



11 ITMM

## TASK 1a: Ideas and Development (Group project)

Due Date: 13/03/2020

Date Distributed: 28/02/2017

Task Weighting: 10%

### Outcomes

- P1.1 describes the organisation and management of an individual business within the focus area study
- P1.2 identifies appropriate equipment, production and manufacturing techniques, including new and developing technologies
- P2.2 works effectively in team situations
- P3.1 sketches, produces and interprets drawings in the production of projects
- P3.2 applies research and problem-solving skills
- P3.3 demonstrates appropriate design principles in the production of projects

## ASSESSMENT OUTLINE

### 1. WHAT AREAS OF LEARNING DOES THIS ASSESSMENT ADDRESS?

- Investigate the organisation and structure of a business
- Demonstrate and implement the principles and elements of design
- Produce a professionally appropriate product and accompanying presentation

### 2. WHY IS THE COMPLETION OF THIS ASSESSMENT IMPORTANT?

This assessment provides an opportunity to research the advertising industry in order to establish your own advertising company. As its owner, you will develop a mission/vision statement and outline the structure of your company. With your design skills, you will apply the principles of design to create your company logo to reflect your identity and values, separating you from the competition and fostering brand loyalty.

During the course of this subject you are going to revisit the various logo designs and finalise your decision to adopt the most appropriate one for your company. You will learn a variety of graphic design concepts in order to design a professional logo. You will build on your communication skills by producing a presentation which outlines your reasons for choosing a particular industry and the reasoning behind the design choices you have made.

### 3. WHAT STEPS DO I TAKE TO COMPLETE THIS TASK?

#### Task Outline

You are to establish an advertising company that specialises in producing industry specific multimedia content in order to assist clients in strengthening their brand and expanding their market reach. Specialisation areas include:

- Technology/Artificial Intelligence
- Sport
- Hotel/Accommodation
- Travel
- Food
- Education
- Children
- Sustainability solutions
- Marine

Select an industry specialty from either the above list or one of your own choosing in consultation with your teacher. Use the guidelines below to create a summary business portfolio and company logo. You are to present this to prospective clients at an upcoming business start-up convention.

#### Guidelines:

**a. Company Profile. This section of your presentation should include:**

- Company name and its mission/vision
- The types of projects within your industry that you offer, for example, radio and television commercials
- Organisational structure and the reasons for choosing this type
- Three employee profiles and their roles

**b. Logo Design. Design and present a logo that represents your advertising business.**

- Research and data gathering
  - o Research the logos of two current advertising companies. Make a list of all the elements that are included in the design (line, direction and style, shape and size, colour, texture)
  - o Construct a PMI table to consider the pros and cons of each design and evaluate its effectiveness
- Concept Designs
  - o Include four complete designs so that one will be selected as the final logo for your company
  - o Produce a vector image of your logo on software and programs that are used as standards in the multimedia industry such as Adobe Illustrator

#### Details for Submission

##### Submission Requirements

- Present your information using your choice of presentation software. It needs to be:
  - between 3-5 minutes
  - visually engaging
  - include Q and A section for audience participation
- This task is to be completed in pairs. Your logo designs and presentation must be uploaded to Moodle by at least one member of your group.

Students who are unable to submit the task by the due date, or have a legitimate reason for missing the task, must notify the school before the task due date. To avoid a zero mark being awarded, any non-submission must be supported by valid misadventure/illness documentation as outlined in the Year 11 Assessment Booklet.

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## 4. HOW WILL MARKS BE AWARDED TO MEASURE MY LEARNING?

See the following marking rubric for details

### 11 ITMM Task 1a: Ideas and Development (advertising company profile and logo)

Criteria	0	1	2	3	4
<b>COMPANY INFORMATION</b>					
<b>Company details</b>	No company details	One item of information provided from the list: - Company name, mission/vision - Project offerings - Organisational structure - Employees and their roles	Two items of information provided from the list: - Company name, mission/vision - Project offerings - Organisational structure - Employees and their roles	Three items of information provided from the list: - Company name, mission/vision - Project offerings - Organisational structure - Employees and their roles	Four items of information including all below: - Company name, mission/vision - Project offerings - Organisational structure - Employees and their roles
<b>LOGO DESIGN</b>					
<b>Research</b>	No evidence of research	Provides limited information about logos. No PMI table	Provides basic information about two logos and a general statement for each design. PMI table provided	Provides sufficient information on two logos and analyses each design. Uses a PMI table	Provides detailed analysis of two logos with strong evaluation of each. Uses a PMI table
<b>Concept designs</b>	No sketches or ideas submitted	Limited attempt at sketches or design ideas. Thought process not visible	Demonstrates basic level of skill in sketching and idea generation. Thought process is not visible.	Demonstrates good level of skill in sketching and idea generation. Thought process is visible.	Demonstrates high level of skill in sketching and idea generation. Thought process is clearly visible.
<b>Logo quality</b>	No logo provided	Poor quality. Incomplete logo presented. Little consideration given to layout and elements of design	Basic quality in most aspects of the logo Lack of consideration given to layout and elements of design	High quality in most aspects of the logo. Thought given to layout and elements of design	Excellent quality in all aspects of the logo Visible thought given to layout and elements of design
<b>Design Appeal</b>	No logo provided	Logo is disorganised and uninteresting	Logo is somewhat attractive but limited in capturing the viewer's interest	Logo is attractive in design and layout and interesting to the viewer	Logo is attractive and unique in design and layout. It significantly appeals to the viewer's interest
<b>PRESENTATION</b>					
<b>Presentation</b>	No presentation submitted	Presentation is unclear, not visually appealing with minimum audience engagement	Presentation is clear, not visually appealing and no audience engagement	Presentation is clear and explicit, visually appealing with adequate level of audience engagement	Presentation is thorough and explicit, visually appealing with a high level of audience engagement
<b>TOTAL MARKS</b>					<b>/24</b>