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| **Assessment Task 3: Zoo Brochure** | | | | | |
| Outcome | Assessment standard | Requirements | Feedback | Achieved/Date | Item Number |
| 1  **Produce preliminary 2D designs and illustrations for multi-page promotional document by:** | **3.1**  **Illustrating preliminary orthographic sketches of everyday objects** | 1. Rendered thumbnails and drawn visual for booklet. |  |  |  |
| **3.2**  **Conduct preliminary research prior to the design of a promotional publication and preparing an outline specification.**  **Design Analysis** | 1. Conduct Preliminary research 2. Prepare an outline specification. You must take into account target market, colour scheme, printing or display format.   (can include style boards, surveys, similar products, questionnaires) |  |  |  |
|  | **3.3**  **Produce preliminary layout designs for multi-page promotional document**  **Complex Features Required** | 1. Produce layout designs for a multi page document:  * Thumbnails * Visual   (extensively annotated)   1. Fully Justify using DTP terminology. 2. Evaluate design against specification. 3. Target Market must be clear in the planning.   **MULTI-PAGE** document refers to more than one page.  **COMPLEX FEATURES** include cut-outs, windows, twists, flaps, irregular proportions between pages. |  |  |  |
| 4  **Create a multi page 2D promotional publication and a project set of promotional publications** | **4.1**  **Construct a master page/ Template for a multi-page promotional publication** | 1. Construct a Master page template which communicates information such as borders, bleeds, fold-lines, cuts, gutters and crop marks and makes effective use of grid structure.   **Screen Shot Grid structure and keep as evidence.** |  |  |  |
|  | **4.2**  **Produce a Multi Page promotional Document which communicates effectively with Target Market and has relevant visual impact.** | 1. Produce a document which relates to Target Market. 2. Effective use of DTP Design Elements and principles 3. Complex Features must be included. 4. Visual Impact can include DTP elements & principles, good quality images, complex features. |  |  |  |
| **4.3**  **Describing and justifying the use of promotional graphics in industry and commerce and their impact on our environment and society.** | This includes:   * The sharing of ideas * Values and Beliefs * Designs or information with others throughout the world. * Paper and printing technologies * Electronic communication and digital display. * Visual impact of graphic communication technologies on the built environment.   **The above should focus on the decisions that you have made in relation to the zoo brochure.** |  |  |  |