

BA Graphic Design / BA Creative Advertising - year 1

Module Title: Learning in the Digital Era Level: 4 Semester: 1

Assessment Part 2 Project No. 2 of 2

Project Title: How To...

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Inception date: 27/10/2020

Completion date: 05/01/2021

Introduction

Virtually everything that you use or buy will have had instructions made for it somewhere along the line. These could be for the manufacture of the product at factory level, or a users guide at the consumer end. Whatever the reason, information graphics is still a very important part of our day to day lives.

Brief

You are to create an A3 poster that gives instruction in achieving a particular task or that gives information on an interesting subject. The task you choose can be of any sort from how to wire a plug to putting a casualty into the recovery position. You can also choose to redesign an example of poor graphic information with new images and your own designs.

Whatever task you choose to do you will need to do your research well. Get your facts correct as the intent is to have other people follow the instructions you give. You will need to point out any safety issues that may occur and which tools may be required. Also, think about who you are aiming the poster at. This will have an impact on the style, language and complexity of the poster.

The design is to be in full colour and illustrated (Adobe Illustrator). It is preferred that you generate your own images either through photography or by hand. However, you may use existing texts.

Work required

- Finished A3 colour poster design.
- Evidence of research: Example - poster designs, poster styles, typefaces etc.
- Evidence of development work: Example - thumbnail sketches, layout roughs, storyboarding, photographs and illustrations etc.
- Your digital files.
- You will also need to create a 3 minute video clip for the 'How To...' project where you comment upon:
 - Your idea. What is the How To... problem that you are solving and why?
 - What are your research influences?
 - What was your design process and what software did you use to create your design?
 - Where do you need to improve?
 - What was your decision making when creating your visuals?
 - How did you design for your target audience?

Submission Information

A copy of your digital files uploaded to your submission folder by 5th January 2021. (Individual hand in folders will be shared with you closer to the deadline).

You will also need to upload a PDF file of your final work to TurnItIn - 'Formal Module Assessment 2'. The PDF file will need to contain your 6 final Star Designs and your final How To... poster design. (I will be showing you how to combine the files into a single PDF file).