

ART 005 – RESPONDING TASK 5.04 – Graphic Design

NAME:

CLASS:

TEACHER:

DUE DATE:

CONTEXT

You have been creating a logo and packaging for a confectionary product. Using Photoshop and the elements and principles of design, your branding should reflect the product and the target market.

TASK

Your task is to give a design presentation which will highlight the design decisions you have made in order to complete the design brief. You will need to create a powerpoint presentation to accompany your presentation; this should include the following:

- Your design mind map
- Techniques you used in photoshop
- Reasons for your choice of line, shape, colour etc.
- Other designs, pictures, objects which influenced your design
- Your final logo and packaging design.

PRESENTATION

- You will need to present using a data projector for your powerpoint
- Your presentation should be approximately 3-5mins in length
- You should have a minimum of 5 slides

CRITERIA

- Ability to analyse techniques.
- Ability to manipulate digital media.
- Ability to reflect on the concept.

Aspley State High School
 Visual Art – **Responding Criteria**
 Year 10

Design Presentation Task 5.04

A	B	C	D	E
The student work has the following characteristics				
Proficient use of visual art terminology, referencing and language conventions	Effective use of visual art terminology, referencing and language conventions	Use of visual art terminology, referencing and language conventions	Use of some visual art terminology and language conventions	Sporadic use of some visual art language
Critical analysis, interpretation and evaluation of images and objects related to the product, using discerning and considered visual language and expression to justify responses	Effective analysis, interpretation and evaluation of images and objects related to the product, using considered visual language and expression to justify responses	Functional analysis and interpretation of images and objects related to the product, using visual language and expression to justify some responses	Description of images and objects related to the product, using visual language and expression to state opinions	Identification of images and objects, occasionally using visual language and expression
Perceptive reflection on own thinking and learning when making, displaying graphic design	Informed reflection on own thinking and learning when making, displaying and graphic design	Relevant reflection on own thinking and learning when making, displaying and graphic design	Superficial reflection on own thinking and learning when making, displaying and graphic design	Cursory reflection on own thinking and learning when making, displaying and graphic design
Presentation is flawless with clear sequencing. Word length has been met and references appropriately acknowledged.	Almost flawless presentation with clear sequencing. Word length has been met and references appropriately acknowledged	Satisfactory presentation with some sequencing issues. Word length has been met and references appropriately acknowledged	Disorganised presentation with some sequencing issues. Word length has not been met nor references appropriately acknowledged	Disorganised presentation with no consideration for sequencing information. Word length has not been met and much of the work is plagiarised.