

Graphic Design— Responding to a brief Unit 3



Unit 03 Responding to a graphic design brief (F/615/3958)	
Unit summary	Learners will analyse the requirement of a graphic design brief. They will understand the requirements and develop some possible ideas to meet the brief. The learner will further develop an idea and present their final graphic design. Finally, the learner will analyse their work and review how they have met the brief.

LO1: Brief analysis and ideas

Grading descriptors	Example
Pass: Makes accurate conclusions based on <u>some</u> information	Learners will analyse the brief and demonstrate their understanding of its requirements. Their conclusions will be accurate but will only take into account some of the client's requirements. The ideas developed in response to the brief will only be based on some of the client's requirements.
Merit: Makes accurate conclusions based on <u>all the</u> information	Learners will analyse the brief and demonstrate their understanding of its requirements. Their conclusions will be accurate and take into account all of the client's requirements. The ideas developed in response to the brief will be based on all of the client's requirements.
Distinction: Makes accurate conclusions <u>weighing up</u> the all the information	Learners will analyse the brief and demonstrate that their understanding is based on an examination of all of its requirements. Their conclusions will be accurate and effectively balance all of the client's requirements. The ideas developed in response to the brief will successfully resolve all of the client's requirements.

LO2: Creating the final product(s)

Grading descriptors	Example
Pass: Completes and presents tasks following the brief with <u>some</u> degree of accuracy Selects and uses technical skills	The developed final idea will be accurate and relevant to meeting the brief. The learner will show selection and application of technical skills and effective use of resources in the execution of the final graphic design idea.
Merit: Completes tasks <u>mostly</u> accurately following the brief Selects and uses a combination of the <u>most appropriate</u> technical skills and processes	The developed final idea will be mostly accurate and relevant to meeting the brief. The learner will show effective selection and application of technical skills and effective use of resources in the execution of the final graphic design idea. However, this may not be consistently applied.
Distinction: Completes tasks <u>accurately meeting all of the requirements of</u> the brief Selects and uses a combination of the most appropriate relevant skills, equipment, materials <u>and</u> processes	The developed final idea will be accurate and relevant in meeting all the requirements of the brief. The learner will show the most effective selection and application of technical skills and effective use of resources in the execution of the final graphic design idea. These will be consistently applied throughout the production of the final design idea.

MARKING CRITERIA FOR UNIT 3

LO3: Review of the project

Grading descriptors	Example
Pass: Describes the processes involved <u>and</u> identifies <u>some</u> aspects of what went well/not so well	Learners can describe the processes used to create their work, the purpose and impact, effective use of resources and how problems were solved in relation to the design brief. Learners can identify some of what went well/not so well in relation to the design brief, although this may not be detailed.
Merit: Describes the processes involved and identifies what went well/not so well	Learners can describe the processes used to create their work, the purpose and impact, effective use of resources and how problems were solved in relation to the design brief. Learners can identify some of what went well/not so well in relation to the design brief, this will be sufficiently detailed.
Distinction: Describes the processes involved and identifies what went well/not so well <u>and any opportunities for development</u>	Learners can describe the processes used to create their work, the purpose and impact and their effective use of resources. The learners describe how they approached and resolved the challenges presented by the brief. Learners can identify some of what went well/not so well in relation to the design brief, this will be sufficiently detailed. The learner describes opportunities for development or improvement of their graphic design.

LO1 checklist:

Analysis of the brief
What is required?
Inspiration
Initial ideas annotated against requirements and brief
Experimentation and development

LO2 checklist:

Create your final outcome
Screengrabs and photos of making your cover to show all technical skills

LO3 checklist:

Written review against the brief using the 4 bullet points
Annotations and evaluations throughout the whole project.

You will complete unit 3 during Autumn 1 and 2 of Year 11. You will get feedback and time to improve your work where necessary. Strict deadlines will be in place. You will complete the 3 learning outcomes by answering a set design brief. You can answer the brief in whichever format you would like digitally or by hand. You must meet all criteria to get your grade.