

ART 005 – MAKING TASK 5.03 – Graphic Design

NAME:

CLASS:

TEACHER:

DUE DATE:

CONTEXT

You have been exploring Graphic design through logos, packaging and product design. Photoshop is a powerful tool for contemporary graphic design and as such, you have been exploring the basic tools in Adobe Photoshop and applying your knowledge about elements and principles of design.

TASK

Your task is to create a logo and packaging design for a confectionary product. You will need to consider the product and your target market in your design. You will have a choice of five packaging templates and it will be your task to make your choice stand out from the crowd.

You will need to choose from the following brand names for your product:

- Indulgence
- Mashed
- Rococo
- Dizzy Fizzy
- The Blob
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PRESENTATION

- You will need to present a colour print of your logo in a variety of sizes
- You must print and construct your packaging (also in colour)

CRITERIA

- Ability to apply compositional techniques.
- Ability to manipulate digital media.
- Ability to fulfill the concept.

Aspley State High School
 Visual Art – **Making & Displaying Criteria**
 Year 10

Graphic Design ART005

A	B	C	D	E
The student work has the following characteristics				
Extensive knowledge and insightful understanding of visual language and expression, techniques, processes, materials and technologies to communicate intended meaning in a range of contexts	Thorough knowledge and significant understanding of visual language and expression, techniques, processes, materials and technologies to communicate meaning in a range of contexts	Knowledge and some understanding of visual language and expression, relevant techniques, processes, materials and technologies to communicate meaning in a range of contexts	Variable knowledge of some visual language and expression, techniques, processes, materials and technologies in a range of contexts	Rudimentary knowledge in the use of materials and techniques in a range of contexts
Astute exploration, formulation of ideas and problem solving to communicate clear and considered intentions in relation to the concept by manipulating visual language and expression to show aesthetic understandings when making and displaying images and objects	Purposeful exploration, formulation of ideas and problem solving to communicate clear intentions in relation to the concept by applying visual language and expression to show aesthetic understandings when making and displaying images and objects	Exploration, formulation of ideas and problem solving to communicate intentions in relation to the concept, using visual language and expression to show some aesthetic understandings when making and displaying images and objects	Formulation of some ideas to reproduce meaning, using some visual language and expression when making and displaying images and objects	Use of some visual language and expression when making and displaying images and objects
Purposeful selection, manipulation and exploration of techniques, processes, skills and understanding of materials and technologies when making and displaying images and objects	Effective selection, manipulation and exploration of techniques, processes, skills and understanding of materials and technologies when making and displaying images and objects	Selection, exploration and use of techniques, processes, skills and understanding of materials and technologies when making and displaying images and objects	Use of techniques, processes, skills and understanding of materials and technologies when making and displaying images and objects	Use of techniques, processes, skills and understanding of materials and technologies
Perceptive reflection on own thinking and learning when making, displaying and appraising visual art	Informed reflection on own thinking and learning when making, displaying and appraising visual art	Relevant reflection on own thinking and learning when making, displaying and appraising visual art	Superficial reflection on own thinking and learning when making, displaying and appraising visual art	Cursory reflection on own thinking and learning when making, displaying and appraising visual art

