
The intended outcomes of the brief should be addressed in the following criteria:

Research and Resources:

Research is about knowledge acquisition. Students are required to collect references and resources and to research strategically and comprehensively from diverse and relevant sources. This includes the collection of references and resources from historical and contemporary archives, images and photography. Students can also use their own sketches as a resource. Additionally, students can gather information from target markets, conduct and/or analyse feasibility studies, user studies, market relevance, and from analysing similar products or services, clients' needs and positions.

Students must document their process meticulously, provide commentary on their research and referencing, and objectively communicate the rationale behind their selections and choices.

Thinking:

Thinking involves interpreting and applying research and resource findings. It also involves creating relevant conclusions, motivations and justifications related to such information.

Creative thinking is the capacity to synthesise (combine) existing ideas, images, or expertise in original ways. The practice of thinking, reacting, and working in an imaginative way is characterised by a high degree of innovative, divergent thinking, experimentation and risk-taking.

Analytical thinking involves unpacking the information gathered into its constituent parts.

Critical thinking requires strategic questioning, recognising patterns, considering various perspectives and making value judgements that can be applied to your concepts and design solutions.

Problem solving is the mental process of overcoming obstacles through discovery and analysis to find a solution that best resolves all the issues at hand. Problem solving begins with problem finding through the use of creative and critical thinking.

Students should develop concepts through reflection, independent thought and strategic development through sketches, documentation, and refinement to completion.

Design Solutions:

This is the successful application of the concept through the design solution. The relationship between the concept and design solution should be consistent and accurate.

How well the piece is composed and applies the design principles, is relevant to:

- emphasis
- balance
- space
- hierarchy
- unity
- contrast

And when appropriate, is relevant to the use of the following:

- type
- value
- colour
- shape
- image
- format
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At its highest level, the design solution should exceed the parameters of the brief by demonstrating originality and innovation.

Technical:

This is the measurement of the students' skills in the application of the design solution in any medium: whether it be writing, hand or software skills. As students progress in the module, the level of technical proficiency and accuracy is expected to rise. This includes the use of different techniques and production methods that are defined by the brief requirements.

This includes the naming and organisation of electronic files and documents.

Professional/Personal:

This assesses the students' work ethic. Professionalism deals with the students' ability to manage their time successfully; attend lectures and meet all milestones and due dates; submit work in all required formats (hard copy and/or electronic); and comply with academic and industry standards appropriate to their level of studies.

Students are expected to work effectively and professionally within a team if required by the brief, as well as during class with peers.

This includes the extent of a student's engagement and personal investment, participation, attitude, passion and commitment, interest, strengths and weaknesses.

Final pieces should be completed, resolved and polished. Final presentation (oral, written, product) should be judged by the student's ability to persuasively communicate rationale and process and justify design solutions and choices in a professional manner.

Student Name:	Lecturer: Bianca Le Cornu
Student Surname:	Module Leader: Bianca Le Cornu
Student Number:	Moderator: Daandrey Steyn
Evision Number:	Brief Deadline: 8 Mar 2019
Date Marked: 8 Mar 2019	

DATE	Comments
12 Feb present	Completed work in class
19 Feb present	Missing some homework - please complete
26 Feb present	
6 Mar present	Running behind schedule
ATTENDANCE	100%

Points Awarded	0	1	2	3	4
	non-submission	not achieved	not quite achieved	just achieved	well achieved

Criteria	Research and Resources	Thinking	Design Solutions	Technical	Professional/ Personal	Criteria achieved	Criteria not achieved
Points	3	2	0	2	1	1	4
LEVEL	not achieved						

Level is indicated by the number of criteria that have or have not been achieved. Criteria that have not been achieved need to be revisited before moderation.

Level	Criteria Achieved	Criteria not achieved	Rules	Action required
Well achieved	5	0	All five criteria have been met. All five criteria are awarded 3s or 4s. At least three criteria have been awarded 4 points. Brief is in very good standing for moderation	No reworking necessary, although there is always room for improvement.
Just achieved	5	0	All five criteria have been met. All five criteria have been award 3 points. Brief has been completed at an acceptable level. All requirements have been met.	Brief is acceptable. Minimal reworking necessary for moderation.
Not quite achieved	3 - 4	1 - 2	Three or four criteria have been met (awarded 3 or 4). One or two criteria have not been achieved (awarded 0 -2).	Certain aspects of the brief must be reworked for moderation.
Not achieved	1 - 2	3 - 4	The majority of criteria have not been met (awarded 0 – 2) . Brief requirements have not been achieved.	Brief must be redone for moderation.
Non - submission	0	5	Non-submission.	Submit completed brief at agreed upon time. Set up a consultation session with your lecturer for feedback.

**GROUP FEEDBACK/ INDIVIDUAL FEEDBACK/ LECTURER'S COMMENTS/ MODERATOR'S
COMMENTS**

The pages you scanned have been scanned so low res that I am unable to view/ read them at all. You included a lot of the exercises but many feel incomplete or missing overall. The designed elements are not on standard with what I expect at a 3rd year level and you need to finish/ complete/ design these professionally. Please use Grammarly to avoid unnecessary spelling and grammar issues. Thank you for at least trying to produce everything, however, never leave this to the last minute and rather do what I suggest by utilising an application like slides to update on a daily basis. Please finish for moderation at midyear.

What is expected - (see folder provided and use brief and outline to establish all requirements)
Indicate what it is that you submit, make sure that your layouts are clear. Give it headings. Use images to help you explain and remember to reference. Bring some emotion and creativity into the exercises and layout. Remember you are designers. Denotation and connotation should be at least half a page long EACH. Do not forget the job bag. Remember the printing and the time it takes. The target market is important because it determines how the themes will be utilised/ understood. Don't forget the written component and only focus on the digital
Even if you takes a photo of hand-written notes, at least it is something to mark and could be typed out later.

Make sure that you do not neglect the easy work. Document your stuff and quickly put it in a Google folder/ slides document on a daily basis as you are working to avoid not submitting at the last minute.