



CUAGR501

Research visual communication history and theory

Assessment 1 of 4

Short Answer Questions

ASSESSOR GUIDE



SWINBURNE
OPEN
EDUCATION

Assessment Instructions

Task overview

This assessment task is divided into seven (7) questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- Learning Material

Assessment Information

Submission

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

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

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

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

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

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

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



Please consider the environment before printing this assessment.

Question 1

Research is an insightful method for generating meaningful design; in the broadest sense, it is deliberate and systematic. The principle structures of research are the focus of this first question, and you will explore the criteria required for research methodologies.

Four [4] criteria are involved in a meaningful research focus on visual communication practice, and these have been specified for you in column one [1]. In column two [2], explain each of the visual communication practices, and in column three [3], specify five [5] bullet points that illustrate the methodologies of visual communication practices.

Word count, column 2: 50-60 words per section (200-240 in total), & column 3: 5 bullet points per section.

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. The students should cover these four [4] examples in their responses.

The word count for column 2 is 50-60 words per section (200-240 in total), & column 3 is five bullet points per section

1: Visual communication practices	2: Explanation of visual communication practices	3: Methodology of visual communication practices
Purpose (questioning)	The main aspect of a purpose is to pose a question or a set of questions to be answered by the processes below. It can be described as a discovery stage and is often described as the most important part of the research process as it will determine how the rest of the project will progress.	<ul style="list-style-type: none"> • Challenge ideas and concepts • Objective and formal • Defines the question or problem • Literature review • Strategic focus
Concept (methodology)	A concept or methodology is a thought process or notion, upon which a project is based, and a problem is solved. It is a set of procedures for inquiry into a particular discipline or topic. It should describe how the investigation will progress and the rationale underpinning this process.	<ul style="list-style-type: none"> • Opinion or observation based • Content-driven • Justification for investigation • Manner in which the data will be organised • Indirect or direct approaches
Audience (testing)	Assumptions of the key demographics and behaviours of an audience is beneficial. An audience refers to the receiver of a message. The research can be targeted or open-ended, narrow or broad, familiar or unfamiliar, and treated as passive observers or active participants. Identifying the audience who will engage with your work is important.	<ul style="list-style-type: none"> • Selective sampling • Target groups • Data-driven • Interviews • Questionnaires
Measuring (outcome)	Reflecting on the processes associated with research practices is crucial in assessing the outcome and	<ul style="list-style-type: none"> • Identifying ways of improvement • Using the findings for future research

	<p>proposing an alternative for future questions and products. The researcher also learns more advanced techniques of methodologies and approaches through continuous improvement, experience and problem-solving. Refinement of concepts, knowledge and communication are key skills in this process.</p>	<ul style="list-style-type: none"> • Challenging assumptions • Analysis of existing methodologies • Specifying the next steps in the research
--	--	--

Question 2

Becoming familiar with historical and contemporary sources, which can be used to improve your understanding of the various aspects of visual communication, is important. This is the focus of this second question.

In the following table, you have been provided with six [6] examples of sources used for research into visual communication, with a brief definition of both in column one [1]. You are to select from each drop-down menu in column two [2] to determine if the source is a historical one or a contemporary example in your judgement.

Finally, in column three [3], provide an example of each of the six sources through a live hyperlink that details a valid example of either a historical or a contemporary one based on your choices in column two [2], and specify your reasoning for inclusion, using the first-person approach. Detail why you have chosen the specific example of resource in 40-50 words

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. The students should cover these six [6] examples in their responses. (In the drop-down menu selection in column two [2], correct answers are specified below. Students are to select the right drop-down menu to be deemed competent in this section).

The information specified in column three [3] - valid hyperlinks & assessment of each resource, will differ from student to student. The examples cited in this section are a good example of student reflection in 40-50 words.

1: Sources	2: Historical or Contemporary (correct answers from the drop-down menu)	3: Example of research (hyperlink) & a reason for including resource, written in the first person.
Books	Contemporary	<p>For example: https://uk.sagepub.com/en-gb/eur/visual-communication/book245906</p> <p><i>The reason for choosing this book is that it provides a range of approaches for visual analysis through specific examples. It will provide me with improved skills in combining approaches and methods that will be useful in developing my research questions and projects.</i></p>
Photographs	Historical	For example:

		<p>https://catalogue.nla.gov.au/Search/Home?lookfor=my_pare nt%3A%22%28AuCNL%293060402%22&iknowwhatimean=1</p> <p><i>The reason for choosing this set of photographs at the National Library of Australia is that gives me, as a researcher, digital access to a range of subject matter which is historical when viewed from today but contemporary to the period in which the photograph was taken.</i></p>
Film & Sound Archive	Historical	<p>For example: https://www.nfsa.gov.au/collection</p> <p><i>The reason for choosing this archive at the NFSA is that I can access over 4 million items and search the collection online, depending on what I need, including multimedia, radio, sound recording, and film & television. There are also learning programs and resources benefitting researchers.</i></p>
Internet & Databases	Contemporary	<p>For example: https://artsandculture.google.com/</p> <p><i>The reason for choosing Google Arts & Culture is that it has many resources that can lead to further investigation for a topic or specialisation. As this is accessible, databases are often behind a paywall and are not easily found. The Google search engine is not resourceful for researchers.</i></p>
Public & Private Archives	Historical	<p>For example: https://www.nationalarchives.gov.uk/</p> <p><i>I chose the National Archives of the UK because I can search the catalogue and find specific online collections that date back 1000 years. The site also has a section called 'Help With Your Research' that is invaluable to an early researcher.</i></p>
Museums & Galleries	Historical	<p>For example: https://collections.museumsvictoria.com.au/</p> <p><i>The reason for choosing this resource is that I can access both historical artefacts and also collections that are on display across Victoria. I can click on a museum, such as the Melbourne Museum, and specify an object. There are high-quality photographs and extensive descriptions of it.</i></p>

Question 3

Successful academic writing requires claims and arguments to be substantiated, evidence or opinion. You have been provided with five [5] different research methods in column one [1]. Discuss the main characteristics and methods as a substantiated opinion or an idea with an example of how to implement them in column 2.

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

Word count: 40-50 per section [200-250 words in total]

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. The students should cover five [5] examples.

The word count for column 2 is 40-50 per section [200-250 words in total]

1: Example	2: Characteristic and method of a 'substantiated opinion or idea.'
Ethnographic Research	This technique is used to learn about people in a specific environment. This can be cultural, social, or any process that affects how people think or behave. Participants need to give their permission in writing. Being ethical and considerate is important. Interviews may also be necessary,
Observations	Observations are a type of data collection where researchers visit or participate in a location with a group of people better to understand people, environments, interactions, and behaviours. There are formal and informal observations, and taking notes or recordings is crucial in this process.
Interviews	The scope of interviewing can vary, and the number of participants must be determined first. The questions must also be communicated in advance if any content is sensitive. A recording device must ensure that clear answers can be accessed. Consent needs to be obtained from each participant.
Focus Groups	Focus groups are valuable when exploring the feelings and attitudes of a select group of people [graphic designers, for example]. Participants work best in a comfortable, non-threatening environment and with people, they can relate to. Specific questioning techniques need to be determined prior. Subsequent meetings will need to be held.
Statistics & Surveys	A method of data collection that asks people to self-report how they feel or think. Statistical methods can analyse the results if a large enough sample size is used. Specific questions must be carefully selected to give the most useful responses, which must be collected and implemented.

Question 4

Discuss the six [6] fundamental components of visual communication in the table below, which have been supplied for you in column one [1]. Provide a definition of each component in column two [2], and in column three [3], provide a visual example of an advertisement that best reflects the definition of the component. Also provide a current hyperlink to your chosen advertisement. [N.B. Citing your imagery is a necessary part of referencing].


The word count for column two [2] is 100-120 per definition. The total word count is 600- 720 in total.



This image is a good example of 'line' in advertising.

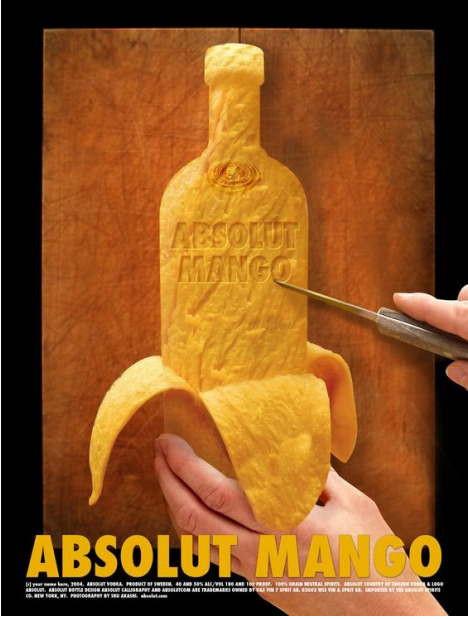




Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses in the sample answer below in column two [2]. The chosen examples of advertising and references in column three [3] will differ in each submission.

The word count for column two [2] is 100-120 per definition. The total word count is 600- 720 in total.

1: Components of visual communication	2: Explanation	3: Visual Example & Reference
<p>1. Line</p>	<p>The purpose of a line in visual communication can vary in terms of the width or weight of a line. A fine line can signify delicateness, feeling, or lightness, whereas a heavy line can indicate depth or emphasis. Lines can also create contrast, patterns, contours or structure in composition. Different coloured lines can also be used to generate a pattern or an image. Line can also create the illusion of movement or draw the viewer's eye along a set pathway.</p>	<p>Example of advertisement:</p>  <p>https://www.brandingasia.com/virat-kohli-cricket/</p>

	<p>Curved lines are often most associated with organic or natural lines, and line as structure can communicate dynamic energy in composition. A line is a series of continuous dots on a computer screen.</p>	
<p>2. Colour</p>	<p>Colour can create contrast, mood, and emotion and define space. Colour theory is important, along with shades and tones, and one colour can be associated with many different concepts. In visual communication, colour can be exploited to create interesting effects and emphasis. It is important to understand what colours mean, how people perceive them and what they say when applied to design work. For example, colour theory is the technique of combining specific colours in a specific way that is harmonious or works together. 'Colour psychology' refers to the study of human behaviour concerning colour.</p>	<p>Example of advertisement:</p>  <p>https://www.therichest.com/business/taylor-swift-perfume/</p>
<p>3. Shape</p>	<p>Shape is associated with different movements. For example, squares are structures, and circles are associated with movement or nature. In visual communication, shapes can be grouped into organic, geometric, and abstract. Organic shapes do not have defined sides, angles or straight lines and are instead made up of curved lines. Geometric shapes have defined lines and angles and can be square, rectangle or triangle. Abstract shapes are depictions of real things without being exact representations. The shape can be used as an influential element in design. It can attract attention to your design or its elements,</p>	<p>Example of advertisement:</p>  <p>https://www.adsoftheworld.com/campaigns/outcomes-energy</p>

	<p>make it more interesting, symbolise an idea, tie elements together, or guide the eye around a layout.</p>	
<p>4. Texture</p>	<p>Texture can be used in a subtle or pronounced way and can be used to create a definition in the foreground or used subtly in the background. It can visually describe the detail of an object and visually communicate what an object is made from. It can also assist in recognising and understanding the features of the environment in which an object exists.</p> <p>All surfaces have a specific visual appearance or a tactile quality. Many different textures can be found everyday. Rough textures can suggest an earthier and more rustic feel, whereas smooth, shiny textures like metal and glass can be described as cool and calm. In contrast, soft textures such as fabric can appear warm and inviting.</p>	<p>Example of advertisement:</p>  <p>https://www.pinterest.com.au/pin/422281187144766/</p>

<p>5. Typography</p>	<p>Typography is the style, arrangement or appearance of printed matter. It arranges a message in a readable, aesthetically pleasing composition and is an integral design element. It has become a designer tool and has evolved from a means of delivering the message to often becoming the central design component in any digital visual communication. It involves font style, appearance, and structure, which aims to communicate certain emotions and convey specific messages. A typeface is a family of related fonts, while fonts refer to the weights, widths, and styles that constitute a typeface. Fonts have their language. They all have something to say beyond the words on the page.</p>	<p>Example of advertisement:</p>  <p>https://www.commart.com/project/9134/the-economist-poster-campaign</p>
<p>6. Layout</p>	<p>An effective layout looks attractive and helps the viewer understand the design's message. In other words, the understanding of layout is key when it comes to creating innovative visual communication. It usually combines strategically placed text and visuals, ensuring the relationship between the two is seamless or 'just works'. The visual hierarchy is important to a successful layout and refers to the order of importance – usually through size. More prominent elements are important because they're the first to draw the eye. The use of a grid also helps with a successful layout. Photographs and other visuals, such as illustrations, help to</p>	<p>Example of advertisement:</p>  <p>https://www.audi.com/ci/en/intro/basics/rings.html</p>

	break up the text and communicate certain messages.	
--	---	--

Question 5

Understanding the history and theory of visual communication is crucial in understanding where images, theories and symbols originated, and this is important to any designer working today. A better understanding of the past assists in the effective visual communication of the present.

In the table below, you must explain the benefits of the history & theory of visual communication to a developing professional working in the industry.

You have been given five (5) visual communication methods that comprise the process associated with history and theory in column one (1). In column two (2), you have been supplied with three (3) drop-down menus in each criterion, and you must select verbs associated with that method. (Only one (1) is correct from each drop-down menu). Finally, in column three(3), use three (3) bullet points to discuss the benefits of each method to a developing industry professional. (Think about how history and theory methods can be used in a creative project).

This question has no word count, as there is a multiple choice in column two (2) and bullet points in column three (3).

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. The students should cover these five examples in their responses.

(The drop-down menu selection in column two (2), correct answers are specified below. Students must select the correct drop-down menus to be deemed competent in this section).

1: Visual Communication Methods (History & Theory)	2: Transferable Descriptions (verbs)	3: Benefits of History and Theory Methods to a Developing Professional
Research (Questions)	Reliable Authentic Valid	<ul style="list-style-type: none"> Improves skills development in research Designs effective investigation strategies for all projects Asks the right questions when researching
Planning (Methods)	Objective Measurable Specific	<ul style="list-style-type: none"> Identifies needs and required sources Sets goals and targets Gathers relevant information
Explaining (Details)	Purpose Exploration Justification	<ul style="list-style-type: none"> Identifies all criteria in a project Becomes more proficient in explaining concepts Explains the rationale behind criteria
Interpreting (Synthesis)	Comparative Thematic Integrate	<ul style="list-style-type: none"> Becomes more confident in discussing results Develops communication skills Presents information logically

Understanding (Review)	Reflect Evaluate Summarise	<ul style="list-style-type: none"> Identifies potential for improvement in their work Specifies how to approach projects with the alternative methods Discusses what went well and continues with that approach
------------------------	----------------------------------	--

Question 6

Understanding contemporary trends and practices in visual communication are important to a graphic designer working in the industry. In the following table, you have been provided with three (3) contemporary trends and three (3) contemporary practices. You must determine their relationship to visual communication.

Provide a summary of visual communication for each contemporary trend and practice in column 2 and a current valid hyperlink related to your summary in column 3.

The column 2-word count in each section is 35-40 words. (210-240 words in total)

Assessor instructions: Students must explain the criteria listed in the table below using the information in their learning material. Students may use different wording in their responses. However, provided details must reflect the characteristics described in the benchmark answers. The students should cover six (6) examples of contemporary trends and practices. The chosen examples of valid hyperlinks in column three (3) will differ in each submission.

Students must use 35-40 words for each section of column two (2). (210-240 words in total)

1: Contemporary Trends	2: Summary relating to visual communication	3: Example (Valid link)
Colour theory and forecasting	Trend and colour forecasting refers to collecting information and attempting to spot a pattern or trend in information sources associated with visual communication. Traditionally used as a tool in fashion design, the crossover to other disciplines is now common.	For example: https://pantone.net.au/pages/trend-forecasts-reports
Sustainable design	Sustainable design is related to global issues that affect environmental resources and climate. Visual communication continuously reimagined or reworked is a more ecological approach and a good example of best practice in this area.	For example: https://thedesigntfiles.net/2020/08/tdfdesignawards-sustainable-design-shortlist/
Ethical design	Ethical design relates to human rights and experiences. Usability, accessibility, privacy, and transparency are all elements that must be considered in visual	For example: https://blueskygraphics.co.uk/visual-communication-ethics/

	communication and related specialisations, resulting in a fairer and equitable design solution based on solid beliefs and principles.	
1: Contemporary Practices	2: Summary relating to visual communication	3: Example (Valid link)
Infographics	Infographics are visual representations of information and data akin to visual communication. Combining elements of text, images, charts, and diagrams is an effective tool to present data and explain issues that can lead to a better understanding of a topic.	For example: https://buffer.com/library/infographic-makers/
Video Content	Video content is seen daily through smartphones, and visual communication is key. It is a powerful storytelling medium that can convey a powerful meaning that words and an image cannot. The potential for its use is constantly evolving.	For example: https://www.forbes.com/sites/bernardmarr/2022/04/29/how-to-become-a-successful-video-content-creator--insights-from-kallmekris/?sh=5178db9296bc
Adobe CC	This important tool for digital visual communication is constantly evolving and provides the visual communication discipline with endless opportunities. With exclusive cloud libraries, software-specific apps, portfolio generation plans, and the creation of websites, it gives the user many options.	For example: https://www.adobe.com/au/creativecloud.html

Question 7

The influence of technology has transformed many areas of industry. You are to summarise six (6) influences of technology on visual communication in both historical and contemporary contexts.

Technologies have been provided for you in column one [1] in both a historical and contemporary context. In column two [2], describe each technology on visual communication in both contexts, and in column three [3], list three benefits of both historical and contemporary contexts on visual communication.

Word count: Column two [2] is 50–60 words in each technology description (300–360 total word count).

Column three [3] is exempt from this word count.

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

1: Historical context	2: Description of the technology	3: Benefits of historical technology on visual communication
The computer	In 1950, Alan Turing (invented the first electronic computer called UNIVAC, which marked the beginning of the computer era. By the mid-1980s, desktop publishing was invented, which paved the way for image manipulation and 3D images. Tim Berners-Lee invented the World Wide Web in 1991, transforming the computer into an email and design tool today.	<ol style="list-style-type: none"> 1. Computer graphics result in images and videos communicating ideas and information in visual communication. 2. Computer graphics software enables detailed designs that are unachievable by hand. 3. Visual content with specific meanings and messages is easier to produce (faster and more efficient).
Photography	Photograph, as we know it today, began in France in the 1830s. George Eastman (Kodak) developed a flexible roll film, with photographs being developed by the company in the 1880, which led to the 35mm film. Compact cameras were commonplace in the early 1980s, and in the 1990s saw the first digital cameras. Smartphones have furthered this technology.	<ol style="list-style-type: none"> 1. It is perceived to be a truthful representation of a subject and can be used to reinforce visual communication messages. 2. Photographs can be used to help people remember events or information better in visual communication. 3. Visuals such as photographs can effectively communicate information easily and effectively.
Printing	The first mechanised printing process was the Gutenberg press in the 15 th century, with many developments over the next few centuries, until the 20 th century, which saw lithographic printing and early photocopying. Digital printing began in 1993, copying from a digital file. 3D printing is the latest technology to be affordable to the masses.	<ol style="list-style-type: none"> 1. Printing continues to be the most effective way to communicate visual communication, 2. Print is a more detailed and accurate depiction of images in visual communication. 3. As visual communication uses images and symbols to communicate ideas, there is still a market for magazines and newspapers.
1: Contemporary context	2:	3: Benefit of contemporary technology on visual communication
Social Media	MySpace was the first social media site in 2003, with 25 million users, but was eclipsed by Facebook in 2008. Millions use the platform for both friendship and networking but have been overtaken in the latter by LinkedIn. Social media is beneficial for visual communication, as many designers use social media to promote their designs and views.	<ol style="list-style-type: none"> 1. Increased connectivity with other like-minded users creates an online visual communication experience. 2. Social media platforms have been used in remote learning opportunities, and visual communication is key. 3. Users can stay updated with events worldwide; clear visual communication in this context is important.

Smart Phones & Tablets	The mobile aspect of these devices offers new potential working in visual communication. Tablets and phones can take notes, share information and collaborate over the web. The technological progress in this context will ensure that visual communication technologies on a smaller scale could become more commonplace.	<ol style="list-style-type: none"> 1. Smartphone and tablet apps are clear and universal, and visual communication is obvious to this success. 2. Smartphones have replaced the need for several user devices, with visual designers concentrating on ease of use. 3. Modifying images arguably make everyone a designer. Visual communication is key to this and the impression you want to make.
Augmented Reality (AR)	Augmented reality (AR) gives the illusion that real and digital worlds exist in the same space and is usually accessed via a smartphone (Pokemon Go), tablet or a wearable visor. Using Google Maps on your phone is a good example of AR in practice. Visual communication is key to ensuring the user-friendliness of these apps.	<ol style="list-style-type: none"> 1. AI creates unique digital experiences. 2. AI presents information in neatly summarised digital snippets. 3. In terms of business, AI increases engagement and interaction and provides a richer user experience,

Assessment checklist:

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

1	Seven (7) short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
---	--	--------------------------



Congratulations you have reached the end of Assessment 1!

© UP Education Online Pty Ltd 2021

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.