

Luke Morgan change makers assessment

by Luke Morgan

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Luke Morgan Change makers assessment task 2:

Logo design:



Adverts;

728-90:



320-50:



300-250:



336-280:



300-600:



Mind map:



Motion graphic:

<https://youtu.be/zuPUL3nIW58>

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GRADEMARK REPORT

FINAL GRADE

55/100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (43%)

More evidence of research needs to be submitted as part of this assessment, as marks can be awarded for sources of information used in the design and development processes. If in doubt, always include a bibliography (IEEE format) as it is good practice for the Third Year, and no academic would ever discourage students showing a record of their research journey.

2. Knowledge & Understanding Skills (50%)

An appreciation for the purpose of a Mind Map has been demonstrated in the submitted work and this has been used to explore concepts along a central theme.

A little more depth could possibly be considered, showing a greater depth of knowledge – this can be achieved through the addition of links and images that are related to each topic. E.g. you can link to a similar Youtube channel as an example, or explore old subgenres of games, etc.

3.Cognitive & Intellectual Skills (50%)

Evidence of analytical thinking and critical appraisal of work can be presented with earlier iterations of your project designs – it is always good to include some of these to show the creative process you have used. By including more of the work-in-progress content you show that your designs have evolved over the development phase, even if they end in decisions you choose not to pursue - it is all evidence of your work.

4.Practical Application Skills (60%)

The logo is good and uses a limited colour palette, incorporating imagery relevant to the purpose of your brand, which is good. The supporting font also feels appropriate and the 'pixel effect' in the same colours also feels as though it compliments your idea.

The banner ads are consistent with the logo design and use the same elements, which is good for helping to strengthen your brand identity in a visual sense. I would say the black and red stripes could do with revisiting perhaps, as each one is slightly different with spacing – if they were more consistent I feel this would make the overall visual effect stronger. There are also some typos in the text too – be careful of things like this as they can potentially hurt your efforts at successful branding.

The motion graphic has a good amount of effort put into it, with animated aspects making up part of the logo's reveal. This is a nice touch as it helps with engagement and catches a viewer's attention. Good work.

5. Transferrable Skills for Life and Professional Practice (59%)

The portfolio has been submitted and addresses all aspects required in the assessment brief. The portfolio is accessible and all links to external work are working correctly.

Banner ads are labelled, which is useful from a marking perspective and show that a client's specifications can be followed – very important for this kind of work!

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