



JOHN EDMONDSON HIGH SCHOOL

Assessment Notification

Faculty: Industrial Arts Course: Computing technologies Year: 9

Assessment Task: Comic book Design

Assessment Weighting: Due: Term 3 Week 6 Date: 30/08/2024

Task Type: Hand in Task In Class Task Practical Task

Outcomes assessed (NESA)

- CT5-COM-01 communicates ideas, processes and solutions using appropriate media
- CT5-DES-01 designs and creates user interfaces and the user experience

Task Description/Overview

3-page comic book pages (in small groups – 2 students)

Detailed Assessment Task Description

You are a budding comic book designer, and you are looking to sign with one of the big publishers such as Marvel, DC or Image. To do this, you need to put together a submission portfolio in order to display your abilities as both a comic designer and illustrator. You may complete your comics in Adobe Photoshop or Adobe Illustrator

This task will assess how well you can:

Work collaboratively
Create series of images

Task Description & Specifications

In your allocated groups (2 students), you will create 3 comic book pages.

Requirements:

Use Adobe Illustrator or Adobe Photoshop to create the following:

- A one-page (min.) overview of your superhero including an image, their origin story, and their superpowers.
- A one-page (min.) overview of your supervillain including an image, their origin story, and their superpowers. Also, include why they are your hero's archenemy.
- The front cover of a comic book, featuring your superhero. The price and other details that are normally on the cover of a comic book should also be included.

Remember:

- Use correctly named layers to create the different elements of your comic.
- These items are to be kept in Adobe Illustrator .AI format or Adobe Photoshop .PSD format for submission. Don't convert these to another format (if you submit a PNG or JPG, we cannot see your layers, and you will get zero for that section).

Use a Google Document to produce the following supporting **portfolio**:

- **Design Brief** – A one page introduction and explanation of your comic strip. Also include the reasons you chose Photoshop over Illustrator (or vice versa) and details of your production method (i.e. how did you go about making your comic - top marks will have a lot of detail and some screenshots with annotations).
- **Criteria for Success** - write a list of criteria that must be met in order to successfully complete your assignment.
- **Research** - Research 3 existing comic books. For each, discuss - What you like about it, what you don't like about it, what influence it might have on your comic.
- **Production Diary** - This is the most important section. You must produce and upload detailed diary entries for each lesson you work on your assignment. These entries will have a description of what you completed that lesson as well as supporting images.
- **Evaluation** - You will use your criteria for success to evaluate your project

Assessment Criteria		
Grade	Description	Mark Range
Outstanding (O)	<ul style="list-style-type: none"> • The need is well-described addressing all the required needs of the project. • Criteria for success is outlined in a well-structured manner. • Excellent research into 3 existing comics. • Production diary well described with screenshots and explanations for choices made. • Student provides excellent evaluation of criteria. 	80-100
High (H)	<ul style="list-style-type: none"> • A decent design brief, addressing necessary required needs of the project. • Criteria for success clearly outlined. • Excellent research into 3 existing comics. • Production diary well described with screenshots and explanations for choices made. • Student provides excellent evaluation of criteria 	60-70
Sound (S)	<ul style="list-style-type: none"> • A decent design brief, addressing necessary required needs of the project. • Criteria for success is outlined meeting most of the aspects. • Satisfactory degree of technical difficulty displayed in design, and Satisfactory use of text displayed in design. • Satisfactory use of layers displayed in design. • All parts submitted, but required length not met. 	50-60
Basic (B)	<ul style="list-style-type: none"> • Design brief not addressing necessary required needs of the project. • Limited info about criteria for success. • Basic degree of technical difficulty displayed in design. • Basic use of text displayed in design. • Basic use of layers displayed in design. • All parts submitted, but required length not met. 	30-50
Limited (L)	<ul style="list-style-type: none"> • No degree of technical difficulty displayed 	0-30

	<ul style="list-style-type: none"> • Design brief is not present. • Needs improvement • No use of layers in design • Parts missing. 	
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Satisfactory completion of courses

A course has been satisfactorily completed, when the student has:

- Followed the course developed/endorsed by the NSW Educational Standards Authority (NESA)
- Applied himself/herself with diligence and sustained effort to the set tasks and experiences provided in the course.
- Achieved some or all of the course outcomes

Scaffold

What is design brief.

A design brief is a document that outlines the objectives, scope, and requirements for a design project. It serves as a roadmap for designers, helping them understand what needs to be achieved and how to approach the task. Here's a breakdown of what a typical design brief includes:

1. Project Overview

- **Objective:** What is the purpose of the project? What problem is being solved or what opportunity is being addressed?
- **Background:** Any relevant context or history that might influence the design.

2. Target Audience

- **Demographics:** Age, gender, location, income level, education, etc.
- **Psychographics:** Interests, values, lifestyle, and behaviours.
- **Needs and Preferences:** What does the target audience want or need from this design?

3. Scope of Work

- **Deliverables:** What specific items or materials are required (e.g., website, logo, brochure)?
- **Timeline:** Key milestones and deadlines.
- **Budget:** How much is allocated for the project?

4. Design Requirements

- **Style and Aesthetics:** Any preferences for colours, fonts, imagery, and overall style.
- **Functionality:** Specific features or functionalities that the design must include.
- **Technical Specifications:** Any technical constraints or requirements (e.g., file formats, dimensions).

5. Competitor Analysis

- **Research:** Examples of competitors' designs and what works or doesn't work.
- **Differentiation:** How the design should stand out from competitors.

6. Constraints and Limitations

- **Legal Requirements:** Any legal considerations or industry regulations.
- **Technical Constraints:** Limitations based on technology or platforms.

7. Success Metrics

- **Evaluation:** How will the success of the project be measured? What are the key performance indicators?

Creating a comprehensive design brief helps ensure that all parties involved have a clear understanding of the project goals and requirements, leading to a more focused and successful outcome.

Criteria for success.

The criteria for success in a design project define how you will measure whether the project has achieved its goals. These criteria can vary widely depending on the nature of the project and its objectives. Here's a general framework to help you establish criteria for success:

1. Meeting Objectives

- **Goal Achievement:** Did the design solve the problem or meet the objectives outlined in the brief?
- **Requirements Fulfillment:** Were all the specified requirements and deliverables completed?

2. Audience Engagement

- **User Feedback:** Did the target audience respond positively to the design? This can be measured through surveys, interviews, or user testing.
- **Usability:** Was the design intuitive and easy to use?

3. Visual Appeal

- **Aesthetic Quality:** Does the design align with the desired style and visual standards? Is it attractive and professional?
- **Brand Consistency:** Does the design reflect the brand's identity and guidelines?

4. Functionality

- **Performance:** Does the design function as intended across all required platforms or media?
- **Technical Specifications:** Are all technical aspects (e.g., resolution, load times) up to standard?

Research

Research is a systematic process of collecting, analysing, and interpreting information to increase understanding of a subject or to solve a problem. It serves as the foundation for informed decision-making and can vary in scope and method depending on the field and objectives.

Research is an iterative process, often involving multiple stages of refinement and analysis. The insights gained through research can drive innovation, improve practices, and enhance understanding across various domains.

Evaluation

Evaluation is a critical process in research, project management, and various professional fields that involves assessing the effectiveness, quality, and impact of a project, program, or intervention. The goal of evaluation is to determine how well something has performed against predefined criteria and to provide insights for improvement. Here's an overview of the evaluation process

MARKING CRITERIA: Practical (comic book)

Degree of Technical Difficulty	High degree of technical difficulty, showing ethical manner (i.e. no copyright violations) (20 marks)	Reasonable degree of technical difficulty, showing ethical manner (i.e. no copyright violations) (16 marks)	Satisfactory degree of technical difficulty displayed in design. (12 marks)	limited degree of technical difficulty displayed. (8 marks)	No degree of technical difficulty displayed. (4 marks)
Use of Text	Text chosen suits design, theme & layout of design. (10 marks)	Text chosen suits design, theme & layout of design. (8 marks)	Satisfactory use of text displayed in design. (6 marks)	Satisfactory use of text displayed in design. (4 marks)	Needs improvement (2 marks)
Use of Layers	Use of layers compliments the overall design Displays a complex approach to design. (10 Marks)	Use of layers suits the overall design Displays a complex approach to design. (8 marks)	Satisfactory use of layers displayed in design. (6 marks)	Limited use of layers in design. (4 marks)	No use of layers in design. (1 mark)
Brief met	All parts submitted correctly (hero page, villain page, cover, portfolio, filenames in correct format, etc). Required length met. (20 Marks)	Most of the parts are submitted correctly (hero page, villain page, cover, portfolio, filenames in correct format, etc). Required length met. (16 Marks)	Most of the parts submitted, but required length not met. (12 marks)	Some of the parts are missing submitted, but required length not met. (8 marks)	Significant number of parts are missing. (6 marks)
Portfolio					

Design Brief	A well-described design brief, addressing all the required needs of the project. (10 Marks)	A well-described design brief, addressing most of the required needs of the project. (8 marks)	A decent design brief, addressing necessary required needs of the project. (6 marks)	Design brief not addressing necessary required needs of the project. (2 marks)	Not attempted (1 mark)
Criteria for Success	Criteria for success is outlined in a well-structured manner. (5 Marks)	Criteria for success clearly outlined. (3 Marks)	A decent criteria for success outlined. (2 Marks)	Limited info about criteria for success. (1 Marks)	Criteria for success is not present. (0 marks)
Research	Excellent research into 3 existing comics. (5 marks)	Excellent research into 3 existing comics. (4 marks)	Descent research is present into 3 exiting comics. (3 marks)	Limited research is present into 3 comic books. (2 marks)	No research is done about current comic books. (1 mark)
Production Diary					
				TOTAL	/40