

**At-Risk tracking 2018****ACTP200** Failed Brief 1**ACDR200** Failed Brief 1 (0%) and Brief 2 (40%)**ACAW200** Did not hand in the first brief. Has terrible class attendance. 2 out of 8 classes have been attended thus far. Account payer needs to be made aware of this.**ACGD200** Class attendance is shocking and work is never available to see/ view in class. Did not submit brief 1 (0%) and failed Brief 2 (48%)**AC3D202** failed second brief which is very risky for a semester subject. Failed brief 3- no hand in

DATE	REMARKS
9 March 2018	Student did not submit brief 1.
19 March 2018	Up till now student has not attended any of my classes.
20 March 2018	Spoke with student re: not attending class. His excuse was that he had to go to the bank to sort our Fraud issues over the past 2 weeks
12 April	Feeling positive – *** is engaged with ACGD200 and I see some commitment from his side. Decent logo and ideas but running behind schedule.
17 April	ACGD200: Arrived late. Had no work to show and then left my class to go fetch his work supposedly but never returned.
18/04/2018	ACDR200: Did not attend any classes during Brief 1 and very poor class attendance during Brief 2. Also did not adhere to submission requirements.
3 May 2018	Called student in due to all lecturers complaining about attendance - lots of excuses with promises to change.
4 May	ACGD200: informed me he cannot come to class as he is fetching sister from the airport (Via Whatsapp) I asked him to come in and see me as I was seeing a bad pattern emerge again. We had a long chat regarding his desire to be a designer (does he?) as well as his lack of commitment to a course he knows he has to pass. He has promised me there will be change and that he will attend extra classes and consult to catch up.
10 May 2018	Sent email to Xandie and Cheryl - Student came to no lectures after the intervention. More excuses. Informed the student via Whatsapp that I was angry that he had essentially lied to my face the previous week – he made excuses as to why he wasn't attending class; blaming Daandrey for saying, "We are in week 5 of the brief – if you have nothing to show me then what are you actually doing here?" He said this suggested he should leave class where Daandrey then informed me that it was a rhetorical question because he was frustrated with the fact he could not help *** as he would never bring any progress or work in class. He continuously leaves the class and disappears for hours during the lesson, only to return to fetch his bags. I then asked him right now if I could meet him in history so we could talk face to face – he messaged me back to say he couldn't as he was out at Woodmead buying supplies.
3 June	ACGD200 – I was very upset with *** for submitting a brief that had plagiarised elements and informed him that he should rectify ASAP or I would fail him. He sent me updated artwork stating that he had removed the plagiarised elements. I informed him that the artwork he sent me was not designed and that his issues lay in the fact he never brought work to class and never researched other similar elements to be inspired by. He said he would do just that.
1 August	*** still cannot install fonts despite me organising IT to come assist – he says they never do. I have informed IT to please come and told him to wait.
22 August	ACGD200: Catch-up class – *** and *** just upped and left within the first half hour of my catch-up class without a word otherwise. Never returned. This is frustrating as I was starting to see a slight change in his attendance and attitude but it seems short-lived.
23 August	I am angry with ***. I have had the IT guys come to the class various times to solve admin and password issues throughout the first semester and beginning of 2 <sup>nd</sup> semester and

	he is now asking me at close to 5pm for an IT guy to come and assist him. This is the day before submission and he cannot render work due to this error. I am flabbergasted he would leave it this late and come to class when no lecturers or IT staff are here to assist either. This is not a night school. This is university. I have informed him that he and I need to chat regarding this unprofessional behaviour. He has stated that he was only absent when he was sick (if I read all my previous comments then this is a bald-faced lie). He is now blaming IT for not assisting him despite him asking them numerous times but I have contacted IT and they say that he is never available to assist.
21 September 2018	AC3D220 *** failed brief 2 and had an argument with the group he was in. The group was granted an extension and only *** failed to submit all relevant components for brief. *** was informed of his mark and that he would need to do very well in Brief 3 to achieve DP
26 October	Emailed *** screenshots of his absolute disregard for design in the form of plagiarised artwork he submitted for a sup. He will receive 0 and sign a plagiarism acceptance document. Next time there will be a disciplinary. He responded that he has no idea what plagiarism is and why have we never taught them yet if we look above he removed plagiarised elements from Brief 3 after a discussion with me. Also – if he came to class he would realise this is a topic we almost always discuss. He swears he referenced the images but I asked him to prove it. He could not because he did not. Sent him 3 articles on plagiarism to read – we discussed further.
29 October	*** and I had an hour long meeting where he accepted and signed the plagiarism acceptance form. I mentioned again that I wanted him to honestly think about his future because I did not believe he wanted this seriously enough. He agreed he needed to think further. I sent him a link to an app for him to just look at aptitude and see if anything intrigued him based on the results.
5 November 2018	AC3d220 *** contacted me on the morning of the hand in (after the deadline) to say the computers had crashed and caused him to not hand in anything. Unfortunately, I did not even see a screenshot or research handed in.
7 November	Despite being on leave I contacted the university and asked for the IT department to please give me a quick audit on the specs of the machines as the students had been complaining all year and I had been complaining on their behalf to have machines fixed/ upgraded and updated. All students are aware that 3D takes time to render and can cause errors so it should never be left to the last minute. While all the students did hit snags with the software, *** was the only student to not submit anything at all and only complained on the morning of submission. I was informed by Karel Smit that Ricardo Gonclaves that the RAM had been upgraded at mid-year and that while they would look into making the machines better, they were currently running at the minimum required specs that the software needed (this is standard policy at most universities). *** expressed that he had been rendering for over a week but Kashan said she had not seen anything and therefore this seemed unlikely.
16 November	*** submitted despite not making DP. We decided as a team to moderate both internally and externally to provide this information at the meeting.
19 November	*** has failed all internal marks
20 November	

ACDD200	Digital Design	Candice Edwards
Brief 1	Mark: 50%	Attendance: 0%
<p><b>General Comments:</b> This brief served as a basis to get to terms with web design terminology. It was primarily a research-based project, that as by academic standards, require referencing. There are still some concerns with regards to how you reference.</p> <p><b>Keep in mind the following when it comes to referencing:</b></p> <ul style="list-style-type: none"> <li>• Sources to references need to be sighted once (1) in text and once (2) in the bibliography. Meaning that the source will appear twice in your work.</li> <li>• The in-text reference is short and includes the author's name, and the year the article was published.</li> <li>• The URL does not go in the text (in your paragraph, or by your image)</li> <li>• The URL only goes in the bibliography</li> <li>• Try to find better sources that has an author, year and title – this will make your referencing easier</li> <li>• Think of images as visual quotes (they also need an author, year, and title)</li> </ul>		

Also try to find better sources as to not have to find a source for each question. Look under the recommended resources on your brief as a starting point.

Personal Comments: You did not submit the brief and obtained 0%. You elected to redo it for re-submission. Your assignment functions on a very basic level. See if you can extend on your answers and provide more images to explain further.

Your overall class attendance is very poor; you need to come to class as you are missing vital information.

Also, your time management needs urgent work. The majority of you did not stick to the time schedule provided, you were instructed to complete certain sections up to a point as to prevent a bottle neck towards the end. The brief was intentionally set up to prevent this.

**Personal Comments:**

Your descriptions tend to be on the short side. Make sure that you covered all your basis, one short sentence is not always enough. Provide examples where possible, not just visual but also written to show your understanding. Also, make sure that you refer to your image in your text for example: Body copy, as seen in figure 1, is the text of a document and contains the majority of the written information.

<b>Brief 2</b>	<b>Mark: 24%</b>	<b>Attendance: 0%</b>
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**General Comments:**

- You need to work on your professionalism and time management. This was an easy brief for which you had four weeks to complete. Stick to the schedule.
- Because of your poor time management, I did not consult with you on your manifesto and choice of websites before the final submission.
- Most of you did not create an interactive pdf as instructed.
- You are still not referencing your work according to academic standards.
- Spelling and Grammar
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**Personal Comments:**

- Why did you not attend any of the sessions?
- Your project started off strong. You defined the principal, discussed it and gave a visual example, good job, and then just proceeded to list and briefly discuss each.
- Your project appears rushed.
- You only discussed four of your principals with the first site, and then proceeded to write a paragraph on two other pages. This does not meet the requirements of the brief.
- Inconsistency in design.
- No references or resources, no in-text references, no bibliography. What did you base your reasoning on? Keep in mind that the core component of this brief was research.

<b>Brief 3</b>	<b>Mark: 39%</b>	<b>Attendance: 40%</b>
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**General Comments:**

- Read your briefs carefully. Keep in mind that this brief has a research component attached to it. Make sure you complete, and hand in all aspects of the brief. A lot of you did not submit the research component or submitted it without answering the questions on image formats. Read your brief.
- Time management is still a problem. Most of the websites I didn't see before your final submission. Please make sure that you work consistently throughout the project and show sufficient progress when you come for consultation.
- Attendance is still a problem. I cannot help you if you don't come to class. I can't keep repeating classes because you weren't there without a valid excuse. Most of your sites are not well considered. Keep the user's experience in mind and think about the user's journey. When they visit your site, they will probably first see the landing page (welcome/home). Use this to orientate your viewer and reassure them that they are at the right place, perhaps feature the product and write a small blurb. Next you need to have a space for the product where users can get more information form, perhaps in an about section or a under a product tab. Then you can add a gallery and/or a value section that offers extra hints or tips, sells a lifestyle, or features the product, depending on your site and brand. The contact tab/section is always last. Make sure you feature this, even if you have a contact section somewhere in your site make sure that it is obvious and easy for the user to find.

**Personal Comments:**

- No research, reflection, rationale document submitted.
- I did not see you once for consultation on this brief. Please make sure you ok the design/concept before handing in.
- Papyrus is a very poor font choice. Stick to something simpler. Also there are too many fonts on the page.
- Eat 'n Lic is hard to read. You need to simplify the logo a lot more.
- Limit your choices of fonts and colours to create a stronger sense of brand identity.
- All of your elements are screaming for attention, make sure to include some negative space in your design to have each element come to it's full right.
- Read more button is not functional.

<ul style="list-style-type: none"> <li>• Be sure to include contact details like a telephone number and email address so users can contact you directly. Social media links (that are not interactive) is not enough. Usually this is done under the last tab.</li> <li>• There is a serious lack of design consistency across your pages.</li> <li>• There is no menu under the about, gallery or mission pages making your site very hard to navigate.</li> </ul>		
<b>Brief 4</b>	<b>Mark: 50%</b>	<b>Attendance: 80%</b>
<p><b>General Comments:</b></p> <ul style="list-style-type: none"> <li>• This was a difficult brief. I understand that it was a lot to learn and to do in a short span of time. It is not really possible to learn HTML and CSS in one week, but it was not expected of you. This merely served as an introduction to these technologies. As the brief was difficult I strived to do as much as possible with you in class to help guide you through the project. I am disappointed at your poor class attendance. Please keep in mind that one class builds on the next and if you miss one lesson the whole project falls out of kilter.</li> <li>• Stick to the allocated time schedule. It was a 5 week brief and you only had work and homework for 4 weeks, this meant that the last week was reserved to debug your site. If you struggle with the software, that's understandable, but not completing your research every week is not.</li> <li>• It is of utmost importance that you keep your files and folders organised. Not only does this make it easier for me to mark (which in turn boosts your marks) but it will prevent your links from braking and help with a host of other issues. Also keep in mind in industry you will not be the only person working on your files. Please save it correctly as instructed. If you were in class you would have known this.</li> <li>• All of your images, fonts and CSS files needs to be saved in the same location as your HTML file otherwise the links won't work.</li> <li>• The majority of you did not style your Dreamweaver site (like change fonts and colours etc). You have to move beyond what we covered in class and do further research and development on your own. Like watch tutorials</li> </ul> <p><b>Personal Comments:</b></p> <ul style="list-style-type: none"> <li>• You were absent during the third week. Please note that you need to attend all sessions as they follow on one another, also I am in class to help you where you need it. I did however add the +1 for professionalism as promised.</li> <li>• Thank you for your neat file management.</li> <li>• Research. Be sure to use your own words as far as possible. Also, you need to include your references.</li> <li>• HTML: Your HTML folder is empty</li> <li>• CSS: Does not meet the requirements of the brief. You were instructed to make a three page site. Some CSS was applied. Make sure you read and understand the brief.</li> <li>• Bootstrap: Good work on experimenting a bit and changing the colours form the prescribed ones.</li> <li>• Dreamweaver: You did not style your Dreamweaver site. Things are a little all over the show. See if you can align things better.</li> </ul>		
<b>Brief 5</b>	<b>Mark: 46%</b>	<b>Attendance: 80%</b>
<p><b>General Comments:</b></p> <p>Your class attendance and class conduct is still very poor. This is highly disappointing and demotivating. How can you expect to do well when you can't be bothered to show up or participate? Thank you however to those who do show up and are committed. Many of your pdf documents don't download. I demonstrated how to do this in class. It is highly problematic that you don't consult with me or show progress in class. Keep in mind that I am here to help you. Again, hand in a folder with screenshots of your work so in case the links break that I can still assess your assignment. Many of you are not submitting a research component, you are throwing away marks.</p> <p><b>Personal Comments:</b> Neat website, text on main page is very small, images float around a bit awkwardly. Pdf file not found. It's not obvious that your images are clickable. You cannot navigate back once you are in an estate page. The buttons on your premium page don't work. The menu gets a little bit lost. Site displays differently on different browsers. No research document submitted.</p>		
<b>Brief 6</b>	<b>Mark: 47%</b>	<b>Attendance: 0%</b>
<p><b>Personal Comments:</b></p> <p>Portfolio looks very chunky because of the large point size that you used. Too many effects. No research</p>		
<b>ACDR100</b>	<b>Drawing 2</b>	<b>Daandre Steyn</b>
<b>Brief 1</b>	<b>58%</b>	<b>Attendance: 0%</b>
<p>Supplementary submission. Have to look at foreshortening and body proportions. Some of the limbs are too long. Have to include more contrast in the drawing. The drawings are very grey and appears coloured in.</p>		
<b>Brief 2</b>	<b>40%</b>	<b>Attendance: 29%</b>
<p>Firstly I have not seen this work at all. The last time I saw anything to do with brief 2 from you was when it was still in the planning phases I've never seen you draw or work on this drawing in my class at all. As such policy states that I'm not allowed to mark this. I need to monitor your progress and provide feedback throughout the process of the brief. It also serves to indicate that it is your own work.</p>		

Secondly you had 6 weeks to complete this project. This is an insufficient amount of work and refinement for that period of time. The brief allowed for enough time to have a fully rendered out A2 drawing with a focus on detail. This drawing looks rushed, incomplete and unrefined. You also have very little class attendance. The face on the right-hand side of the drawing lacks any sort of definition or any kind of attention to detail or refinement. Furthermore the face is also not mentioned in any of your iconography or symbolism that you specified in your rationale. The leaves and neck are also very crudely drawn and indicates that this was a last minute drawing and was rushed to finish. Your symbolism and choice of iconography is at times very obvious and literal and they could have been more effectively incorporated.

<b>Brief 3</b>	<b>35%</b>	<b>Attendance 38%</b>
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You have to work on your presentation. Just leaving your drawings on the table is very unprofessional especially after I said that you had to put them on the boards. Your visual Diaries submission also leave a lot to be desired, you literally just handed in two pages with images on them without any context or any form of consideration for layout. This is very unprofessional of you.

You were hardly in class over the entirety of the brief. I only saw one of these drawings before submission. This is unacceptable I cannot give you feedback or marks for something I have not seen.

The coffee stain drawing seems very rushed and the medium is not well handled. There's over worked with no attention to design elements or fundamentals. As I mentioned to you when discussing the medium you need to leave specific areas white use the stains sparingly to create visual intrigue in the drawing. Just haphazardly covering the entire page with coffee stains creates a messy look. Anatomy of the figure is also very problematic if with the chin area as well as the size of the hand in relation to that of face.

The blue ballpoint pen drawing is very crudely handled. The example you provided in your visual diary far more subtle and delicate handling with the medium. Your drawing in the other hand is very rough with your line work visible in the drawing. These two techniques do not correspond very well. As for your drawing itself your technique could be a little bit more refined looking at the different textures and how to utilise different making in order to separate the different textures from one another as well as having a more considerate approach to the actual mark making, taking into consideration the volume and contours of what you are drawing.

I do not know where the last drawing comes from. Apparently according to the PDF document that you submitted your third inspiration was based on work by CHRISTINE KARRON, Yet there is nothing about her style that is evident in the drawing that you made. This drawing looks rushed as well and there's no delicacy or finesse with handling of the painting media in the background, the face is skew, and the fact that you draw the teeth individually, and the lack of attention to the hair and mouth gives you drawing a very amateuristic look and feel. Composition of all three your drawings is very problematic. Spend no time considering where or how you going to place the figures on the page you simply just put them in the middle and Drew them very small each. Is one of the actual drawings that you made a very small and can actually fit on an A4 page each. Point of making an A3 drawing when it fits on an A4 page. Composition in the negative space around images is not utilised well at all.

Did not submit the last drawing.

<b>Brief 4</b>	<b>45%</b>	<b>Attendance:</b>
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You did not complete the required quiz on MyLMS.

You did not complete the required turn cycle, and your face exploration shows very little variation. Turn your characters head, I needed to see the face from different angles and expressions as well. Work on your line variation. Vary the thickness of your lines in order to create a more visually interesting character.

A very interesting idea to incorporate and combine Popeye and Boondocks. However, the conceptualisation for your character shows very little evidence of your thinking process and developing the character. You drew one character and that's the one you stuck with. Your turn cycle is incomplete and your facial exploration shows little variation, especially with regards to the angle of the face.

The shadows on your final character are confusing. Where is your light coming from? You seemed to have placed your shadows arbitrarily. highlights and a coloured background would have helped your character stand out more.

<b>Brief 5</b>	<b>10%</b>	<b>Attendance: 33%</b>
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This submission is incomplete. You had to create a 4-page, fully coloured graphic novel as well as a cover page. The work you submitted does not reflect the time you had for completing this brief. You had at least 30 hours of dedicated class time to complete this brief. This time in itself should have resulted in a more complete submission.

You did not submit your research document that shows your planning, pre-sketches, storyboards or reference material.

This is a graphic novel and should have been presented as such. You should have combined the pages into a single document that reflected the layout of a graphic novel. The second and third page should have been a double page spread.

There is almost no consideration for visual communication in this submission. Your visuals hardly reflect the story you want to tell. There is also very little continuity in the storytelling. There is no connection between page 2 and 3. It is just a random page that appears out of nowhere that has no bearing on the other pages.

Your drawing skills showcased in this brief is below standard. There is very little evidence of competency in the inked linework or the underlying drawings.

<p>The colouring of the pages indicated that you did not attend class for the tutorial, or engaged with the resources provided in the brief document and MyLMS.</p> <p>You gave no consideration to the text. The text bubbles are unimaginative. The font choice (or rather lack of font choice) is problematic. Your text size varies from panel to panel and at times are too small to read. There is no breathing space for the text in most of the text boxes. This is basic design and layout considerations that you should have been able to do since first year.</p> <p>There is very little consideration for the backgrounds in the panels with almost no details and only flat colours. You also just used your character drawing from brief 4 for the cover of the graphic novel as well as on the last page. Considering the mark you got for that brief it might not have been the best idea. Furthermore, it was a poor attempt at creating the cover page. The layout of the cover, what little there is, is ill-conceived. The red bar at the bottom and the (what I assume to be) the barcode indicates no design consideration at all.</p> <p>In short, this is a poor excuse for a graphic novel that was rushed and slapped together at the last moment. The only consistent thing in this entire submission is utterly bad drawing. If you maybe attended class at all, and not just pitch up the last day with a half a page with an excuse for a drawing on it you might have had the benefit from lecture input as well as time to actually do the work.</p>		
<b>Brief 6</b>	<b>33%</b>	<b>Attendance: 0%</b>
<b>ACTP200</b>	<b>Typography</b>	<b>Val Kekana</b>
<b>Brief 1</b>	<b>0%</b>	<b>Attendance: 0 %</b>
Non-submission		
<b>Brief 2</b>	<b>53%</b>	
<p>Headline: Alignment issues. Well done on hierarchy  Subhead 1: Alignment issues. Well done on hierarchy. Remove commas.  Subhead 2: Alignment issues. A bit too small for subhead 1. Fix  Design quote: Too small. Missing a comma  Body text: Page left is three columns; incorrect. Page right is cool.  Author: Well done  Art: Well done  Folio: None supplied  Photo captions: A bit too big  Find out from a friend on HOW I expect your reflection statement.</p>		
<b>Brief 3</b>	<b>52%</b>	<b>Attendance</b>
<p>Moodboard is a mess. I said look for images that relate to the texture and not words relating to the actual word. Eg. Look for pictures associated with basketball and not elastic. Black strokes?! Distorted images :(</p>		
<b>Brief 4</b>	<b>52%</b>	<b>Attendance:</b>
<p>Reflection: Not submitted.  Recruitment: How is this art deco? Not successful.  Utopia/Heroic Realism: I see the Bauhaus reference, but your visuals DO NOT say anything about sports. :( Upside-down text?? Revise. Even your message doesn't communicate "Utopia/Heroic". "Thei poster (its a postcard) will bring in all sportsmen and women of all ages". bring them where? Why? I am so lost.  Dystopia: The style is awesome, copy contrast ic cool. You have the word "Christians" on the card? Why? And exhibition???? what is going on?? Why does your copy fall off page??  Blackmail: We could have used this font to accentuate certain words instead of using it everywhere. It's very hard to read. I don't know how this card is post modernistic.  Help our cause: Lovely style. But your copy is hard to read. It reads " Stand cause for a do it because"....??????  REVISE. I love your logo treatment.  Overall: I am glad that you stuck to the corporate colours. Why are your social media icons in a white block? In class I specifically asked the whole class to source VECTOR icons. Even your logo in a white block is not cool. WHAT ARE YOUR ADVERTISING!?! These are plain post cards and not invitations to "exhibitions" etc. REMOVE ALL THAT CONTENT!! I wish you consulted with me on every step of your development ***.  Working in a vacuum doesn't work. You are making silly mistake that are costing you serious marks. YOU MUST SOURCE REFERENCES FROM DIFFERENT SOURCES, A BIT FROM HERE, A BIT FROM THERE, THEN PUT IT ALL TOGETHER TO CREATE SOMETHING NEW. JUST USING ONE REFERENCE IS <b>PLAGIARISM</b>.</p>		
<b>Brief 5</b>	<b>42%</b>	<b>Attendance:</b>
<p>This solution is a technical nightmare ***!! What?!? I have stressed numerous times that you MUST use vector icons WITHOUT WHITE BACKGROUNDS. These you can download for free. Line spacing too high. Repetition of content. Left and right. Some content is upside down. WHY??? Logo in front? "Found in the heart of bright city lights of Johannesburg" ok cool. " in the middle of two towns Johannesburg and Pretoria" WHAT?!?! JHB is a city and not town. Double check, you have some words in title case that don't need to be. eg "bright, middle etc?? Is Magnifico the name of the estate?</p>		
<b>Brief 6</b>	<b>44%</b>	<b>Attendance:</b>
<p>Body copy is garish. Too bulky. Too many basic issues. Alignment, consistency, sensitivity to typographic hierarchy etc. Brief 2 not submitted. Where are the rest of your postcards, the rest of brief 3? Even your brochure is missing the other side. How does this brochure work??</p>		

<b>ACAW200</b>	<b>Animation Workshop</b>	<b>Kashan Krawitz</b>
<b>Brief 1</b>	<b>54%</b>	
<b>Brief 2</b>	<b>42%</b>	<b>Attendance:</b>
<b>Brief 3</b>	<b>0%</b>	<b>Attendance:</b>
Non-submission		
<b>Brief 4</b>	<b>50%</b>	<b>Attendance:</b>
<b>Brief 5</b>	<b>45%</b>	<b>Attendance:</b>
Don't see the saffron, move stills, type needs lots more craft and love. Type disappears, more animation. Carry over some of those light leaks into video (overlay them) look for free light leak footage its out there. Elements need to be clearer.		
<b>Brief 6</b>	<b>42%</b>	<b>Attendance:</b>
your fundamentals are totally lacking. Dated, ill-considered design.		
<b>AC3D220</b>	<b>3D</b>	<b>Kasha Krawitz</b>
<b>Brief 1</b>	<b>54%</b>	
<b>Brief 2</b>	<b>20%</b>	<b>Attendance:</b>
No research , no render.		
<b>Brief 3</b>	<b>0</b>	<b>Attendance:</b>
Non-submission		
<b>ACGD200</b>	<b>Graphic Design</b>	<b>Bianca le Cornu</b>
<b>Brief 1</b>	<b>0</b>	<b>Attendance: 20%</b>
Arrived late. No submission. Please submit for supp on 1st day of 4th quarter.		
<b>Brief 2</b>	<b>48%</b>	<b>Attendance: 50%</b>
No research. The bad bevel takes away from the premium aspect you are suggesting. Premium is clean and smooth - not bevelled and cheesy. Easy to fix - this would have been fixed had you bothered to come to class with stuff to show me. From now on, if you do not bring work to my class you will leave my class and come back the following week with stuff to show me. No consultations outside of class unless you bring work to class. I am actually quite angry with you because this has a lot of potential and I can see it working were it not for the silly mistakes that could have been fixed. Colour palette page is incorrect. How many fonts are in this brief? Looks like 4. What is the mark on your letterhead? Not enough detail on the various elements - signage needs work. How or where am I supposed to find you or know what you are? Hmmm? Gift voucher laid out poorly. If you are premium, do your clients really want button badges? Think about your clients. Incomplete - missing aspects such as social media etc.		
<b>Brief 3</b>	<b>30%</b>	<b>Attendance: 80%</b>
This is abysmal. You are supposedly a young designer and yet think that it is okay to not come to class, to not show proper progress and to then create a poor excuse for a logo that includes elements copied off the internet (PLAGIARISM). According to our policy, I don't need to mark this as I saw no real progress and it is essentially plagiarism but will I provide feedback and give you a bad mark - next time this will be 0. Furthermore, you will sign a plagiarism warning. The logo is atrocious. No consideration for colour and plagiarism is evident. If you are still using papyrus as a font - you clearly know nothing about design. Designers mock other people for using this font. Label - both badly designed with no actual style. This is a product of Harare in Zimbabwe but the ingredients are in French or Spanish? If you have various ingredients in your bag then empty the contents of the bag into a container and make/ show the other elements. You will have to fix everything IN CONSULTATION WITH ME and then resubmit for your supp.		
<b>Brief 4</b>	<b>40%</b>	<b>Attendance:</b>
Not enough research at this level. Did not consider target market especially with loads of copy. (Conquered depression) - negative images. Don't show images that can instil fear. If this brochure it to help people remind themselves that they have purpose ... help them get from the darkness into the light by reminding them. There is no look and feel - you have simply taken images off of the internet (which you are not allowed to do) and none of them match the overall design and tone you are supposed to be setting. While it is better than the original plagiarised one, it is still a lazy attempt at being a designer. All the images don't match (should be creating your own in all the same look and feel as a designer), the typography changes from page to page, lack of hierarchy, pixilation, squashed typography on some pages, SPELLING!!! This brochure lacks purpose.		
<b>Brief 5</b>	<b>50%</b>	<b>Attendance:</b>
. General Feedback		

