

UNIT THREE: Presentation

Supports
INTERNAL
ASSESSMENTS

AS 91343 v2 (2.36)

Use visual communication techniques to compose a presentation of a design.

DUE: **Exhibition Week** is **TERM 4, WEEK 3**

DUE: All **externals** due:
2 NOV 2017, 5.30pm

Brief:

This assessment activity requires you to use visual communication techniques to compose a presentation of one of your designs from this years work..

You will be assessed on how you use visual communication techniques to compose an effective presentation for your Pavilion design, which captures and promotes the essence of the design in a convincing manner.

The following instructions provide you with a way to structure your work so you can demonstrate what you have learnt and achieve success in this standard.

Specification

- You are presenting your own work
- To create this presentation, you will follow the design process
- We are presenting TERM 4, WEEK 3 where there will be cake and drinks for celebration

1a. Research - existing presentations

Look at a range of graphic design presentations and evaluate the design features in terms of their visual communication techniques and principles of composition. The presentations could include design sketches, instrumental drawings, models, photographs, digital media, display boards and installations etc.

Look at how other architectural designs have been presented.

- What visual communication media are used (digital and/or traditional)?
- What drawing techniques are used?
- How are the features promoted and communicated?
- What principles of composition are used?
- How are these principles used?
- What is their effect?
- How have they integrated presentation techniques?
- How have they achieved a cohesive presentation?
- How have they composed a presentation that captures and promotes the essence of the design in a convincing manner?
- How can a presentation relate to its intended audience?
- How can data be incorporated to support the design idea?

1b. Research - Location

- Visit the exhibition site and take photos
- Analyse the site - what would be a good type of display to set up? Tables? Posters? Screens? Etc.

2. Concepts - Choosing your mode of presentation

Look at your design work and research for either of your projects:

- decide what drawings give the best impression of your design
- you may wish to show some of the design journey and storyboard some of the issues you faced and how you overcame these.

Consider how you will 'capture' the audience:

- Record different layout ideas for presenting your drawings as thumbnail sketches
- Using your research material, consider the main layout features of your presentation and whether your presentation ideas have the visual impact you want.
- Through drawings explore, refine and review your selected idea (or combination of ideas), with **further research into presentations you like** carried out as necessary to help you integrate and embed identifying characteristics with your own design ideas in aesthetic and/or functional ways.
- Whilst generating your ideas you need to consider the aesthetic layout and style of your presentation - Does your chosen mode get all the information across to the audience? If not, choose another mode!
- Refine and review your initial ideas towards a preferred idea. Explain your choices.

Support annotation can be used where necessary, but visual communication techniques and approaches used must clearly communicate your design thinking.

3. Idea Development

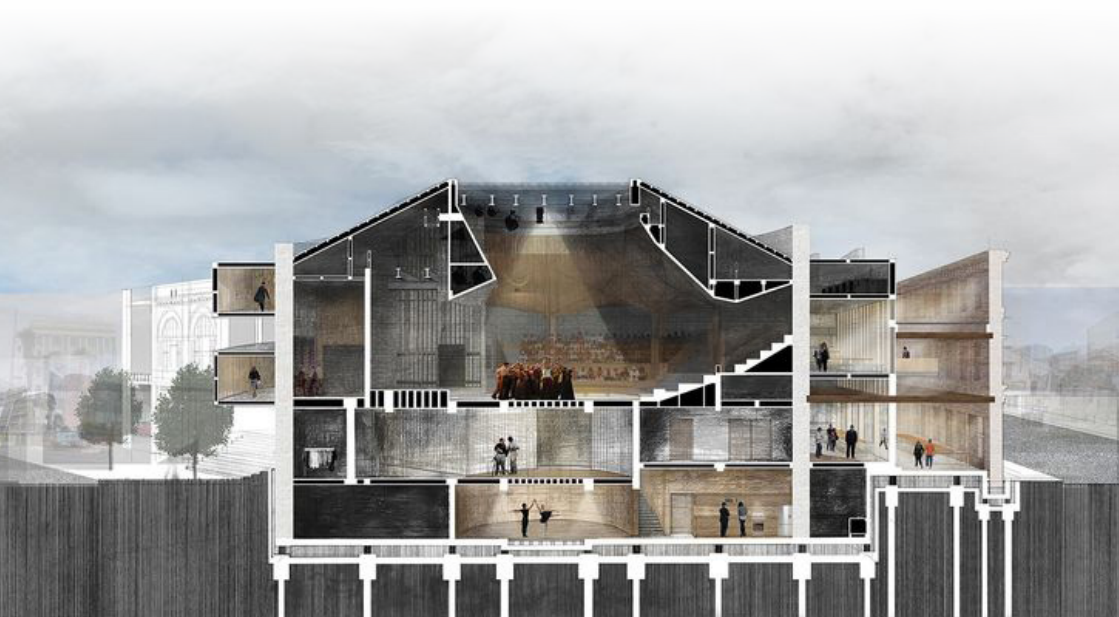
Consider why you have chosen the presentation idea and how you think it can be developed further.

Develop and refine your presentation idea in a convincing and effective way, using visual communication techniques by considering:

- how your changes improved the idea
- what other changes you could make to further improve the idea
- how you have used visual communication techniques for visual impact.
- Carry out more research if necessary.
- Ensure your images are presented accurately, clearly and precisely.
- Make sure your presentation sheets integrate presentation techniques and application of compositional principles, modes and media in the composition of your presentation.

Ensure that the presentation is composed in a way that captures and promotes the essence of the design in a convincing manner:

- for example you may wish to choose a background and theme based on the building material: wood, steel etc.



4. Final Presentation

Produce a final presentation that captures the essence of your design. Use the exhibition space to setup.

You will need to evaluate your presentation.

- Did the presentation communicate all the information you wanted it to? Was it immediately obvious what your presentation was about?
- How can you tell (you could try a survey)
- What didn't go to plan?
- What would you do differently next time?



CHECKLIST FOR:
Assessment Schedule 91343

Use visual communication techniques to compose a presentation of a design.

.....
My presentation contains:

	TICK	DATE
Research of existing presentation methods		
Analysis of research using correct terminology		
An aim defined for your presentation		
Location research + analysis		
Concepts - What methods are you using?		
Development of methods		
Development of the design layout		
Model Process Pictures		
Final outcome pictures		
Evaluation + Analysis		

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