



CUAGR501

Research visual communication history and theory

Assessment 4 of 4

Reflective Journal

ASSESSOR GUIDE



Assessment Instructions

Task overview

This assessment task contains one (1) written evaluation.

Additional resources and supporting documents.

To complete this assessment, you will need the following:

- Access to your learning material and further Internet research



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.

This fourth and final assessment will allow you to demonstrate the necessary skills and knowledge specified in the unit and contribute to the overall judgement of competency.

You will be required to submit this assessment document containing a reflection on the development of your practice from research.

Task 1 – Reflection on Research Findings on Own Work

Reflective practice is a tool for evaluating. It may take time to learn how to reflect and evaluate your specific outcomes and adopt the technique of reflective practice. This task is designed for you to reflect on the work you have produced during this module (using your chosen company – for example, *Coca-Cola*) and how your skills can be recognised as good practice.

In the space provided, create a journal post of between 800-1000 words that includes references to the following:

1. Determine the potential for integrating research findings into your creative work, including the completion of the table [200-250 words]

Include the following:

- Discuss your understanding of what constitutes design history and cultural history
- Detail your understanding of the benefit of using research findings in your work
- Provide evidence of four [4] from the eight [8] ways detailed below, how you have linked theory and practice in this module [Detail your sources and the definition of each [theory] and the usefulness to your practice [outcome] using the table provided. Use the drop-down menu to specify your choice. (Include the table in your reflection).

1: Detail Your Research [Sources]	2: Theory [Knowledge]	3: Practice [Outcome]
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>

	<i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>
Choose an item.	<<Insert response here>> <i>Demonstrate knowledge of how this choice can improve your knowledge or theory in your work</i>	<<Insert response here>> <i>Demonstrate the benefits of this section in your practice</i>

2. Explore visual communication history, theory, and your research outcomes to business practice considerations (200-250 words)

Include the following:

- Detail your research outcomes (visual communication history and theory)
- Discuss your visual communication business practices (industry)
- Provide evidence of **five (5)** ways you have combined your research outcomes with business practices in your work. Choose the business practice skill from the drop-down menu below *(Include the table in your reflection.)*

1: Research Focus	2: Business Practice Skills (Visual Communication)	3: Statement on how they are linked (source)
Sustainable	Choose an item.	<<Insert response here>> Detail how you have combined your research outcome with business practices in your work in all five criteria
Authentic	Choose an item.	
Appropriate	Choose an item.	
Rigorous	Choose an item.	
Meaningful	Choose an item.	

3. Discuss the connections and associations between history, theory, and contemporary practice (200-250 words)

Include the following:

- Demonstrate your understanding of history & theory
- Detail your understanding of what constitutes contemporary practice
- Provide evidence of how the three are linked in your work

(Insert your written response in the space provided for the journal post.)

4. Develop ideas about how research impacts your professional practice and future direction (200-250 words)

Include the following:

- Demonstrate your understanding of what constitutes research and professional practice
- Detail how your research skills have improved
- Provide evidence of how research has impacted your professional practice and how this can continue in the future

(Insert your written response in the space provided for the journal post.)

Write in the first person throughout this task.

Sections have been designed to help you plan this written task more efficiently.

You should not include referencing in this task, as it concerns you reflecting and evaluating your knowledge and practice.

JOURNAL

<< Write your journal post here, comprising your responses to the above points (1-4) [Total word count: 800-1000 words] >>

Marking Guide – Task 1

Students must present their work for this task by submitting one (1) journal post of between 800-1000 words and contain references to the following:

1. the potential for integrating research findings in their work
2. proposals of research outcomes to business practice considerations
3. a discussion of the connections and associations between history, theory, and contemporary practice
4. specify how research impacts their professional practice

Assessor Instructions: Students must detail the above in no less than 800-1000 words.

1. Determine the potential for integrating research findings into your creative work, including the completion of the table (200-250 words)

Include the following:

- Discuss your understanding of what constitutes design history and cultural history
- Detail your understanding of the benefit of using research findings in your work
- Provide evidence of four (4) from the eight (8) ways detailed below, how you have linked theory and practice in this module [Detail your sources and the definition of each (theory) and the usefulness to your practice (outcome) using the table provided. Use the drop-down menu to specify your choice. (Include the table in your reflection).

Assessor Instructions: Student responses will vary; however, the response must contain the main issues and ideas evident in the development of visual communication required for the first section of task 1. A sample answer is detailed below.

The word count for this response must be between 200-250 words, which includes the completion of the table provided

- Students need to write in the first person
- An investigation of the main issues and ideas in the development of visual communication needs to be evident
- This is a good example of what to look for in this task. Evidence should include the following:
 - Students must define design history:
 - It is the study of objects of design in their historical and stylistic contexts. With a broad definition, the contexts of design history include the social, cultural, economic, political, technical, and aesthetic
 - Students must define cultural history:
 - It is the study of everyday life, experiences, values, and norms, plus attitudes, values, assumptions, and prejudices that members of society hold – either consciously or subconsciously
 - Students must discuss the benefits of using research findings in their creative work. For example:
 - *Research skills have helped me to find information on my chosen company and use it effectively. This includes creating a strategy to gather facts and reach conclusions so that I can answer questions*
 - *I have used a mind-mapping document that has helped me investigate alternative ways of looking at an assignment in a creative context*
 - *I recognise that my skills are highly transferable and can be adapted to many settings*
 - *Thinking about a specific topic, reading broadly, finding relevant information, and evaluating sources have been applied to my creative work effectively*

- Students must choose four (4) ways (from the eight (8) provided in the drop-down menu, in which theory and practice have been linked in this module and needs to be specified in the following table. Students need to detail sources/the definition of each (theory)/usefulness to practice (outcome).

1: Detail Your Research (Sources)	2: Theory (Knowledge)	3: Practice (Outcome)
Choose an item. Answer: Books	Students need to demonstrate knowledge of how books can improve knowledge or theory in their work	Students need to demonstrate the benefits of books in their practice
Choose an item. Answer: Journals	Students need to demonstrate knowledge of how journals can improve knowledge or theory in their work	Students need to demonstrate the benefits of journals in their practice
Choose an item. Answer: Websites	Students need to demonstrate knowledge of how websites can improve knowledge or theory in their work	Students need to demonstrate the benefits of websites in their practice
Choose an item. Answer: Databases	Students need to demonstrate knowledge of how databases can improve knowledge or theory in their work	Students need to demonstrate the benefits of databases in their practice
Choose an item. Answer: E-books	Students need to demonstrate knowledge of how E-books can improve knowledge or theory in their work	Students need to demonstrate the benefits of E-books in their practice
Choose an item. Answer: Newspapers & Magazines	Students need to demonstrate knowledge of how newspapers and magazines can improve knowledge or theory in their work	Students need to demonstrate the benefits of newspapers and magazines in their practice
Choose an item. Answer: Interviews	Students need to demonstrate knowledge of how interviews can improve knowledge or theory in their work	Students need to demonstrate the benefits of interviews in their practice
Choose an item. Answer: Theses & Dissertation	Students need to demonstrate knowledge of how theses and dissertations can improve knowledge or theory in their work	Students need to demonstrate the benefits of theses and dissertations in their practice

2. Explore visual communication history, theory, and your research outcomes to business practice considerations (200-250 words)

Include the following:

- Detail your research outcomes (visual communication history and theory)
- Discuss your visual communication business practices (industry)
- Provide evidence of **five (5)** ways you have combined your research outcomes with business practices in your work. Choose the business practice skill from the drop-down menu below *(Include the table in your reflection.)*

Assessor Instructions: Student responses will vary; however, the response must reference visual communication history and theory and research outcomes to business practice considerations. A sample answer is detailed below.

- The word count for this response must be between 200-250 words, which includes the completion of the table provided
- Students need to write in the first person
- An evaluation of how visual communication history and theory research outcomes to business practice needs to be evident
- This is a good example of what to look for in this task. Evidence should include the following.
 - Students must discuss the definition of what constitutes research outcomes [visual communication history and theory] in their work. For example:
 - It is the study of how designers use visual elements to communicate in both historical and contemporary contexts
 - Visual communication history and theory is a branch of communication studies that focuses on the way that visual information is processed and used to transmit messages
 - Students must discuss what constitutes visual communication business practices in the industry. For example:
 - Visual communication theory can be broken down into two [2] main categories
 - Visual representation – deals with how visual elements are used to represent information
 - Visual communication is about the actual sending and receiving of messages through visuals
 - Students must provide individual responses, which can include:
 - I have looked at how it is applied in industry to any type of image, from advertisements, campaigns, websites, and social media posts
 - I have made informed choices about my design outcomes rather than just relying on aesthetic considerations
 - My research in the industry has covered everything from how I can use visuals to convey meaning and how to use them to improve my work
- Students must provide evidence of five [5] ways their research outcomes and business practices have been maintained in their work for this module and needs to be specified in the following table. Students must choose five [5] sources in their responses. Column 1 has been supplied, and column 2 needs to be selected from a drop-down menu.

1: Research Focus	2: Business Practice Skills [Visual Communication]	3: Statement on how they are linked [source]
Sustainable	Choose an item. Answer: Currency of information	Students need to provide a statement between the research focus and the business practice skills in all the five criteria
Authentic	Choose an item. Answer: Genuine & Credible	
Appropriate	Choose an item. Answer: Research Methodologies	

Rigorous	Choose an item. Answer: Valid & Reliable	
Meaningful	Choose an item. Answer: Challenging & Authentic	

3. Discuss the connections and associations between history, theory, and contemporary practice [200-250 words]

Include the following:

- Demonstrate your understanding of history & theory
- Detail your understanding of what constitutes contemporary practice
- Provide evidence of how the three are linked in your work

[Insert your written response in the space provided for the journal post.]

Assessor Instructions: Student responses will vary; however, the response must detail how the critical views of others have informed the student's research in this third section of task 1. A sample answer is detailed below.

- The word count for this response must be between 200-250 words, which includes the completion of the table provided
- Students need to write in the first person
- Critical viewpoints of others that have informed the student's research strategy need to be evident
- This is a good example of what to look for in this task. Evidence should include the following.
 - Students must discuss their work's definition of history, theory, and contemporary practice. For example:
 - History and theory are often interlinked but can mean very distinct activities
 - History is the study of past events
 - A theory is a type of thinking about a theme or a subject but can be more specific depending on the subject matter
 - Contemporary practice is up-to-date responses in exploring and incorporating new technologies
 - Students must provide individual responses, which can include:
 - *I recognise through experience that the best approach to evaluate my work is to do it in a structured way*
 - *I have used it in my creative and written outcomes, including my research into my chosen company, encompassing history, theory, and contemporary practice*
 - *This has enabled me to learn from what I have done in my work and apply this and be more successful in the next project*
 - *There is an opportunity for reflection to become more central to my practice by asking questions and thinking critically about my ideas*
 - *There are benefits to becoming a reflective practitioner, and these will need to be practised so that it becomes second nature to evaluate my written and designed outcomes*
- Students must prove how history, theory, and contemporary practice have been maintained in their work for this module.

4. Develop ideas about how research impacts your professional practice and future direction (200-250 words)

Include the following:

- Demonstrate your understanding of what constitutes research and professional practice
- Detail how your research skills have improved
- Provide evidence of how research has impacted your professional practice and how this can continue in the future

(Insert your written response in the space provided for the journal post.)

Assessor Instructions: Student responses will vary; however, the response must discuss how the student's analysis of visual communication has taken their research in new ways in this fourth and final section of task 1. A sample answer is detailed below.

- The word count for this response must be between 200-250 words
- Students need to write in the first person
- A discussion of how the analysis of how research has impacted the student's professional practice and ideas for future development in this area needs to be evident
- This is a good example of what to look for in this task. Students should include the following,
 - Students must discuss what research and professional practice are in their work. For example:
 - Research is the creation of new knowledge in a new and creative way and specific to the task or assignment in question
 - Professional practice is where I can extend my knowledge gained through research and applied to a practical environment
 - Students must detail how their research skills have improved over the course of this module, which can include:
 - *I began with researching broadly into my company, and I got to know the topic in some detail from my research sources*
 - *I used quality, reliable sources, which were evident in my bibliography*
 - *I organised my research into sections which I then applied to the specific points that I used to complete my investigations*
 - *My research skills have improved, and I can practice and refine these by researching other topics during other modules*
 - *I feel more confident in my research skills because of completing this module*
- Students must provide evidence of how research has impacted their professional practice and how this approach and connection can be sustained in their work for this module.

Assessment checklist:

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

Task 1 – Journal post [800-1000 words comprising of the following:]		
1	Integrating research findings in your work	<input type="checkbox"/>
2	Visual communication history and theory research and business practice	<input type="checkbox"/>
3	Connections and associations between history, theory, and contemporary practice	<input type="checkbox"/>
4	How research impacts professional practice and future direction	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 4!

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