

Task 3: Graphic Design Project

Due Date: 14 Jun 2024

Distributed: 27 May 2024

Weighting: 20%

Task Type: Practical Task

Syllabus Outcome/s: TE4-1DP, TE4-3DP

Unit: Graphic Design

Task Description

You will be using your Graphic Design skills in Adobe Photoshop to design and create an A3 poster to market a Robotic Solution concept. You will be required to produce the following:

- An A3 poster which employs graphic design elements that are unique and visually communicates key elements of your Robotic Solution concept such as:
 - Name of your Robot
 - Genre (eg Domestic, Personal, Business)
 - Target Audience - who is the robot for, what are they interested in?
 - Key Design Elements
 - Range of Sensors it includes
 - Tasks it's able to complete
 - Price
 - Top 5 reasons why you should purchase it

As part of this poster creation in Photoshop, you'll be required to use the GenerativeAI component of Photoshop, to help you create your robot. Note, the other elements in your poster need to be created without the use of the GenerativeAI feature.

Using the scaffold provided, you will need to submit a log of the text prompts you've used in Photoshop along with the AI suggestion (the image it generated given the text prompt). You will also be required to:

- describe the accuracy of the image generated,
- discuss what you needed to change in the text prompt in order to produce a more accurate image (an image of what you intended it to create) and
- describe how you incorporated the AI generated image into your poster to enhance the overall design.

Glossary of Key Words

These verbs will provide an understanding of the detail needed to successfully complete this task.

- **Apply:** Use, utilise, employ in a particular situation
- **Demonstrate:** Show by example
- **Construct:** Make or build
- **Discuss:** Identify issues and points for and/or against

Details of Submission

The poster will be submitted to Google Classroom upon completion. The poster submission requirements are:

- Submit all source image files used in your project (ie all the images downloaded from the Internet and incorporated into your design)
- Submit the log for all GenerativeAI designs used within the poster, using the scaffold provided on Classroom.
- Your edited poster file, either Adobe Photoshop (.PSD) which displays all image manipulation and editing including:
 - active layers
 - filters/special effects
 - colour adjustments
- Final Poster as a .JPG file

In preparation for this task, all skill-set and theory class activities should be completed on Moodle, as they provide the basic skills and knowledge needed to complete this task.

Teacher Feedback and Student Self-Reflection

The task will be returned to students within **14 days** of the due date. Information on how to improve will be provided through written teacher feedback and the marking criteria. Students can clarify or seek further feedback by speaking with their teacher.

Upon return of the task and teacher feedback, students will also be expected to complete the following self-reflection form, to provide them with the opportunity to reflect on the strength of their performance, as well as areas that have been identified to strengthen in future tasks - <https://forms.gle/whfvZmK84a8uZSow6>

How does this link to my learning?

This task will allow students to demonstrate and showcase their knowledge, understanding and skills in

- *Using and applying tools, materials and techniques to construct digital product solutions*

Assessment Procedures

Students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available off the school website under the Learning menu for each year group.

Marking Criteria

Criteria	1	2	3	4
Communication of Design Elements	Poster visually conveys at least 1 key aspects about the robot design as per task description.	Poster visually conveys at least 2 key aspects about the robot design as per task description.	Poster visually conveys at least 3 key aspects about the robot design as per task description.	Poster visually conveys at least 4 key aspects about the robot design as per task description.
GenerativeAI Designs	Limited documentation provided on the use of GenerativeAI within poster design.	Documentation provided showing a prompt used for GenerativeAI with limited or some visual references of what was created. Identifies changes made and/or how it improved the design of the poster.	Documentation provided showing prompts used for GenerativeAI along with visual evidence for most prompts of what was created. Outlines changes made and how it improved the design of the poster.	Detailed documentation of GenerativeAI used as part of poster design, including record of prompts and generated visual content. Clearly discusses changes made to the prompt and how these changes improved the design of the poster.
Use of Elements & Principles of Design	Limited application of basic design elements (line, colour, shape, texture, space)	Applies at least 1 design element (line, colour, shape, texture, space) used together to create an aesthetically pleasing end product. Basic consideration of design principles: <ul style="list-style-type: none"> ● movement/rhythm ● balance ● emphasis ● unity 	Applies at least 2 design elements (line, colour, shape, texture, space) used together to create an aesthetically pleasing end product. Clear consideration of design principles: <ul style="list-style-type: none"> ● movement/rhythm ● balance ● emphasis ● unity 	Applies a variety of design elements (line, colour, shape, texture, space) used together to create an aesthetically pleasing end product. Clear consideration of design principles: <ul style="list-style-type: none"> ● movement/rhythm ● balance ● emphasis ● unity
Skills Used	Demonstrates a basic ability to use at least 1 of of the following tools: <ul style="list-style-type: none"> ● Select tools ● Enhance tools ● Modify tools ● Draw tools ● Colour enhancing tools and techniques ● Layers 	Demonstrates a satisfactory ability to use at least 2 of the following tools: <ul style="list-style-type: none"> ● Select tools ● Enhance tools ● Modify tools ● Draw tools ● Colour enhancing tools and techniques ● Layers 	Demonstrates a high ability to use at least 4 of the following tools: <ul style="list-style-type: none"> ● Select tools ● Enhance tools ● Modify tools ● Draw tools ● Colour enhancing tools and techniques ● Layers 	Demonstrates a high ability to use all of the following tools and complex techniques: <ul style="list-style-type: none"> ● Select tools ● Enhance tools ● Modify tools ● Draw tools ● Colour enhancing tools and techniques ● Layers
File Types	Saved in other file formats. No source images provided	PSD or JPG file/s submitted. No source images provided	PSD or JPG files submitted. Some source images provided	PSD AND JPG files submitted. All source images provided
			TOTAL	/ 20

LITERACY MARKING CRITERIA					
Criteria	0	0.25	0.50	0.75	1
<p>Paragraph Paragraphs are used to effectively structure information and partition events and ideas</p>	<ul style="list-style-type: none"> - No correct use of paragraphing - May be a block of text or random breaks 	<ul style="list-style-type: none"> - Ideas are separated, provides at least ONE correct break between ideas - Paragraphs may contain some unrelated ideas 	<ul style="list-style-type: none"> - At least ONE paragraph is well structured and develops an idea 	<ul style="list-style-type: none"> - All paragraphs are focused on one idea or a set of like ideas but may not be linked effectively 	<ul style="list-style-type: none"> - Paragraphing creates flow, connectivity and supports argument
<p>Punctuation Use of correct and appropriate punctuation for effect and to aid in reading of the text</p>	<ul style="list-style-type: none"> - No or minimal evidence of correct sentence punctuation (less than 25%) 	<ul style="list-style-type: none"> - Limited evidence of correct sentence punctuation (at least 25%) 	<ul style="list-style-type: none"> - Some correct sentence level punctuation (at least 50%). 	<ul style="list-style-type: none"> - Mostly correct sentence level punctuation (80%) and <i>at least two</i> examples of other punctuation. 	<ul style="list-style-type: none"> - Writing contains accurate use of all applicable punctuation.
<p>Sentences Intentionally constructs a variety of sentences to match purpose and audience</p>	<ul style="list-style-type: none"> - No evidence of sentences - Drawings, symbols, a list of words OR text fragments 	<ul style="list-style-type: none"> - At least one sentence is used correctly. 	<ul style="list-style-type: none"> - Some correct formation of sentences. (at least 50%) 	<ul style="list-style-type: none"> - Most sentences (80%) are correct but are largely unsophisticated. 	<ul style="list-style-type: none"> - All sentences are correct including sophisticated sentences.
<p>Vocabulary Uses technical vocabulary to explain concepts and/or range of precise and appropriate words for effect</p>	<ul style="list-style-type: none"> - Symbols or drawings 	<ul style="list-style-type: none"> - Only simple and nontechnical words are used 	<ul style="list-style-type: none"> - Some precise and technical words are used 	<ul style="list-style-type: none"> - Sustained use of precise and technical words 	<ul style="list-style-type: none"> - Sustained, consistent and fluent use of precise and technical words
<p>Text Structure Uses features of the appropriate text type</p>	<ul style="list-style-type: none"> - No evidence of structural components of the appropriate text type 	<ul style="list-style-type: none"> - Minimal evidence of structural components of the appropriate text type 	<ul style="list-style-type: none"> - Some evidence of structural components of the appropriate text type 	<ul style="list-style-type: none"> - Substantial evidence of the structural components of the appropriate text type 	<ul style="list-style-type: none"> - Coherent and controlled use of the appropriate structural components of the text type
SUB-TOTAL					/ 5
GRAND TOTAL					/ 25