ACHG100

HISTORY OF GRAPHIC DESIGN 1

ASSIGNMENT 2: Making Meaning of You

This module is presented on NQF Level 7

FACULTY OF CREATIVE ARTS AND COMMUNICATION

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Due Date: Week 14

Marks: Out of 100. Counts for 10% of the final mark. 5% per day will be deducted for late submission. Assignment will not be accepted after 1 week.

Individual Project

1.   Learning objective

The object of this assignment is essentially in the aspect of "meaning making" and how we can start to understand ourselves through researching elements outside of our control that provide inspiration for who we are.

You will learn how to:

- Gather 'information' and 'unpack' it for later reference.
- Use the systematic approach of 'unpacking' information in order to analyse yourself using various sources including historical reference.

- Successfully assimilate findings and present them in two ways; as an essay and as a physical article.
- Write an academic essay using the Harvard Method
- Answer questions in order to access 'hidden' information

2.   Assignment Topic:

As people we are historians of our own past and as designers, who study history, we are able to represent this in various creative ways. 'Making Meaning of You' is essentially what it states but the concept of this originates in early civilizations and their need in trying to make their mark on the world. Egyptians left us pyramids, exciting hieroglyphics and a plethora of artefacts that have astounded historians throughout the centuries. The Greeks are remembered through their architecture and story-telling techniques; myths, legends and heroes. How have you made your mark on the world?

3.   Scope:

You are required to gather artefacts, items, words, photographs, images, poems, music, songs (anything that you feel embodies who you are or aspects of your personality that they portray). You will place all these items in a box (handmade or store bought) and you will spend the first week adding and replacing as you see fit.

You should have at least a minimum of 8 items and a maximum of 15 items and there should at least be one of each of the following:
- Poem
- Photograph or image
- Song

When filling this box, your goal should be to answer the ultimate question of
"What do I love?"

In order to successfully answer this, the following questions should be answered:

1. What does my universe revolve around?
2. What are the different types of love?
3. Who or what are the people, animals, and things I love and what kinds of love (researched above) do these relationships fall under?
4. Do I believe in anything?
5. What is important to me? Why?
6. What is one word that describes me? Why?
7. What is one song lyric that describes me? Why?
8. Do I have interests?

By adding and removing (unpacking) items from your box you are sifting through various aspects of who you are and assessing which characteristics are worth discussing and researching. Through this research, you will start to formulate a personal understanding of your own history much like the Egyptians and Greeks did thousands of years before you and you will be learning vital techniques in utilising resources for research methods.

4.   Technical Aspects:
Essay:

1) These questions should be answered in rough and then presented in a written document (500 - 1000 words) titled, "Making meaning of me".
2) The items in your box should also be mentioned in the essay especially in terms of how they relate to you and what you love.
3) The final essay should be A4 in size and should be written in Times New Roman 12 pt, using double spacing.
4) Please include a contents page and bibliography.
5) Relevant images should be included as part of the text using the standard Harvard method.
6) Include a cover sheet with the question number and a title top and centrally placed (Times New Roman 18 pt). Place your name and learner number at the bottom right-hand corner (Times New Roman 16 pt).

7) Include Write a critical analysis on a professional design object. Design objects may include a logo, promotional item, an advertisement, or a magazine you find here in South Africa (500 words). Your final paper must include a colour picture and you must verbally present this paper to the class.

8) All sources should be referenced using the Harvard method.

Box:

1) Box containing all items associated with the questions answered in the final essay.

5.   Marking criteria:

You will be marked on the following criteria

- Evidence of detailed research and evaluation of data from various **reliable** sources
- Preparation according to the guidelines provided
- Skilled application of relevant sources including explanations of why particular factors are relevant to who you are and what you love.
- Originality - evidence of your own ideas and analysis
- Creativity – as a designer and creator, the box should reflect aspects of who you are in a creative and professional manner
- Experimentation – using words, medium, images etc.
- Essays which do not reference at least three sources as per the brief will only be marked out of 50% rather than 100%
- Plagiarism is a very serious matter and if any part of your report is found to be plagiarised you risk a zero grade which will apply to all members of the group

Mark allocation for the box and essay

Allocate a mark between 0 and 4 and multiply it by the weighting. Add totals together to get a final mark.

Criteria	0	1	2	3	4	Mark	Weighting	Total
Presentation	No or extremely poor presentation. Did not follow guidelines. Untidy and unprofessional.	Presentation is poor. Followed some guidelines. Lacks neatness and professionalism	Presentation is adequate. Followed guidelines but unsuccessfully, Neat but lacks polish	Neatly presented, appropriate fonts, design. Followed guidelines successfully or most guidelines unsuccessfully. Neat and polished output.	Professionally presented, appropriate fonts, design, colour images, finishing, all enhance the document. Followed all guidelines successfully. Neat, professional and unique. Originality has been explored.		30	
Research	No or extremely poor research	Research is poor	Research is adequate.	Contains more than 2 resources	Professional and appropriate use of more than 3 resources to discuss points.		10	
Box contents	No thought. Random choices	Choices marred by lack of understanding	Choices are adequate	Good choices	Excellent choices		10	
Questions answered	No understanding. Very little or no writing. Questions not understood. Answers are not correct.	Poor understanding Document is poorly written and contains many errors. Few questions understood. Few answers are correct.	Average understanding Document is poorly written with no errors. Some questions understood. Some answers are correct.	Decent understanding Document is well written with errors. Most questions understood. Most answers are correct.	Clear understanding, Comfortable with content Document is well written with no errors. Questions understood. Answers are correct.		20	
Analysis of contents - Essay	Very little or no writing No images or irrelevant images and diagrams used. No application of box contents and questions within essay.	Document is poorly written and contains many errors. Very few relevant images used Little application of box contents and questions within essay.	Document is poorly written with few errors. Some images and diagrams used, but of poor quality or irrelevant. Some application of box contents and questions within essay.	Document is well written with 1 or 2 errors. Good quality images and diagrams used and are relevant Application of box contents and questions within essay.	Document is well written with no errors. Images and diagrams are used in an appropriate way to substantiate and enhance written aspects. Application of box contents and questions within essay is successful and reflection has taken place.		30	
Total out of 400							100	
Divide by 4 to get total percentage								

MIDRAND GRADUATE INSTITUTE

PLAGIARISM WARNING

Plagiarism and Referencing

Midrand Graduate Institute places very high importance on honesty in academic work submitted by students, and adopts a policy of *zero tolerance* on cheating and plagiarism.

In academic writing, any source material such as magazine, newspaper, journal articles, books, reference material such as dictionaries, as well as online resources, such as websites, electronic journals or articles in an online newspaper, must be properly acknowledged. Failure to acknowledge such material constitutes plagiarism. This is deemed an attempt to mislead and deceive the reader, and is unacceptable.

Since Midrand Graduate Institute adopts a zero tolerance policy on plagiarism, any work submitted by a student for assessment which has been plagiarised will be subject to severe penalties. Students who are found guilty of plagiarism may be subject to disciplinary procedures, which outcome may be as severe as suspension from the University or even expulsion.

Students are therefore strongly encouraged to familiarise themselves with referencing techniques for academic work. Midrand Graduate Institute generally accepts the Harvard Method for referencing, but students should check with their lecturers before working on an assessment.

Referencing methods

The easiest way of avoiding plagiarism is to reference properly. If your lecturer has not prescribed a Referencing Guide, you may obtain guidelines from the library, or academic or commercial bookshops, or search the internet for the "Harvard Method for Referencing".

The Harvard Method for Referencing is a standardised method of referencing, and is freely available from the internet. Your lecturer may also be able to provide you with further guidelines. Students are also referred to the Midrand Graduate Institute guide to writing academic essays as provided at enrolment.

Assignment Submission and Plagiarism Detection

Students should know that experienced lecturers are able often well versed in their field, and may recognise ideas and the works of authors. Furthermore, lecturers quickly become familiar with students writing quality and styles, and can detect changes in writing style. If plagiarism is suspected, students may be confronted, which may prove embarrassing and disappointing for students. Midrand Graduate Institute also makes use of highly sophisticated electronic plagiarism detecting software, which not only identifies plagiarism, but locates the original sources too. This enables academic staff to prove and quantify plagiarism in assignments.

To this end, students submitting assignments must ensure that they have completed and attached the assignment cover sheet and declaration of academic honesty (attached), which binds the student to academic honesty.