

Assignment 2: Personal Identity & the Self

Faculty Name:	Humanities
Module Code:	ACHG100/ ACVL100
Module Name:	History of Graphic Design 1/ Visual Literacy 1
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Total Marks:	100
Submission Date:	Semester 1, Week 12 (6 May - 10 May 2019)

This module is presented on NQF level 6.

Late assignments will not be accepted.

This is an individual assignment.

This assignment contributes 10% towards the final mark.

Instructions to Students

- Remember to keep a copy of all submitted assignments.
- All work must be typed and submitted digitally.
- Please note that you will be evaluated on your writing skills in all your assignments.
- All work must be submitted through Turnitin¹ via MyLMS (unless otherwise stated).

¹ Refer to the PIHE Policy for Intellectual Property, Copyright and Plagiarism Infringement, which is available from your lecturer.

- Each assignment must include a cover page, table of contents and full bibliography, based on the referencing method applicable to your faculty as applied at Pearson Institute of Higher Education.
- Use the cover sheet template² for the assignment. This is available from *myLMS*. Students are not allowed to offer their work for sale or to purchase the work of other students. This includes the use of professional assignment writers and websites, such as Essay Box. If this should happen, Pearson Institute of Higher Education reserves the right not to accept future submissions from a student.

Assignment format

Students must follow the generic requirements when writing and submitting assignments as follows:

- Use standard Arial, font size 10.
- Include page numbers.
- Include a title page.
- Write no less than the minimum word limit.
- Ensure any diagrams, screen shots and PowerPoint presentations fit correctly on the page and are referenced.
- Include a table of contents.
- Use accurate referencing method throughout the assignment.
- Include a bibliography based on the applicable referencing method at the end of the assignment.
- Include the completed Assignment/Project Coversheet (available on *myLMS*).
- Check spelling, grammar and punctuation.
- Run the assignment through the Turnitin software.

² Available on *myLMS*.

Essential Embedded Knowledge and Skills Required of Students

- Report-writing skills
- Ability to analyse scenarios/case studies
- Understanding of subject field concepts and definitions
- Ability to apply theoretical knowledge to propose solutions to real-world problems
- Referencing skills

Resource Requirements

- A device with Internet access for research
- A desktop or personal computer for typing assignments
- Access to a library or resource centre
- Prescribed reading resources

Delivery Requirements (evidence to be presented by students)

- A typed assignment³ submitted through Turnitin via *myLMS*.

Minimum Reference Requirements

At least five references for first year, ten references for second year and fifteen references for third year.

Additional reading is required to complete this assignment successfully. You need to include the following additional information sources:

- Printed textbooks/e-books
- Printed/online journal articles
- Academic journals in electronic format accessed via PROQUEST or other databases
- Periodical articles (e.g. business magazine articles)
- Information or articles from relevant websites
- Other information sources, e.g. geographic information (maps), census reports, interviews, etc.

³ Refer to the Conditions of Enrolment for more guidance (available on *myLMS*).

Note

- It is crucial that students reference all consulted information sources, by means of in-text referencing and a bibliography, according to the applicable referencing method.

Assessment Criteria

The following criteria are assessed in this assessment:

- a. Compile a creative book encompassing all research gathered
- b. Produce an oral in which all findings are professionally presented to a body of peers
- b. Understand the concept of culture as well as sub-culture
- c. Understand the concept of signature seals
- d. Define scarab beetles and cylinder seals
- e. Compare Egyptian identity with that of Mesopotamian identity
- f. Understand the concept of Genealogy
- g. Be able to formulate your own identity through various research methods – including story-telling
- h. Understand what a signature and logo is
- i. Understand what a coat of arms is (as well as ancient tribal ancestry imagery).
- j. Implement a family praise into research
- k. Experience and utilise basic reflection skills in order to draw conclusions

Section A

Learning Objective

The briefs in 1st year encompass all 1st year modules in that they incorporate a brief from each module into one defined project with various elements. In this way, we test your ability in researching various ideas and turning them into a concept so that it may be applied within various elements. This gives you, the student, the opportunity to explore a concept in various formats while gaining insight into the inner works of graphic design as a whole. Often, students believe that each module exists on its own which could not be further from the truth. This brief will show you that all aspects of the design course are interrelated and that each forms an integral part every design project; research, drawing, typography, design and packaging to name but a few elements.

The brief will culminate in the research from ACHG100 Assignment 2 being utilised in other modules: students will be assessed on their research skills (history) and implementation in the following modules from Brief 4 onwards: conceptual skills within the personal branding brief (design studio), drawing skills (drawing), typographic skills (typography), basic animation (storyboards) and their understanding of basic branding principles through the principles and elements of graphic design.

Although this assignment is technically a practical presentation, it will ultimately test the extent of your understanding of the theory tackled in History of Graphic Design 1. This is true especially in terms of the development of ancient writing systems, symbols and identity (as well as the importance thereof).

Assignment Topic

The invention of writing is arguably 'civilised' man's greatest achievement. The recording of the spoken word into drawn pictographs and then into simplified symbols essentially separated our ancestors from the animals and helped to preserve a legacy of cultural identity, on both an individual as well as collective level. The investigation on a practical level of this personal identity is the content of this brief. The objective is to reach an understanding of the origins of the written

word as well as the identity of early civilisations and how this has affected our contemporary social context.

Scope

You are required to delve into your own family history (genealogy) as well as the lineage of your first name; as far back as you are able to go. Information gathered should be used as the basis from which you will synthesise the content into interesting parcels of information.

You will have to present your research, into your own identity, using various methods; within a journal and oral, that will culminate in the first steps of development towards a brand that can be utilised in the social network brief found in Design Studio 1.

Remember that the journal is a reflection of who you are, which will become more apparent through the process of research into various aspects of you personally as well as your own family.

You will also be expected to delve into your culture (based on the exploration into genealogy) where the characteristic of sub-cultures will also be explored in order to determine your passions as well as your intrinsic values.

Through this research, you will start to formulate an identity much like the Egyptians did using the Scarab Beetle and the Mesopotamians using the Cylinder seal but you will then translate this logogram into a signature that should define who you are.

Technical Aspects

Journal:

This information is to be placed in a personal journal which will be handed in during week 12 of Semester 1. Your journal can be handmade, or store bought but should be between A5 and A3 in size. All sources should be referenced using the Harvard method.

Oral:

Furthermore, you will present the information in an oral format during week 12 and 13 of Semester 1. This can be in any oral format that is suitable for presentation purposes i.e. interactive session, PowerPoint presentation, Prezi etc.

All sources should be referenced using the Harvard method.

The following should appear in your journal and oral:

- A family tree
- A coat of arms for your family name
- The societal meanings of your first name
- Your own interpretations of your first name
- A list of things that you feel express who you are – you may use the story-telling technique (inspiration from MyLMS as a starting point)
- Any sub-cultures that you belong to or form a part of that define who you are
- Definitions pertinent to understand cultures, sub-cultures and identity
- Research into other forms of signatures and seals that can provide insight into the design of your own identity (historical reference)
- A symbol that represents you as a person (who fits into your family)
- A signature (hopefully one that you can use as an adult)
- At least 5 entries of interesting things that happened to you over the mid-semester break that made you realise more about who you are as a person.
- Emails, messages, social network conversations or any other form of proof that you discussed this with people and family members outside of your own knowledge.

Marking Criteria

You will be marked on the following criteria (**See Rubric on page 8**)

- 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 significant to who you are as a character and how this fits into the theme and your cultural heritage as well as your logo and signature.
- Originality - evidence of your own ideas and analysis
- Creativity – as a designer and creator, the journal and presentation should reflect aspects of who you are in a creative and professional manner
- Experimentation – using words, medium, images etc.
- **Journals/ Presentations which do not reference at least five 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.

Section B

History of Graphic Design 1		
Assignment 2: Identity Journal and Oral		
Student Name:		
Date:		
Category	Marking and evaluation Criteria	Point Value
<p>Mechanics of journal and presentation</p> <p>Well written, clear organisation, uses standard English grammar, contains minor, if any, spelling errors. Has all elements required. Neat. Creative.</p>	<p>Well-written/ presented and well-organised. Has most or all elements required. Neat and easy to follow. Presentation is not full of paragraphs – nice mix of imagery, information and pertinent aspects for presentation purposes</p> <ul style="list-style-type: none"> List of references: overall correct method and balance of sources In text referencing and image details Alphabetical list of references Correct referencing for different sources Number and quality of works consulted <p>Oral - appears to be well presented and confident. No fidgeting, good volume etc.</p>	11 - 20
	<p>Inadequate due to lack of organisation, grammar, and/or major spelling errors. Missing some or most of the elements required. Untidy and lacks clear focus. Too many words and irrelevant imagery.</p> <p>Referencing is problematic and incorrect (but does exist in some format)</p> <p>Oral is problematic – volume, fidgety, unsure, lacks confidence etc.</p>	0 - 10
MECHANICS TOTAL		/20

<p>Evidence of Critical Thinking and Research</p> <p>Research includes finding information through reading, talking, interviews, questions & surveys. Critical thinking includes application, analysis, synthesis and evaluation.</p> <p>Information is clear and shows depth of insight into theoretical issues, originality of treatment, and relevance. May include unusual insights. Arguments and findings are well supported.</p>	<p>Demonstrates various research methods (as suggested in assignment) which are applied to critical thinking and the ability to apply these concepts.</p>	<p>19 - 30</p>
	<p>Demonstrates some research methods (as suggested in assignment) which are applied to some critical thinking and the ability to apply these concepts.</p>	<p>10 - 20</p>
	<p>Demonstrates minor or no research methods (as suggested in assignment) which are applied incorrectly to critical thinking and the minor ability to apply these concepts correctly.</p>	<p>0 - 9</p>
<p>CRITICAL THINKING & RESEARCH TOTAL</p>		<p>/30</p>
<p>Development of Ideas</p> <p>Well-developed thoughts, ideas, and details, which shows evidence of reflection, new ideas, and grasp of concepts.</p>	<p>Well-developed; shows evidence of reflection and personal development; new ideas introduced and reflects a good grasp of concepts presented.</p>	<p>20 - 30</p>
	<p>Shows some evidence of reflection, but not well-developed; few new ideas introduced but reflects a grasp of concepts presented.</p>	<p>10 - 19</p>
	<p>Not much thought or detail; shows little evidence of reflection or grasp of concepts; no new ideas introduced.</p>	<p>0 - 9</p>

DEVELOPMENT OF IDEAS TOTAL		/30
Creativity and context Creative aspects of the assignment have been dealt with professionally and with great care and detail, taking into regard the research gathered	Imagery, journal, presentation and signature depict the student based on the evidence through research. Imagery, journal, presentation and signature are original and unique to the student. There is a consistent design throughout elements depending on the medium in which it exists.	14 - 20
	Imagery, journal, presentation and signature depict the student based on some of the evidence through research. Imagery, journal, presentation and signature are good but not necessarily original and unique to the student. There are some aspects of consistent design throughout elements depending on the medium in which it exists but not successfully implemented or considered.	9 - 13
	Imagery, journal, presentation and signature do not depict the student. Difficulty in taking research and utilising it successfully in creating a logo. Imagery, journal, presentation and signature are not original and appear rushed. There is a lack of consistency throughout the designed elements.	0 - 8
CREATIVITY AND CONTEXT TOTAL		/20
OVERALL TOTAL	out of 100 marks	%

Feedback:

Section C

Plagiarism and Referencing

Pearson Institute of Higher Education places 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 e.g. journal articles, books, magazines, newspapers, reference material (dictionaries), online resources (websites, electronic journals or online newspaper articles), must be properly acknowledged. Failure to acknowledge such material is considered plagiarism; this is deemed an attempt to mislead and deceive the reader and is unacceptable.

Pearson Institute of Higher Education adopts a zero-tolerance policy on plagiarism, therefore, any submitted assessment that has been plagiarised will be subject to severe penalties. Students who are found guilty of plagiarism may be subject to disciplinary procedures and outcomes may include suspension from the institution or even expulsion. Therefore, students are strongly encouraged to familiarise themselves with referencing techniques for academic work. Students can access the PIHE Guide to Referencing on *myLMS*.