity. The design features a bright, modern aesthetic with playful graphics to attract families and health-conscious individuals. The final deliverables include a

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		design solution and the intended impact.		print-ready template and a 3-D rendering, designed to stand out on shelves and effectively represent the product's key attributes.
<input type="checkbox"/>	Project background	<ul style="list-style-type: none"> Relevant project visuals, such as initial references or inspiration images. A description of the client's needs, the design challenge, and objectives. Explain the design rationale and how it was informed by the brief. 	100-150 words	Brekky King required a new cereal box design to enhance their market presence and appeal to a broad audience, including children and health-conscious adults. The design challenge was to create a vibrant and modern packaging solution that aligns with Brekky King's brand values of freshness and energy. Research included competitor analysis and industry trends to guide the design direction.
<input type="checkbox"/>	Design concept	<ul style="list-style-type: none"> High-quality images of the design concept (e.g., key mock-ups). A description of the core ideas of the design concept and how it meets client objectives, including any unique considerations. 	100-150 words	The design concept features a vibrant colour palette and energetic graphics, reflecting Brekky King's fun and fresh brand identity. Key elements include playful illustrations and clear nutritional information, designed to capture attention and convey the product's benefits. The modern, lively design aims to attract both children and health-conscious adults, ensuring strong shelf impact.
<input type="checkbox"/>	Visual presentation	<ul style="list-style-type: none"> Key visuals from different stages of the design process, such as concept sketches, early designs, or prototype images. An explanation of the design evolution, improvements and alignment with the project brief. 	75-100 words	The design process is showcased through a series of visuals, including initial sketches and final high-resolution images. Early concepts explored various graphic styles and colour schemes, with iterative refinements leading to the final design. This progression highlights how feedback and design evolution led to a cohesive and engaging packaging solution.
<input type="checkbox"/>	Textual content	<ul style="list-style-type: none"> Technical information or design notes. Technical specifications, including dimensions, materials, and methods, and their relevance to the project. 	100-150 words	The cereal box design includes technical specifications such as dimensions (12 x 8 x 2.625 inches), vector and raster file formats (AI, PDF, PNG), and a 3-D render in JPEG format. The design also includes key selling points and nutritional information, ensuring

				the packaging is both informative and appealing.
<input type="checkbox"/>	Brand integration	<ul style="list-style-type: none"> Visuals showcasing how the design incorporates the client's branding (e.g., layout, colour scheme, typography). A description of how the design integrates with the client's brand identity and maintains visual consistency. 	50-75 words	The design incorporates Brekky King's logo and brand colours, maintaining visual consistency and reinforcing brand identity. The packaging design aligns with the energetic and fresh tone of the brand, integrating key elements like the logo and product information seamlessly into the overall design.
<input type="checkbox"/>	Conclusion	<ul style="list-style-type: none"> Final design visuals (high-resolution images). A summary of the key takeaways from the presentation, emphasising how the design fulfills the brief and the client's objectives, and a call to action for next steps. 	50-75 words	The new cereal box design for Brekky King successfully embodies the brand's energetic and fresh identity, addressing the project brief and appealing to the target audience. The design not only stands out on the shelves but also aligns with the brand's objectives. Next steps include client review and final adjustments before production.
<input type="checkbox"/>	References	<ul style="list-style-type: none"> Citations or attributions for images or sources. List all sources, ensuring proper credit for third-party content. 		Design inspirations were drawn from current cereal packaging trends and competitive analysis. Image credits include stock photography licensed under Creative Commons. Research sources include industry reports and competitor packaging designs.

Observation checklist for final presentation role-play

Assessor instructions:

The assessor must watch the final presentation recording and complete the below Observation Checklist to ensure the student has met all requirements. Throughout the role-play, the student will present final design information and receive feedback relating to the role-play that has been provided to the participant.

Below is a table for you to assess the student if they have demonstrated competency in this task.

During the role-play, the student must demonstrate the following:		Observed	Assessor comments
1	<p>Initiates discussions with others encouraging exchange of ideas and feedback.</p> <p>Look for: The student effectively introduces sections and initiates a discussion with the client, actively encouraging the client to ask questions and provide feedback. They demonstrate openness to incorporating feedback into the design by responding</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

	constructively to the client's ideas and suggestions. The student fosters an environment of collaboration by actively seeking and engaging with the client's input.		
2	Acknowledges the importance of client feedback and how it will be used to make necessary adjustments to the final 3-D rendering's layout, colour scheme, and typography. Look for: The student emphasises the significance of client feedback in refining specific design elements, such as layout, colour scheme, and typography. They should clearly articulate how feedback will inform decisions on these aspects, demonstrating an understanding that thoughtful adjustments are crucial for achieving a design that effectively meets the design brief.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
3	Uses listening and questioning to confirm work meets requirements Look for: The student listens attentively to the client's feedback and questions, acknowledging and addressing any comments or concerns raised. They ask clarifying questions to ensure a thorough understanding of the client's requirements and use questioning techniques to confirm that the design aligns with the project objectives. This approach ensures that the design meets the client's needs and expectations.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
4	Presents detailed information to others using language, tone and pace appropriate to audience and purpose Look for: The student presents information using clear and precise language that is suited to the client's level of understanding, avoiding jargon or technical terms without adequate explanation. They maintain a professional and confident tone throughout the presentation, which is appropriate for the client audience. The student ensures the presentation is delivered at a pace that allows the client to easily follow the content, providing ample opportunity for the client to digest the information and ask questions.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Task 1b: Adjust final 3-D rendering

In Task 2a, you were required to acknowledge the importance of client feedback during your final presentation role-play and how it will be used to make necessary adjustments to the final 3-D rendering's layout, colour scheme, and typography,

Complete the table above by focusing on the **three (3)** design aspects listed in column one [1]. In column two [2], identify strengths noted by the client for each design aspect. In column three [3], outline areas for improvement suggested by the client. In column four [4], provide an overall impression of each design aspect. Finally, in column five [5], check 'Yes' or 'No' to indicate whether adjustments are to be made based on the feedback received.

Assessor instructions: Students must complete the table by focusing on the three design aspects provided. They must identify strengths noted by the client for each design aspect. Additionally, they must outline areas for

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improvement suggested by the client. Students need to indicate whether adjustments have been made based on the feedback received. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Design aspect	2. Strengths (Word count: 5-10 words per design aspect)	3. Areas for improvement (Word count: 5-10 words per design aspect)	4. Overall impression (Word count: 5-10 words per design aspect)	5. Adjustments to be made (Word count: 10-15 words per design aspect)
Layout	Well-organised sections that guide the viewer.	Some elements appear cluttered and could be simplified.	Satisfactory; improvements needed in spacing.	Simplify the layout by removing excess elements and increasing spacing between sections.
Colour scheme	Colour scheme effectively conveys the theme.	Dark tones may overwhelm the design; consider lighter options.	Positive; a lighter approach could enhance visibility.	Adjust the colour scheme by incorporating lighter tones to improve visibility and balance.
Typography	Fonts are modern and align with the project's style.	Legibility issues in smaller text sizes.	Good; legibility is a concern to address.	Increase the font size for smaller text elements to enhance readability.

Task 1c: Confirm and document final 3-D rendering

You are required to source and update the *detailed 3-D rendering* slide in your 3-D design portfolio to reflect the adjustments made based on client feedback you recorded in Task 2b.

Task instructions:

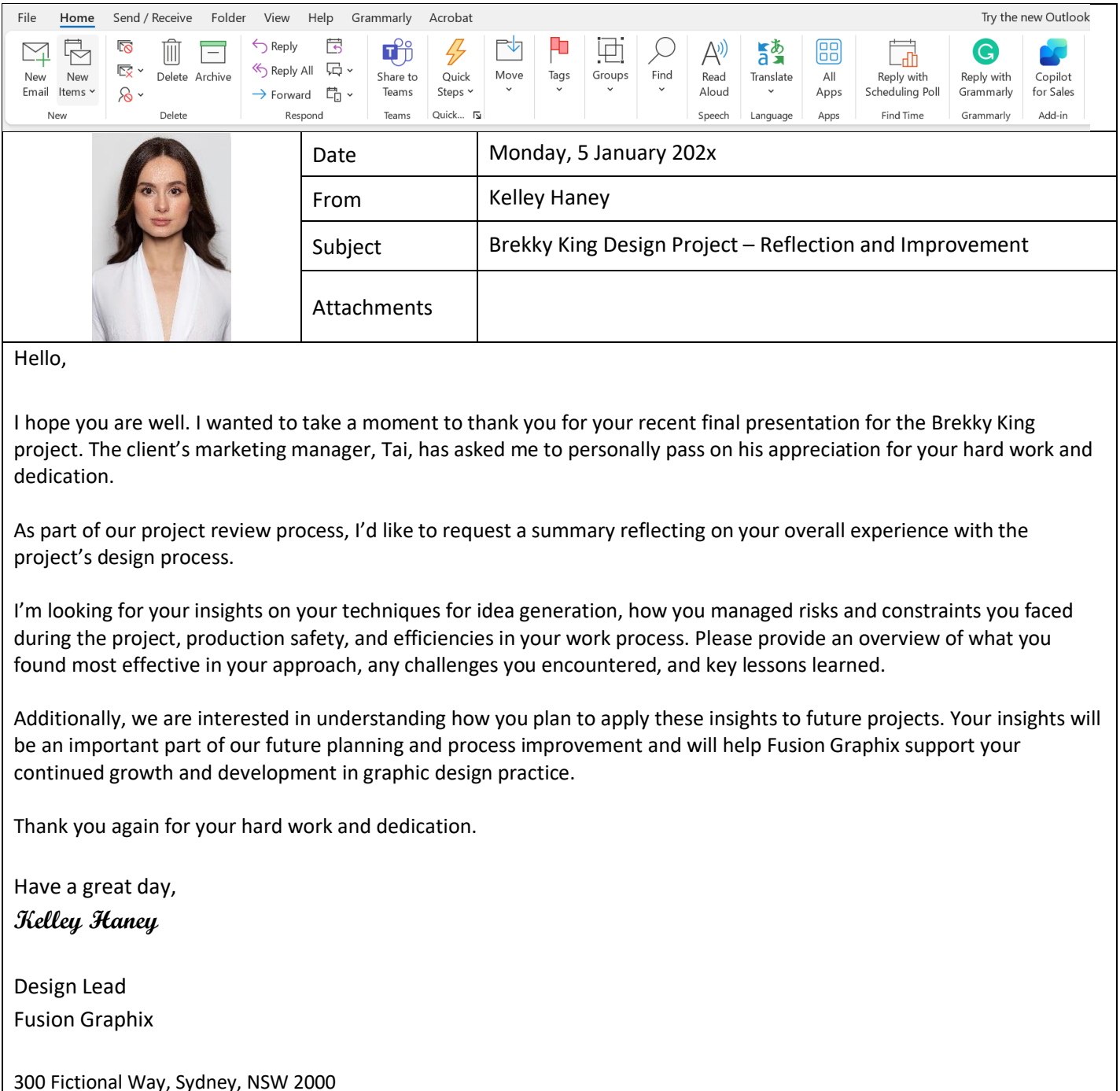
1. Review the feedback received regarding layout, colour scheme, and typography from your previous presentation.
2. Make adjustments:
 - a. Implement the adjustments outlined in Task 2b.
 - b. Ensure that your final 3-D rendering incorporates the strengths identified, addresses areas for improvement, and aligns with the overall impression given by the client.
3. Source rendering slide:
 - a. Locate the detailed 3-D rendering slide from your existing 3-D design portfolio.
 - b. Duplicate and save this slide as a new PowerPoint file to create a working copy for the updates.
4. Update rendering:
 - a. Modify the duplicated slide to include both the original (before) version and the finalised (after) version of your 3-D rendering.
 - b. Clearly label each version to show the adjustments made based on client feedback.
5. Save the new slides, clearly naming the file to indicate that it contains the updated detailed 3-D rendering and includes any adjustments made, using the following naming convention: *CUAGR502_3_Rendering_your_name_yymmdd* and upload it together with your assessment for marking.

Part B: Reflection and improvements


Project scenario: Brekky King cereal box

You are employed as a Graphic Designer at Fusion Graphix. Your recent project involved designing a cereal box for Brekky King.

Read the email from Fusion Graphix's Design Lead, Kelley Haney, requesting a summary of your reflections on your overall experience with the project's design process and how you plan to apply your insights and those of your contributors to future projects at Fusion Graphix. Then, complete the tasks that follow.



The screenshot shows an Outlook email interface. The ribbon at the top includes 'File', 'Home', 'Send / Receive', 'Folder', 'View', 'Help', 'Grammarly', and 'Acrobat'. The 'Home' ribbon is active, showing options like 'New Email', 'New Items', 'Delete', 'Archive', 'Reply', 'Reply All', 'Forward', 'Respond', 'Share to Teams', 'Quick Steps', 'Move', 'Tags', 'Groups', 'Find', 'Read Aloud', 'Translate', 'All Apps', 'Reply with Scheduling Poll', 'Reply with Grammarly', and 'Copilot for Sales'. The email header is as follows:

	Date	Monday, 5 January 202x
	From	Kelley Haney
	Subject	Brekky King Design Project – Reflection and Improvement
	Attachments	

The email body contains the following text:

Hello,

I hope you are well. I wanted to take a moment to thank you for your recent final presentation for the Brekky King project. The client's marketing manager, Tai, has asked me to personally pass on his appreciation for your hard work and dedication.

As part of our project review process, I'd like to request a summary reflecting on your overall experience with the project's design process.

I'm looking for your insights on your techniques for idea generation, how you managed risks and constraints you faced during the project, production safety, and efficiencies in your work process. Please provide an overview of what you found most effective in your approach, any challenges you encountered, and key lessons learned.

Additionally, we are interested in understanding how you plan to apply these insights to future projects. Your insights will be an important part of our future planning and process improvement and will help Fusion Graphix support your continued growth and development in graphic design practice.

Thank you again for your hard work and dedication.

Have a great day,
Kelley Haney

Design Lead
Fusion Graphix

300 Fictional Way, Sydney, NSW 2000

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Task 2a: Reflect on design process

You are required to reflect on your design process for the Brekky King project by evaluating key aspects related to idea generation, risk management, safety, and efficiency. This reflection will help you identify what worked well, challenges you faced, and lessons you learned throughout the project.

Complete the table below by focussing on **four (4)** design process aspects provided in column one [1]. In column two [2], describe what worked well for that aspect. In column three [3], discuss the challenges you faced and how you responded to them. In column four [4], explain the lessons learned from these experiences.

Assessor instructions: Students must provide a reflective analysis of their design process, evaluating what worked well, challenges faced, and lessons learned in aspects of the design process, including idea generation, managing constraints, safe work practices, and work process efficiency. The reflection should demonstrate critical and creative thinking in responding to project requirements, assess how risk and constraints were addressed, and discuss strategies for improving efficiency. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Aspect of design process	2. What worked well (Word count: 15-25 words per aspect)	3. Challenges and responses (Word count: 20-30 words per aspect)	4. Lessons learned (Word count: 10-30 words per aspect)
Idea generation	Brainstorming sessions helped generate a wide range of ideas. Feedback from early concept reviews highlighted strong initial directions.	Struggled to narrow down the best concept due to multiple strong ideas. Used mind mapping and peer feedback to refine the final idea.	Using structured brainstorming and peer input leads to clearer, more focused creative direction.
Managing risks and constraints	Anticipated potential constraints early, such as limited access to specific design tools and time restrictions for final submission. Adjusted the workflow to prioritize critical tasks.	A software glitch caused delays in rendering the final visuals. I mitigated this by using backup software and adjusting the schedule to complete rendering without affecting other milestones.	Proactively identifying risks and having contingency plans in place are crucial for maintaining project momentum. Adaptability in response to unexpected technical challenges is key to keeping the project on track.
Production safety	Followed safe work practices by ensuring proper ergonomic setups and regular breaks during digital production.	Maintaining attention to my posture and taking breaks during intense work periods was challenging. Implemented reminders for safe work practices.	Safe work practices improve not only health but also long-term productivity.
Efficiency of work process	Established a clear workflow using task management tools and then regularly updated a progress checklist.	Initial stages of the design process were slower than anticipated, which affected later phases. To resolve this, I re-evaluated task prioritisation and shifted some resources to critical tasks to catch up.	Regular task reviews and adjustments help maintain momentum and ensure efficiency. Being flexible with resource allocation is crucial when unforeseen delays arise.

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Task 2b: Create a future improvement plan

You are required to create a future improvement plan for the Brekky King design project based on your contributors' feedback on design aspects (see Task 1b) and your reflection on aspects of the design process (see Task 3a). The improvement plan must outline specific areas for refinement and actionable steps to take to approach a similar project differently in the future.

Complete the table below by focussing on the **seven (7)** design and design process aspects provided in column one [1]. In column two [2], summarise the feedback or reflection received for each aspect. In column three [3], describe how you would approach each aspect differently in future projects. In column four [4], outline the specific steps you will take to improve your approach and outcomes in similar future projects.





















Assessor instructions: Students must create a future improvement plan based on feedback received from their contributors on design aspects (see Task 1b) and the student's reflections on the design process (see Task 2a), Students must describe how they would approach these aspects differently in future projects, and detail actionable steps to enhance their approach. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

Aspects of design and design process	Reflection/Feedback (Word count: 15-25 words per aspect)	Future approach (Word count: 15-25 words per aspect)	Actionable steps (Word count: 20-35 words per aspect)
Layout	The layout was generally clear, but some areas felt cluttered, making it difficult to navigate visually.	I will focus on creating cleaner, more intuitive layouts by balancing space and visual elements more effectively.	<ol style="list-style-type: none"> 1. Conduct research on layout trends. 2. Create iterations and seek feedback early. 3. Ensure consistent spacing and alignment across designs.
Colour scheme	The colour scheme was praised for being bold but was sometimes overpowering in certain sections.	I will choose a more balanced colour palette that complements the design without overwhelming it.	<ol style="list-style-type: none"> 1. Explore colour theory to refine my choices. 2. Use contrasting colours strategically to highlight key elements. 3. Test the colour scheme with different audiences before finalising.
Typography	The font choice was appropriate, but text size and spacing varied, and font licensing was not fully considered.	I will ensure consistent typography and check font licensing to avoid legal issues in future projects.	<ol style="list-style-type: none"> 1. Develop a typography style guide for consistent use. 2. Ensure all fonts are licensed for commercial use. 3. Review text alignment and spacing on various platforms.
Idea generation	Good range of ideas generated initially, but some concepts lacked depth.	I will take more time to refine ideas and explore different approaches before settling on a final concept.	<ol style="list-style-type: none"> 1. Use brainstorming sessions to explore ideas further. 2. Seek feedback on early concepts from a wider group.

			3. Allocate more time for idea development in future project timelines.
Managing risks and constraints	Managed time constraints well but underestimated the technical difficulties during production.	I will plan for potential challenges more thoroughly and create contingency plans.	<ol style="list-style-type: none"> 1. Conduct a risk assessment early in the project. 2. Allocate additional time for unforeseen technical issues. 3. Set up regular progress reviews to catch issues early.
Production safety	Maintained safety standards, but some equipment use could have been better planned to avoid delays.	I will improve equipment management by planning usage schedules more efficiently.	<ol style="list-style-type: none"> 1. Create a detailed equipment checklist and timeline. 2. Train team members on proper handling of equipment to avoid mishaps. 3. Regularly inspect equipment to ensure readiness before use.
Efficiency of work process	The workflow was effective overall, but some tasks took longer than expected due to misjudging the time required for certain design elements.	I will improve my time management by breaking down tasks into smaller, manageable steps and setting more realistic deadlines.	<ol style="list-style-type: none"> 1. Create a more detailed project timeline with specific milestones. 2. Use time-tracking tools to monitor productivity and adjust accordingly. 3. Review and adjust task priorities regularly to stay on track with deadlines.

Part C: Professional development plan

After reviewing your reflection and future improvement plan, Kelley sends you the following email:

File Home Send / Receive Folder View Help Grammarly Acrobat Try the new Outlook									
 New Email  New Items  Delete  Archive  Reply  Reply All  Forward  Share to Teams  Quick Steps  Move  Tags  Groups  Find  Read Aloud  Translate  All Apps  Reply with Scheduling Poll  Reply with Grammarly  Copilot for Sales	 <table border="1"> <tr> <td>Date</td> <td>Friday, 7 January 202x</td> </tr> <tr> <td>From</td> <td>Kelley Haney</td> </tr> <tr> <td>Subject</td> <td>Your professional development plan</td> </tr> <tr> <td>Attachments</td> <td></td> </tr> </table>	Date	Friday, 7 January 202x	From	Kelley Haney	Subject	Your professional development plan	Attachments	
Date	Friday, 7 January 202x								
From	Kelley Haney								
Subject	Your professional development plan								
Attachments									
<p>Hello,</p> <p>Thanks for providing me with your reflection on the Brekky King project and your plan for future improvements.</p> <p>As part of my commitment to your professional growth, I'd like you to create a Professional Development Plan (PDP) focused on addressing skills gaps identified from your peer/stakeholder feedback and your reflection. This PDP should focus on identifying the graphic design skills you need to enhance and finding resources to help with your development.</p> <p>Please outline the key skills you aim to improve based on your recent feedback and reflection. Include details about any resources you'll use, such as courses, workshops, or books, and explain how they will aid your development.</p> <p>Your PDP will help us better support your career advancement and ensure you have the tools needed for success.</p> <p>Look forward to seeing your PDP!</p> <p>King regards, <i>Kelley Haney</i></p> <p>Design Lead Fusion Graphix</p> <p>300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.fusiongraphix.com.au</p>									

Task 3: Identify skills and resources

You are required to develop a Professional Development Plan (PDP) that outlines **three [3]** key skills needed to advance in your graphic design career. These skills must be based on what you have identified from your contributors' feedback (see Task 1b) and your reflection (see Task 3a). You need to provide justifications for why each skill is important for your growth. The PDP must also detail the resources or methods you will use to develop these skills and describe how each resource will contribute to skill enhancement.

Complete the table below by outlining three (3) key skills needed for advancing in your graphic design career in column one [1]. In column two [2], explain why each skill is important for your professional growth. In column three [3], list the

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resources or methods you will use to develop each skill. In column four [4], provide a brief description of each resource. Then, in column five [5], describe how each resource will contribute to enhancing the skill.

Assessor instructions: Students must develop a Professional Development Plan (PDP) that outlines **three (3)** key skills needed to advance in their graphic design career. These skills must be based on the feedback received from contributors (see Task 1b) and their own reflections (see Task 3a). The PDP must include reasons for why each skill is important for their professional growth. Additionally, students must detail the resources or methods they will use to develop these skills and describe how each resource will contribute to skill enhancement. They must meet word count. Language will differ from the sample answers below, but this general guide indicates the type of response needed.

1. Skill	2. Reason for improvement	3. Resource/Method	4. Description	5. How the resource/method helps
Advanced Adobe Illustrator	To create more detailed and professional vector graphics.	Online Adobe Illustrator course	An online module offering in-depth tutorials on advanced vector techniques.	Provides practical, step-by-step tutorials to master complex vector graphic techniques, improving design quality.
3-D modelling	To design and render three-dimensional graphics for enhanced visual impact.	3-D modelling Software tutorial series	A series of video tutorials on using 3-D modelling software.	Teaches advanced techniques in 3-D modelling, enabling the creation of more dynamic and visually engaging designs.
Typography	To improve the use of type in design projects for better visual communication.	Typography Design course	An online course focused on the principles and application of typography in design.	Enhances understanding of typography, leading to more effective and aesthetically pleasing text integration in designs.

Assessment checklist:

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

Part A: Final presentation		
Task 1a	Present your final presentation to client role-play	<input type="checkbox"/>
Task 1b	Adjust final 3-D rendering	<input type="checkbox"/>
Task 1c	Confirm and document final 3-D rendering	<input type="checkbox"/>
Part B: Reflection and improvements		
Task 2a	Reflect on design process	<input type="checkbox"/>
Task 2b	Create a future improvement plan	<input type="checkbox"/>
Part C: Professional development plan		
Task 3	Identify skills and resources	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 3!

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