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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.
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| **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.
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| **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.** |  |  |  |