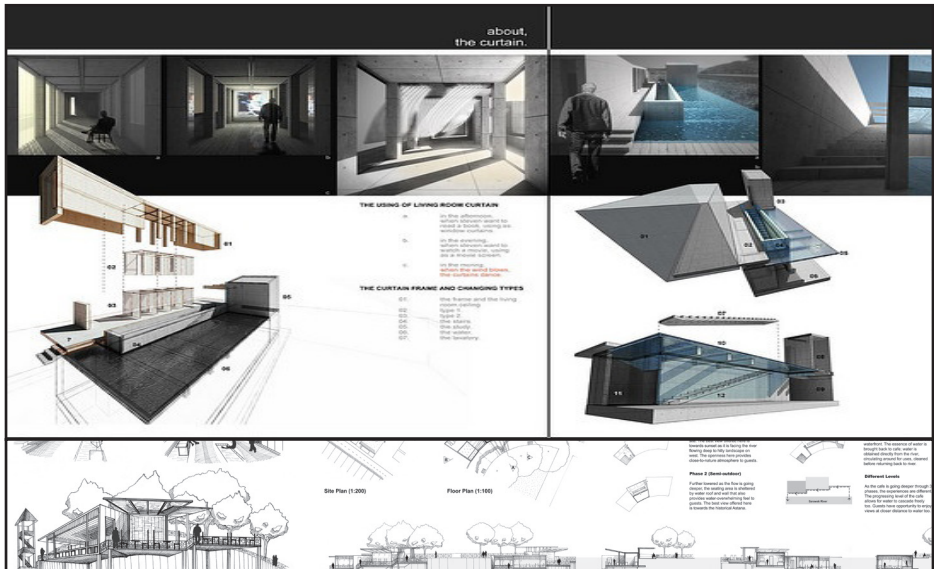# UNIT THREE: PRESENTATION

Supports
INTERNAL
ASSESSMENTS

AS 91073 (1.43) 4 Credits
Implement basic procedures to produce a specified
digital media outcome

AS 91069 (1.36) 4 credits
Promote an organised body of design work to an
audience using visual communication techniques

DUE DATE: Your work MUST be handed in: **7th JULY 2017 (Week 10, Term 2)**

Background:
You have created a design for the Horowhenua Bird Whare project, now
it is time to formally present your solution.

Brief:
Create a presentation of your bird house using 2x pieces of software
(Sketchup adn InDesign / Publisher) which clearly shows your design
process for the design exhibition at Waiopehu College.

Specifications:

Your final presentation needs to have:

- at least two pages
- include images that you have created from Sketchup
- have references if you use internet imagery
- a clear story - does the audience know what you are presenting? How are you going to make your presentation clear? (titles, images etc)
- consideration of design principles and composition

While creating this presentation, you also need to keep a record of your process (screenshots) and the computer editing you did.

Project Requirements:

In your portfolio you will:

• review your design process from Unit 1 (research , concepts etc) to clearly identify what the purpose of your presentation is:

WHAT ARE YOU PRESENTING the design? or the whole story?

• research, develop and refine presentation ideas, and select techniques to ensure appropriate layout, composition and visual impact
• develop a convincing presentation using these ideas and techniques.

1. Review
2. Research
3. Conceptualise
4. Develop
5. Present

With a 30mm diamater, the EPS Nest Egg is the perfect insulated home for Great Tits, Blue Tits, and the endangered House Sparrow.**

Garden birds favourite colour is blue, followed by green, and the nest egg also comes in 'eggshell' for the more minimalist garden bird!*

1. Review

Before beginning this assessment activity, you have produced an organised body of design work in response to a design brief - your bird whare for Horowhenua Lake.

Review your body of work and **clearly identify the audience to which you will communicate your design to**. Create a file that has all of your chosen images ready to use for the presentation. You could use:

- *Screenshots from your sketchup file*
- *Work from your process portfolio*
- *Supporting images (reference if they are not your images)*
- *Any referenced internet imagery that help get the mood / theme of your idea across*

2. Research - Presentation Techniques

Look at a range of graphic design presentations (posters, exhibitions, videos, books, websites etc) and evaluate their design features in terms of visual communication techniques and principles of composition. You could use presentations from any source, including reference books, marketing brochures, advertisements and/or the internet.

Create a google slide to record your research. Some starter questions are below:

- *What visual communication techniques have been used to get the message of the design across?*
- *Are they valid in today's information age or are they dated?*
- *What visual communication media are being used (digital and/or traditional)?*
- *What drawing techniques are being used?*
- *How are aspects of the safety message promoted and communicated?*
- *What principles of composition are being used?*
- *How are these principles being used?*
- *What is their effect?*

3. Initial Ideas (3x minimum)

On a planning sheet, record a range of layout ideas for organising and presenting your message. You could use thumbnail sketches.

As you plan each of your initial layout ideas, determine the main features you will include and consider whether these features will have a strong visual impact on your intended audience.

Choose your best idea, considering why you chose it and how you think it can be developed further. Carry out more research if it will help you to develop your idea further. As you develop your idea, consider:

- why you chose particular visual communication techniques
- how effective these techniques were in achieving the desired visual impact
- what changes you made and how these improved the idea.

4. Idea Development - TO THE COMPUTER!

Develop a presentation that effectively promotes your design to your intended audience. You may find that you need to modify your design as you work. Check that your presentation is of high quality by confirming that you have:

- *precisely executed appropriate visual communication techniques, using traditional media and/or computer applications*
- *demonstrated accurate layout and made good use of composition principles, such as alignment, proximity, repetition, contrast, positive/ negative space and/or focal point*
- *used images (such as sketches, instrumental drawings and/or photographs) to clearly and effectively communicate to your audience*
- *made a strong visual impact, appropriate for both your audience*
- *created a convincing and credible presentation in which graphic and text elements work together.*

5. Final Presentation.

Print your pages out in colour, and mount them to cardboard. These are going to be presented in the end of year Exhibition.

Computer work process:
Implement basic procedures to produce a specified digital media outcome

While you are creating your presentation, you will need to ensure that you keep track of the tools and skills you use to create your presentation. Take screenshots and save these on a slides file - write notes whenever you make a major decison.

Create a google slide that shows me when and where you use the below tools in Publisher / InDesign:

- use cropping and resizing to place your images
- use a master page to create a grid that you can follow in your layout
- use linked text to spread text from one text box to the other over a few pages
- add crop marks so that the poster may be trimmed properly
- use a bleed so that the colours go right to the edge and so that you can cut the presentation and mount it nicely
- export proper images from sketchup (File - Export 2D Graphic)

Create a google slide that shows me when and where you use the below tools in Sketchup:

- use measurements to create a scale model
- use the various views options to capture images of different perspectives of your design
- create holes, overhangs or entrances into your design
- export a high quality image (3d for modelling or 2d for imagery)
- use various textures and rednering tools
- use the cross section tool to look inside a building for imagery

Achievement
The student has implemented basic procedures to produce a specified digital media out-come.

- applied a set of techniques to produce the specified outcome
 • *The learner completes a multi-page digital presentation that meets the specifications and functions as intended. Images show progressions from initial inspiration, through to a representation of the final prototype. The presentation has more than two pages.*

- used the appropriate features of the digital media software to edit and integrate digital media types
 • *The learner takes relevant screenshots / photos or scans drawings, edits them using an image application, and embeds them in the storyboard. The images are resized and the resolution is set so that they may be inserted into the storyboard. Tools from the imaging application are used to create some effects such as feather borders.*

- applied formatting techniques and design elements as appropriate to the media type
 • *The learner uses a hierarchy of headings, fonts and colours appropriate to the selected design. There is minimal use of different styles and fonts (repetition). The presentation boards follow a logical sequence.*

- applied data integrity and testing procedures to ensure the outcome meets the specifications
 • *The learner prints draft copies to ensure that all text and images fit. The learner proof-reads the text to ensure that it is readable and legible, minor errors may exist. The images are edited to remove most unwanted distractions. Checks are undertaken to ensure the presentations layout is accurate.*

 • *All major issues are addressed (for example there should be no errors in major head-ings); although the learner may not correct all the minor inaccuracies that showed up during testing.*

- followed legal, ethical, and moral responsibilities as appropriate
 • *The student has sought permission to use text sourced from the Internet and has referenced this text / image use correctly. Or the student has used creative commons licensing appropriately.*

Comments:

	Merit	Excellence
	The student has skillfully implemented basic procedures to produce a specified digital media outcome.	The student has efficiently implemented basic procedures to produce a specified digital media outcome.

	As well as Achieved AND:
	
	- shown accuracy in the application of techniques and testing procedures
	  • The storyboard has more than two pages. All images are clear and there is no pixilation, fonts are styled consistently, images are manipulated to fit the space available and to enhance the design concept.
	- **shown independence with regard to decision making and formatting in the application of techniques and testing procedures.**
	  • The student required minimal support from the teacher or fellow classmates and made decisions independently, using online support / tutorials effectively. They may not have always used the optimal tool in the optimal way, but they needed no direct assistance to:
	    • scan and edit images
	    • apply a range of design elements
	    • test print the graphic
	    • proof read and edit content
	    • create the sketchup 3D model, sclaed
	  • The learner uses a hierarchy of headings, fonts and colours appropriate to the selected design. The storyboard follows a logical sequence. The storyboard has good use of the whitespace (proximity) and there is suitable and consistent use of a minimum number of fonts and styles.
		As well as Merit AND :
		
		- **undertaken techniques and procedures in a manner that economises the use of resources in the outcomes production and its use**
		  • selecting and using the most efficient tools and resources at each stage and not resorting to a trial-and-error approach.
		- undertaking formatting techniques and design elements, accurately, independently, and in a manner that economises the use of resources
		
		 - undertaking formatting techniques and design elements, accurately, independently, and in a manner that economises the use of resources, as appropriate to the media type
		  • The learner, independently, uses a hierarchy of headings, fonts and colours appropriate to the selected design. Their storyboard follows a logical sequence. The storyboard has good use of the whitespace (proximity) and there is suitable and consistent use of a minimum number of fonts and styles.

Achievement	Merit
The learner promotes an organised body of design work to an audience using visual communication techniques by: • *selecting and presenting features of an organised body of work to an audience*	The learner clearly promotes an organised body of design work to an audience visual communication techniques by: • *purposefully selecting and applying techniq ensure layout, composition and visual impact appropriate to the context of the brief and au*
• *selecting aspects from the learner's organised body of design work* • *using layout that allows a design and process to be presented* • *using composition principles, i.e. layout, text hierarchy, balance, the use of white space and positive/negative space to promote the design to the intended audience* • *using visual communication techniques such as illustrations, positive/negative space, repetition or contrast (such as bold headings), colour matching, etc. to promote their design* • *using colour that aligns with their design themes* • *using imagery appropriate to their design*	• *clear promotion of an aspect or aspects o body of work (a design related to designer product outcome, developed to a brief)* • *planning sheets, presentation and/or othe evidence that demonstrates purposeful sele and application of appropriate visual comm techniques and shows considered use of co principles* • *use of bold headings to provide visual imp are appropriate to the design and draw the into the presentation* • *colour matching to highlight the importar desigh being portrayed* • *multiple images that align with the design allow the intended visual impact to occur* • *contrast colours that align with colours us industry i.e. nature – green, calm-soft shades* • *The learner's presentation is clear and app ate for the intended audience and the conte environmental design for conservation relate designer.*

Comments:

visual communication techniques

	Excellence
...ce using ...ques to ...t are ...udience	The learner effectively promotes an organised body of design work to an audience using visual communication techniques by: *• communicating a high quality presentation that is convincing, shows accuracy of layout, visual impact, and precise execution of techniques*
...of the ...and ...r ...ection ...unication ...mposition ...pact that ...viewer ...nce of the ...n and ...sed in the ...s etc. ...propri- ...ext of a ...ed to the	*• effective promotion of an aspect or aspects of the body of work (a design related to the designer and context for the conservation and safety of the wildlife, developed to a brief)* *• planning sheets, presentation and/or other evidence that demonstrates purposeful selection and application of appropriate visual communication techniques and shows effective use of appropriate composition principles* *• use of high-quality presentation skills, accuracy of layout and precise execution of techniques* *• use of bold headings to focus on the important aspects of the design relating to the product or process chosen. The visual impact convincingly communicates the aspects of the design to the intended audience.* *• colour matching so that the colours used are related to environmental context to increase the visual impact. The colour matching shows precise execution of technique and is convincing in promoting the design to the audience.* *• multiple images that show and relate convincingly to the industry and existing design* *• effective use of contrast colours* *• effective use of appropriate key words (such as 'feeder', 'safety', and other associated words), etc.* *• The presentation clearly and effectively promotes the body of work to the intended audience with visual impact and precise execution of techniques.*

END OF UNIT 3 CHECKLIST

Make sure you have provided EVERYTHING listed here when you hand in this unit!

My project contains the following:

	TICK	DATE
Evaluation of Brief / defined audience		
Research of presentation techniques		
Imagery and text selection for design		
Concepts thumbnail layouts		
Chosen thumbnail to explore		
Computer mockup and layout		
Developments - screenshots		
Independant use of computer programmes		
Economical use of computer and printing		
Fixed pixelation, and image referencing		
Development log - techniques used		
FINAL PRESENTATION		
Evaluation		

DUE 7 July, 2017
- Week 10, Term 2 -