

Tips for Trainers

These sample coursework tasks have been devised and written by experienced teachers of the VET in Schools program (VETiS). Whilst due regard has been given to Victorian Curriculum and Assessment Authority (VCAA) regulations and the Commonwealth of Australia's CUF07 Screen and Media Training Package, these tasks are in no way endorsed by these bodies. Furthermore, we strongly recommend that you familiarise yourself with all relevant advice before developing an assessment regime that suits your training environment and clientele.

To be eligible for a study score students must:

- achieve all the units of competence designated as the scored Units 3 and 4 sequence
- be assessed in accordance with the tools and procedures specified in the *Interactive Digital Media Assessment Guide*, which is to be published by the VCAA
- undertake an examination in the end-of-year examination period, based on the underpinning knowledge and skills in the units of competence advised by the VCAA.

Whilst VCAA provides generic assessment criteria for each task type, we recommend developing more specific guidelines to assist learners in understanding task assessment and therefore, in maximising their scores. Examples of task specific assessment criteria are shown on pages 15, 29, 39 and 45.

Our samples demonstrate the ability to pair any of the six Units of Competency, and still meet the requirement that any one task must not exceed more than 100 nominal hours.

Please note that any task type may be used only twice. For example, your three assessment tasks could comprise two Products and one Portfolio but not three Products.

Of the four task types allowed by VCAA, we have found the Product and Portfolio tasks are ideally suited to the required skills and knowledge in this course and the simulated workplaces that most of us find ourselves in. Trainers, however, could adapt and develop some of these sample tasks to become Work Project tasks. Work Performance tasks are best suited to assessment in the workplace.

Because each training environment will differ, we have not specified allocated times for each sample task. However, this information must be provided to all trainees and should not exceed the VCAA assessment guidelines for each task type, namely:

- Product – preparation of plan 1 to 2 hours, production 15 hours
- Portfolio – 5 to 12 hours to complete and compile 3 to 5 items.

The following table summarises the sample tasks we have prepared. It shows that any unit can be paired with any other and that the nominal hours for each pair do not exceed 100.

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	CUFDIG304A Create visual design components 30 hours	CUFDIG302A Author interactive sequences 40 hours	CUFANM301A Create 2D digital animations 35 hours	BSBDES302A Explore and apply the creative design process to 2D forms 50 hours	CUFDIG301A Prepare video assets 30 hours	CUFWRT301A Write content for a range of media 40 hours
CUFWRT301A Write content for a range of media 40 hours	Butterfly Foundation AS-U-R Game Screens (task type – Portfolio) 70 hours, page 3	Restaurant Website (task type - Product) 80 hours, page 5	Animation and Copy Portfolio (task type - Portfolio) 75 hours, page 9	Bloom’s Fragrances (task type - Product) 90 hours, page 16	Getem Magazine (task type - Portfolio) 70 hours, page 20	
CUFDIG301A Prepare video assets 30 hours	Sports DVD Menu Sequence (task type - Product) 60 hours, page 24	Personal Digital Showcase (task type - Product) 70 hours, page 26	Aquarium in Action (task type - Product) 65 hours, page 30	Showreel for Artist (task type - Product) 80 hours, page 32		
BSBDES302A Explore and apply the creative design process to 2D forms 50 hours	“Life” (task type - Portfolio) 80 hours, page 34	Band Website (task type - Product) 90 hours, page 36	Youth Issue Animation (task type - Product) 85 hours, page 40			
CUFANM301A Create 2D digital animations 35 hours	Mateship Campaign (task type - Product) 65 hours, page 42	Susie+Squidge.com (task type - Product) 75 hours, page 46				
CUFDIG302A Author interactive sequences 40 hours	Claire’s Cup Cakes (task type - Product) 70 hours, page 49					
CUFDIG304A Create visual design components 30 hours						Hours represent total nominal hours which must not exceed 100.

Butterfly Foundation AS-U-R Game Screens (Portfolio)

CUFWRT301A - Write content for a range of media

1. Prepare to write content.
2. Draft content.
3. Finalise content.

CUFDIG304A - Create visual design components

1. Clarify work requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Produce visual design components.
5. Finalise visual design components.

Time allocated: _____

Due date: _____

Brief

The Butterfly Foundation's AS-U-R Project is a program to educate teenage girls. Its objective is to encourage them to be conscious of nutrition and exercise as healthy ways of controlling weight. Part of its strategy is the use of an educational **game** which it markets to schools and teachers through **advertisements** in educational magazines.

The audience for the **game** is Victorian teenage girls in secondary schools at Years 8 - 10. The purpose of the game is to educate in an entertaining way about healthy eating facts, body image, skin care and the benefits of exercise.

The audience for the **advertisements** is secondary teachers of Science and Health & Human Development plus health educators in secondary schools. The purpose of the advertisement is to promote the game to teachers as a viable way of bringing the issue of healthy body image to the classroom.

The Butterfly Foundation requires you, a graphic designer specialising in interface design, to create each of the following:

- An opening title screen for the game with menu system
- Instructions screen for the game
- Two typical game screens with quiz questions and word-based activities
- Press advertisement for the game

Functionality is not required in the game screens at this stage. You have been requested to present the best of your designs to the Butterfly Foundation in booklet form.

Guidelines

Step 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and time you will need for each then complete a timeline. Towards the end of each session, note what you did and briefly comment on how you are progressing in meeting the production plan. Make a note of any problems or issues you have and evaluate how you solved or overcame them. This is an important part of the assessment.

Step 2: Design the game and advertisement

Documenting your design process, generate and refine ideas for the required game screens:

- An opening title screen with menu system
- Instructions screen for the game
- Two typical game screens with quiz questions and word-based activities

Once you have a clear concept for the game, design the press advertisement, again documenting your design process.

Step 3: Write and re-draft game and advertisement content

The Butterfly Foundation will supply you with some information from their website at www.thebutterflyfoundation.org.au. You will also need to research healthy eating facts, body image, skin care and the benefits of exercise. Utilise this information in the creation of the content for your game screens and your press advertisement. Re-write and edit it following the drafting process, using appropriate language for the target audiences. Check with your supervisor to ensure the correctness and appropriateness of your content.

Step 4: Produce the game screens and press advertisement

Choosing appropriate software, produce the game screens and press ad from your designs and content, keeping in mind that the client requires print versions at this stage.

Step 5: Collate the designs including index

Print the best of your designs, between three and five of them, with content included, for the game screens and the press advertisement, and assemble them in a bound A4 folder. The folder should be presented as you would to the client. It should look professional, including a cover page and an index. On the index you need to include which unit of competence relates to each inclusion. The two units are:

- CUFWRT301A Write content for a range of media
- CUFDIG304A Create visual design components

Step 6: Review

In writing, evaluate your designs against the brief and storyboard.

Step 7: Submission

In addition to the A4 folder, you should submit all drafts of content, research and design process documentation, production plan and review.

Restaurant Website (Product)

CUFDIG302A- Author interactive sequences

1. Plan use of authoring tool.
2. Prepare to use authoring tool.
3. Produce interactive sequences.
4. Check functionality of interactive sequence.

CUFWRT301A- Write content for a range of media

1. Draft content.
2. Finalise content.

Time allocated: _____

Due date: _____

Brief

Frederick Williamson is an experienced chef who has trained and travelled all around the world working in fine dining restaurants and with some of the world's greatest chefs. After years of travel, especially in Europe, Frederick is ready to settle in Melbourne and establish his own restaurant.

Frederick and his wife Rachel have just purchased a building to open a fine dining restaurant in South Yarra. They have employed you to create a web presence for their business that will be informative for potential customers.

The Product will need to meet the specifications as outlined by the clients, Frederick and Rachel Williamson, who would like the following information to be included:

- A catchy name and logo for their restaurant- they are open to your ideas and suggestions however, it must exude class to attract their target market of wealthy business people and their associates
- A smart and sophisticated colour scheme
- Include the following aspects:
 - A welcome page
 - An explanation of the type of food, décor, etc.
 - Menu- has been provided for you to reformat and supply on the website
 - A map showing the location of the restaurant
 - An electronic booking form for booking special events
 - Chef biography
 - Contact details- address, phone, fax and email
 - Email address to be: restaurantname@bigpond.net.au
 - Business hours

They would also like:

- The logo displayed on each page of the site
- Easy and consistent navigation throughout the site
- Appropriate colour scheme be developed and applied
- Use of appropriate images (must be original)

Guidelines

What you need to do:

1. Planning and research

- Research the information about similar restaurants that could assist you
- Draw a site map to demonstrate the structure for the site
- Provide a written report of approximately 500-600 words, explaining:
 - How users will navigate the site
 - How you are going to design the site including information about the sort of images you are planning on using. Include storyboards.
 - What colour scheme you are going to use and why
 - How the site will meet the needs of the client and end-user

2. Development of the website with interactivity to meet the client brief

3. Review

In writing, evaluate your website.

4. Submission

You should submit all your drafts of content, research and design documentation and your review in an A4 folder as well as your report from section 1 in the guidelines.

The Owners have provided the Menu for you to use on the website:

Menu

Entrée

Half a dozen Tasmanian Oysters \$12
Four tastes – Your waiter will advise \$15
Warm duck and orange salad \$15
Soup of the day \$12
Salt and pepper calamari - \$14

Main

Lobster Ravioli \$28
Seafood Linguine \$24 / \$32
Grilled Beef with Asian vegetables \$34
Roast Pork with vegetables and apple sauce \$30
Fish of the day – Market price
Old-fashioned chicken pie with mushrooms and a side of vegetables \$25
Vegetable risotto \$17 / \$24

Dessert

Mixed sorbets- ask your waiter for today's selections- \$9
Lemon Tart with passionfruit and raspberry coulis- \$12
Strawberry Pavlova with cream- \$10
Cheese and Fruit platter -\$14
Warm chocolate pudding with macadamia ice-cream- \$12

Sides

Steamed beans \$7
Pear, walnut and rocket salad \$10
House fries \$7
Warm olives \$5

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Page Title-	Page _____ of _____
Client-	File name-
Web Designer-	Screen Dimensions-
<p>DRAFT: Check for VCAA Compliance</p>	
Additional Information- backgrounds, graphics, links etc:	

Animation and Copy Portfolio (Portfolio)

CUFANM301A Create 2D digital animations

1. Identify animation requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Source key animation elements.
5. Produce animations.
6. Finalise animations.

CUFWRT301A Write Content for a range of media

1. Prepare to write content
2. Draft content
3. Finalise content

Time allocated: _____

Due date: _____

Brief

You will be creating a **digital portfolio** of your work to show to potential employers, demonstrating your skills in writing content and developing 2D animations. To create this portfolio, you will first complete each of the tasks detailed in this brief. You will then select your best **three to five** tasks for inclusion in the portfolio. However, you must include a **walk cycle** and an example of **lip synching**. The accumulated length of your animations must be **at least** 1 minute, 20 seconds. For example, from the tasks below you could not only submit only Task 1 (20 seconds) and Task 3 (30 seconds) because that would only make an accumulated 50 seconds in total. However, you could submit Task 1 (20 seconds) and Task 2 (1 minute 30 seconds) as this would make 1 minute 50 seconds of animation.

You will submit a CD containing two folders – one will be called 'Work Files' and will include everything that you used to work on the tasks, including the final FLAs. The other will be called 'Portfolio' and will be the final product.

The Portfolio folder will contain a **webpage** for each task. It will include the animation component (embedded as a SWF) and the written content (eg, the script of an animation.) You must also create an **index** page with a link to each task. A sample storyboard for the task webpages and a sitemap for the portfolio are included in the Guidelines.

The process you use should be **documented** in detail in a Visual Diary or Display Folder. This should include your overall plan for how you will use your time, the design process for each task and a brief **diary** describing what was accomplished each session. This will be submitted along with the portfolio CD and will be used in the assessment. Also inside your Visual Diary, you will need to complete the **review questions** found in the Guidelines.

Task 1: Promotional Web Banner

The most popular car television show in Australia is *Accelerate*. It is aimed at serious rev-heads (typically, males between the ages of 18-30) and contains segments testing some of the best super cars in the world. In style, it is often humorous and self-deprecating. Recently, it has launched a new online-only magazine. Aimed at the same audience as the TV-show, it contains many of the reviews in more detail and has video segments of the show including outtakes and unseen footage.

You have been asked to create an animated web banner ad of size 468 by 60 pixels. It should encourage readers to click through to the magazine and will be used on a variety of car websites including car modification and racing websites. You should make use of the official colours of the show – yellow and black – and the 15-20 second animation should loop seamlessly.

Task 2: Animated Children's Movie Trailer

From *Sleeping Beauty* to *Up!*, there has been a long history of successful animated movies for children. You have been hired by *Dreamtime Productions* to create a proposal for a new take on a traditional fairytale. This proposal will be in the form of a 1-1.5 minute movie trailer that will also be used in the cinema to promote the final film. It should be sized 1280 pixels by 720 pixels. The film should be appropriate for both boys and girls aged 6-8 years old. Include the start date of January 2015, the phrase 'Dreamtime Productions Presents' and promote the names of any actors or actresses providing the voices for your animation.

Task 3: Community Service Announcement

Community Service Announcements are used on television and radio to impart useful information to the community as a whole. In response to the growing popularity of all-things vampire, you have been hired by a satire and comedy television show (in the style of *The Chasers War on Everything*) on ABC1 to create a short, animated 20-30 second segment in the style of a community service announcement. It should appear to be from the Department of Health and Ageing for the State of Victoria and contain the following information:

- The WHO has declared an epidemic of Blood Dependent Nocturnal Citizens
- Origin unknown, appears to be Transylvanian
- Signs and symptoms include:
 - Sensitivity to light
 - Changes in eating habits
 - Pale Complexion
 - Abnormal Dental Growths
- Advice: Seek immediate medical attention
- Contagious - Avoid contact with others displaying signs or symptoms
- Can cause death
- Further information number: 12 54 60

It should be sized 720 pixels by 576 pixels. It should finish with a humorous tagline and logo.

Task 4: Educational Instructional Video

According to the *Australian Government Department of Broadband, Communications and the Digital Economy*, older people are beginning to use the Internet at an increasing rate. In 2006, approximately 44% of people aged 55 and over are internet users; with the trend increasing, it is likely to be higher by now. There are many good reasons why. The *Department of Broadband, Communication and the Digital Economy* has hired your company to create a 30 second educational animation demonstrating some of the advantages of the internet for older users. It will be shown in nursing and retirement homes across the country. It should be aimed at those aged 60 and above and be of the size 800 by 600 pixels.

Task 5: Melbourne Restaurant Review

You have been hired as a freelance writer for the *Epicure* section of The Age website. You have been asked to write a review of a local Melbourne Restaurant. The review will be placed online. Your review should:

- be in the first person
- avoid passive voice
- be four paragraphs in length
- make use of the inverted pyramid structure

Accompany your review with a short 10 second animated slideshow showing three original photos of the restaurant and food.

Guidelines

Review Questions (1000-1500 words)

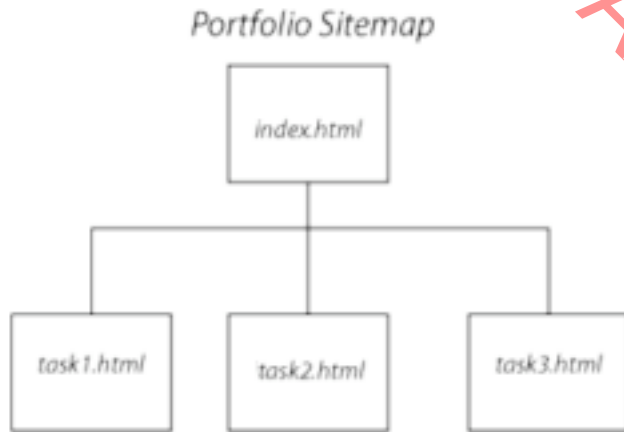
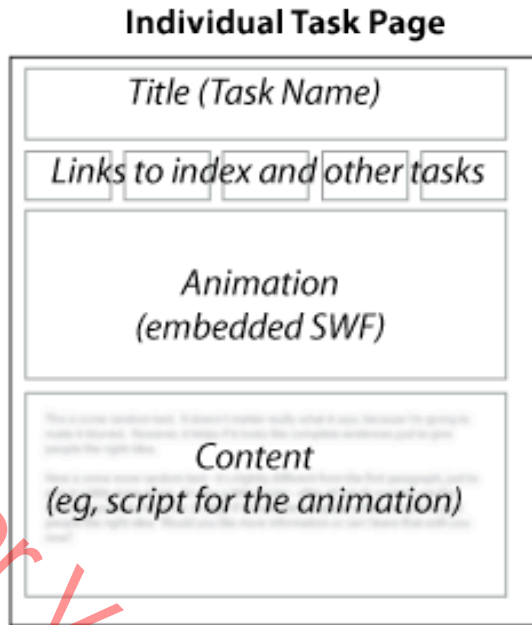
The answers to these questions should be in your Visual Diary.

1. Is your portfolio successful? How do you know you have successfully answered each of the briefs?
2. Describe the range of audiences that you addressed throughout the portfolio; how did your approach differ for each one?
3. When do you use some of the key concepts of animation techniques, screen principles and visual design and communication? Describe each key concept involved and how you have used it in your portfolio.
4. Describe each key concept involved in writing content and copy, and how you have used it in your portfolio.
5. What techniques did you use for planning? If you did not meet your planned timeline, why was this the case?
6. What problems did you encounter during the course of this assessment task (this should include writing, design and technical problems)? Describe how you solved these problems and what resources you used.
7. Imagine a small company with five employees that are involved in designing interactive animations for the web. Describe the roles and responsibilities each team member might have.
8. When is it okay to use text written by another person on a website?
9. When is it okay to use characters designed by another person?

Advice

- Read the review questions before you start; keep notes as you go that will help you answer the questions in detail. The review is an important part of your assessment.
- Make sure your visual diary reflects the design process; a helpful technique is to head each page with the step you are working on. That way, when the trainer is assessing, it will be clear to them that you have a good idea about the process for animation and writing content and copy.
- Complete all tasks to the best of your ability before selecting your portfolio pieces. This will give you the widest range of work to choose from.
- Try to choose the completed tasks which best demonstrate **both** your ability to animate **and** your content and copy writing skills.
- **Manage your time** well by planning how long to spend on each task and the final portfolio. Make sure that you allocate a little extra time at the end for fine tuning your submitted tasks, completing the review questions and presenting your work. You should do this **before you start** and submit this planning in your visual diary.
- Don't spend too long on the actual **website**. It should present your work well but this assessment task is looking at your animation and content writing skills – not your website design skills. Aim for something simple that displays your work well and spend most of your time on the content and animation.
- Be ambitious but realistic – this is your opportunity to show how much you've learnt but make sure you can create what you want to achieve within the timeframe.

Sample Layout and Sitemap



Submission Checklist

- Completed all five tasks.
- Visual diary shows design and writing process for all tasks.
- Diary included listing what is accomplished in each lesson.
- Digital copies of any working files, inside the *Work Files* folder on the CD.
- Chosen the final 3-5 designs.
- Checked the total length of the animated segments is more than 1 minute 20 seconds.
- Final designs presented on webpages, inside the *Portfolio* folder.
- Check all embedded SWFs and Images in your Portfolio function on another computer (ie: check you have used relative links).
- An index webpage linking to each task.
- Completed and proof-read your answers to the review questions. Pasted into your visual diary.

Assessment Criteria

Criteria	1	2	3	4	5
Application of Underpinning Knowledge					
Description of key animation concepts in review demonstrates a thorough understanding					
Description of key content and copy writing concepts in review demonstrates a thorough understanding					
Animation in Portfolio demonstrates key understandings and skills					
Content and Copy in Portfolio demonstrates key understandings and skills					
Portfolio Tasks clearly meet the required brief					
Planning and organisation					
Each stage of the animation design process documented in detail in visual diary					
Each stage of the writing process documented in detail in visual diary					
Planned a detailed timeline that is reflected in the diary					
During the generate and assess ideas stage, explores a number of solutions					
All deliverables for submission are organised in a logical fashion (file names, directory structure, visual diary, etc)					
Expressing ideas and information					
Content and copy elements of the Portfolio reflect an awareness of audience					
Styles used for the Content and Copy are appropriate for the given purpose					
Visual Diary and Review Questions make use of relevant information and ideas					
Appropriate language as well as industry and enterprise terms are used when appropriate					
Grammar and spelling are correct. Work has been proof read with care					
Content					
The Content and Copy Competencies are met at a high standard					
Animation is of a high standard					
Visual Diary is detailed and reflects careful thought and planning					
Portfolio demonstrates skill across a wide range of situations and tasks					
Portfolio is presented in a professional fashion					
Independence					
Diary and Review questions reflect an independent attitude to problem solving					
Meets timelines without outside intervention					
Research during the design process informs but student still demonstrates initiative and creative thinking, as shown in the Visual Diary					
Student makes use of questions and further research to expand on the given brief					
Animation reflects a growing individual style and visual approach					
Total:					/125
Adjusted total (divide by 5):					/25

Bloom's Fragrances (Product)

CUFWRT301A Write content for a range of media

1. Prepare to write content.
2. Draft content.
3. Finalise content.
4. Produce visual design components.

BSBDES302A Explore and apply the creative design process to 2D forms

1. Source information on 2-dimensional design.
2. Explore the creative design process for 2-dimensional forms.
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms.

Time allocated: _____

Due date: _____

Brief

Bloom's Fragrances, importers of high quality perfume and aftershave, have decided that they need to lift their profile and to attract more sales of men and women's fragrances. They require a website design which includes all visual design components (buttons, images, backgrounds and so on), a logo and the written content for their site. The website will publicise their direct sales warehouse and offer customers the opportunity to purchase online. Their products cater to a wide target audience – women and men, aged from mid-teens to the 60's and older. At this stage you will only be creating the written content and designing, rather than actually building the website.

The website design will consist of at least four pages:

- An opening page, featuring the Fragrance of the Month
- About Us page outlining the mission statement, background and contact details of the company
- Online order page, with clear instructions on how to order and pay for purchases
- Gallery page with images and descriptions of at least four products

Guidelines

Demonstrate the use of different creative thinking strategies to come up with some design ideas. Creative thinking strategies might include: brainstorming, daydreaming, Edward de Bono's hats, graphic organisers, mind mapping, storytelling, sub-culture surfing, trigger words, visualisation and word salads.

Initial ideas will be sketched out in your visual diary and can later be scanned for submission of your project.

As a developer of written content, you have a good understanding of the following concepts and will be sure to use these skills and knowledge in the creation of written content for this website:

- issues and challenges that arise when writing content
- understanding the way readers scan and read written material
- writing and communication principles for the web
- writing and presentation techniques for the web
- sound knowledge of grammar and punctuation
- media laws sufficient to identify problems such as defamation, obscenity and copyright breaches

Step 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and the time you will need for each then create a timeline. Towards the end of each session, note what you actually did and briefly comment on how you are progressing in meeting the production plan. Make a note of any problems or issues you have and evaluate how you solved or overcame them. This is an important part of the assessment.

Step 2: Research

Research at least two fragrance websites. These are to inspire you with ideas. Take a screen grab and document your comments describing what you think is well-designed about each, and why. You should also comment on negative features. Look at other websites that have a similar function/target audience and gather ideas that inspire your design and give you ideas for the written content.

Step 3: Concept Drawings

Using computer and/or manual drawings (which you will scan), produce a range of ideas for Bloom's four page website and comment on them. Document the creative thinking skills that you have used in this process.

Step 4: Write and re-draft website content

You will need to create the written content for four pages of this website:

- The opening page of this website requires a greeting or introduction to site visitors. You also need to create a short promotional blurb for the opening page's Featured Fragrance of the Month
- Bloom's Fragrances will supply you with some information regarding their organisation. You will need to write the content for the company's About Us Page.
- For the Order page, write clear instructions on how to place an online order for Bloom's Fragrances.
- The Gallery Page will feature at least four images of fragrances for purchase. Each will require a written description aimed at enticing website visitors to purchase the product.

Re-write and edit written content following the drafting process, using appropriate language for the target audiences.

Step 5: Sitemap

Using computer or manual drawing (which you then scan) produce a sitemap for the website.

Step 6: Production

Produce a prototype user interface design and layout in either Adobe Photoshop and/or Illustrator. Using appropriate software, construct a mock up of the four pages of this website. Make sure you follow the brief and the sitemap accurately.

Step 7: Review

In writing, evaluate your website design. Describe the design elements and principles you used. Discuss any problems or issues you had and how you solved or overcame these. You must also document and explain all the strategies and techniques you employed to make your written content suitable for the web. Look back at your theory notes and describe how you applied this underpinning knowledge to the written content you created, eg. Did you use an inverted pyramid style? Why or why not? What word limit were you aiming for? Why? Have you used subheadings, captions, white space, particular fonts etc? How?

Step 8: Submission

Submit all of the previous seven steps in suitably named folders.

Content for About Bloom's Fragrances

Blooms Fragrances, established in 1950, import and market the largest range of men's and women's fragrances in the southern hemisphere. Our expert buyers travel the fashion world from Milan to Paris, London to New York and everywhere in-between to bring you the latest in perfume trends. We also pride ourselves on stocking all the old favourites and many traditional fragrances from famous perfumeries such as Chanel, Guerlain, Jean Patou, Yves Saint Laurent, Calvin Klein and Ralph Lauren.

If we don't have your favourite fragrance in stock, we will arrange a special shipment as quickly as we can. Our prices are always below the recommended retail prices.

We only sell perfumes, aftershaves and perfume related products so we're experts in our field with a staggering 1000+ products for you to choose from. Our highly trained staff can help you with all fragrance needs.

We now offer our clients the opportunity to purchase fragrances on-line. We aim to become Australia's favourite online Fragrance Shop. All genuine designer brand perfumes are heavily discounted! Free delivery when you buy 2 or more items.

Retailers should contact us to enquire about our wholesale and import service.

Our retail store is located at:

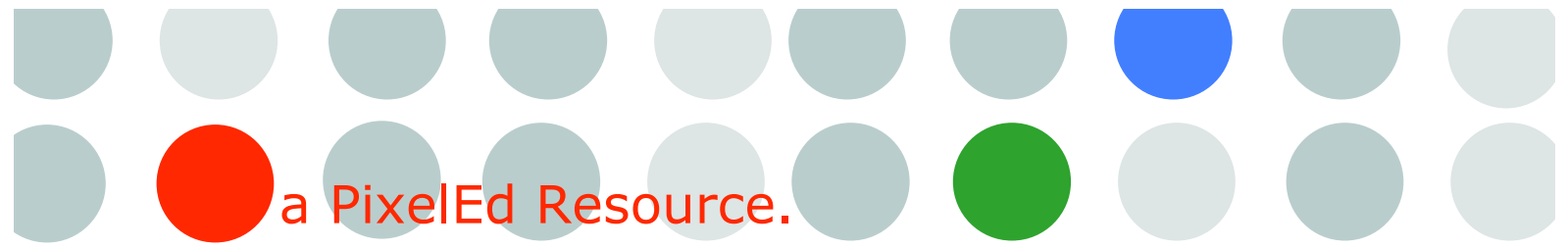
Shop 12, Level 2
Melbourne Central
Cnr. Elizabeth and Lonsdale Streets
Vic 3010

Telephone: 03 9967 2530

Fax: 03 9967 2531

Email: contact@bloomsfragrances.com

Opening Hours:	
Monday	9.00am – 5.00pm
Tuesday	9.00am – 5.00pm
Wednesday	9.00am – 5.00pm
Thursday	9.00am – 9.00pm
Friday	9.00am – 9.00pm
Saturday	9.00am – 5.00pm
Sunday	10.00am – 4.00pm



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DRAFT: Check for VCAA Compliance

Getem Magazine (Portfolio)

CUFDIG301A Prepare video assets

1. Identify video assets
2. Obtain digital sources of video
3. Package video assets

CUFWRT301A Write Content for a range of media

1. Prepare to write content
2. Draft content
3. Finalise content

Time allocated: _____

Due date: _____

Brief

You are running your own multimedia company, and have been asked to prepare some content for a website and for an online video. The website will market advertising space in Getem Magazine, a gaming magazine which appears in print. The video will advertise Getem Gamers TV, a new online gaming magazine. The website and the video will each have a different purpose so think carefully about the audience and the most appropriate style and layout for each component of your work.

Section 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and the time you will need for each, then complete a timeline. Include the file types, codecs and destinations of all your work in the plan. Towards the end of each session, note what you actually did and briefly comment on how you are progressing in meeting the production plan. Make a note of any problems or issues you have and how you solved or overcame them.

Section 2: Write and re-draft website content

Getem has supplied you with some information for their website.

Re-write and edit the information using appropriate language for someone considering paying for advertising within Getem. They will be professional people, both male and female 30 – 45 and will have an interest in how profitable Getem is and what it can do for sales of their product.

- You should try to edit/write with a specific audience in mind
- You do not need to use all the text supplied - choose the most relevant information for your audience, rewrite as necessary or add material to make it more appropriate to the audience
- Layout the text in the format it will appear on the webpage, however you do not need to then construct the web page – use a Dreamweaver starter page or blank template to layout your text. (Dreamweaver > File > New > Starter pages / or blank template)

Section 3: Plan and create video for online

Using the information Getem has supplied you will need to storyboard, write the content and create a 30 second video advertisement that will be distributed to prospective Getem Gamers TV viewers on



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iTunes. Your final files will need to be optimized for this and you need to include metadata. You have been given permission to use the clips from <http://www.archive.org/details/davidthevjsfreeloops>.

(supervisors, please check that you have permission to for trainees to access this site during training sessions)

The clip must include at least 100 words of either dialogue or written text sourced from the information Getem has supplied.

DRAFT: Check for VCAA Compliance

Here is a transcript between client and multimedia developer

What is the product?

Getem is an Australian Computer Game magazine that launched about 6 years ago. We have been doing OK but we want to get more advertising and more people downloading our new online mag.

What kind of business do you operate?

We are a small business based in Melbourne, but our magazine is distributed to all major cities across Australia. We employ 8 staff members (4 on the paper magazine and 4 on our video mag), and get all graphic design and publishing done by external companies. We are definitely not corporate.

Why do you want an online presence?

There are two reasons: the first is that we need to boost advertising sales and need online information to entice potential advertisers. The second is for our "off the shelf buyers" to start downloading our online mag and to get a more people looking at it. We are quite proud of it.

What would be the average age of your potential site users?

The average age of our readers? I suppose they are between 16 and 36. We know we have a strong male audience, but we are trying to attract more female readers. We are trying to increase our audience all the time. It would be great if you could design something that helps with that.

How computer literate is your potential site user?

All of them are pretty good. I know we have been getting requests to include more game previews.

What graphic style will attract their potential site user?

eg. Stark, flowery, geometric

Our covers have all been gritty. Lots of street scenes, game graphics and game players. But I don't want to exclude the girls.

What colours will attract their potential site user?

eg. Warm, cool, bright, dull

Our magazine is a dark grey, a light grey and usually one bright colour plus the cover photograph, we'll leave it up to you, the designer, as to what the third colour is.

Getem Information

Nobody remembers how it got its name. It started as a paper-based magazine. The first mag. appeared on the streets in January 2003, carrying cover images of Grand Theft Auto. From that first issue, Getem has grown to become one of Australia's best-selling serious gaming publication, the first choice for big-name interviews, and the natural habitat of the awesome Getem Review section. Getem now has an off the shelf readership of 30,000 and subscription of 10,000.

In 2009, Getem launched its online presents, uploading its first video episode onto iTunes. Since then 500,000 people have downloaded the first 5 episodes.

From its earliest editions, the magazine aspired to raise the standard of gaming journalism through a clear and literate style and a user-friendly reviewing ethos that stressed impartial advice. Every month in Getem, there are upwards of 200 reviews, each star-rated from one to five.

This year significant investment has been made into new equipment, a full, professionally laid out and printed magazine consisting of over 40 pages per month .

2009 has been an unusually busy year, with Getem's reputation as a reliable source for information on gaming growing.

In April, Getem was featured as magazine of the week on the cool Saturday morning ABC TV program RAGE, which saw a flood of new readers discover the magazine.

Part 4: Collate the Proposal including index

Assemble your proposal and content for both the website and video advert, in a bound A4 folder. The folder should be presented as you would to a client. It should look professional, including a cover page and an index. On the index you need to include which unit of competency relates to which section. The two units are:

CUFDIG301A Prepare video assets

CUFWRT301A Write content for a range of media

Include all drafts, concept research and development, production timelines (what you planned and what actually happened) and a discussion of any problems or issues you had, and how you overcame or got around them.

Prepare the 30-second video advert for submission onto a shared communal iTunes Library, making sure you include all the relevant metadata

Sports DVD Menu Sequence (Product)

CUFDIG304A - Create visual design components

1. Clarify work requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Produce visual design components.
5. Finalise visual design components.

CUFDIG301A - Prepare video assets

1. Identify video assets.
2. Prepare video assets.
3. Package video assets.

Time allocated: _____

Due date: _____

Brief

AllSportsDVD has contracted you to produce a introductory sequence to a soccer/skateboarding/ski/karate/dance/BMX/(choose one) DVD. The DVD itself is in documentary style, featuring a section showing extraordinary skills, a section on competitions and a section on interviews with top men and women in the sport. The sequence should loop for 30 seconds and include:

- a 30 second soundtrack
- an appropriate background at the correct resolution
- appropriate typography and text
- buttons (to be made functional by an interface programmer at a later date) linking to each section of the DVD itself
- short excerpts of video footage from the DVD itself

The audience for the DVD is both male and female practitioners of the sport, aged 15 to 35. The purpose of the DVD is to entertain and inform. The DVD will be promoted through sports websites and sports magazines, and will be available for rental as well as sale.

The DVD sequence should be prepared for presentation to the client as DVD-quality video but should also be prepared in an appropriate format for upload to Youtube, to promote the DVD.

Guidelines

Step 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and time you will need for each, then complete a timeline. Towards the end of each class, note what you actually did during the session and briefly comment on how you are progressing



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in meeting the production plan. Make a note of any problems or issues you have and evaluate how you solved or overcame them. This is an important part of the assessment.

Step 2: Research

Research a range of DVD intro sequences related to sport. These are to inspire you with ideas. Document your comments describing what you think would be useful about each, and why. You should also comment on negative features.

Step 3: Concept Drawings

Using computer or manual drawing, produce a range of ideas for your DVD sequence and comment them.

Step 4: Storyboard

Using computer or manual drawing, produce a detailed colour storyboard (to scale) of the sequence. Include descriptions of camera movements, transitions, special effects and sound.

Step 5: Production

Source your video footage (it is not necessary to film it yourself). Using appropriate software, construct your sequence. Prepare it appropriately for the destinations described in the brief. Make sure you follow the brief and the storyboard accurately.

Step 6: Review

In writing, evaluate your sequence against the brief and storyboard.

Step 7: Submission

Submit all of the previous six steps in suitably named folders.

Personal Digital Showcase (Product)

CUFDIG301A Prepare video assets

1. Identify video assets
2. Obtain digital sources of video
3. Package video assets

CUFDIG302A Author interactive sequences

1. Plan use of authoring tool
2. Prepare to use authoring tool
3. Produce interactive sequences
4. Check functionality of interactive sequence

Time allocated: _____

Due date: _____

Brief

Most freelance designers find it important to create a digital portfolio to present their work on the Internet. Your portfolio is your ambassador on the web; through it potential clients will make decisions about your design aesthetic and the quality of your work. The production of a digital portfolio will become an important part of your success; the finished product should stand out, expressing your identity and your ideas about design.

Hence, the client for this digital portfolio task is yourself; your audience is potential employers, clients and universities. This assessment task is to create a product which, if done to a high standard, might offer you future opportunities. The contents of your portfolio should be some of your best work from across the year; it may include work from other subject areas. You will not be assessed on the content itself, but you will be assessed on how it fits within the overall page design.

To personalise your portfolio, you will also need to record a 30 second introductory video for the first page, optimise the clip, save it in an appropriate format and embed the video in a webpage.

Your finished product should be a website, presented both on a CD and uploaded to a free hosting site. You should document your design process, in detail, in a visual diary that will also be submitted. Keep a diary of your progress as you complete the year, and submit this along with the review questions, in your Visual Diary.

Further requirements:

- You must create a timeline before you begin, detailing the time you expect to take for each stage
- You must document your process in a visual diary; make sure you describe what you have done at each stage and why
- You must have at least four pages in your site.



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- It should be designed for screens with a resolution of 800 by 600; however, it should still look effective on screens that are larger than that size
- You must make appropriate use of relative and absolute links
- You should produce a prototype user interface design and layout in either Adobe Photoshop or Illustrator before producing the website.
- You must create a sitemap
- You may make use of traditional techniques, including collages, sketches, watercolours and photography
- You must use CSS for formatting
- Your website must be validated for accessibility and correctness
- Keep a diary of your progress. For each class, make a note of how long you spent on the task; any problems you encountered and how you solved them.

Review Questions (1000-1500 words)

The answers to these questions should be in your Visual Diary.

1. Describe the design process that you used. Which stages do you think were the most important and why?
2. Web, Tree (Hierarchical) and Linear are all examples of different structures for websites. Describe what each structure is, using sitemaps to illustrate the concept. What structure does your digital portfolio use?
3. What is the difference between absolute links and relative links? When have you used each one in your digital portfolio?
4. What problems did you encounter? What techniques and processes did you use to resolve these challenges?
5. Did you meet the deadlines you set yourself in the timeline? If not, why not?
6. When is it okay to use another person's artwork on your webpage?
7. How was the way you packaged your video appropriate for the output purpose, destination and platform? Make mention of the following terms: File format, codecs and bandwidth.

Guidelines:

- Start by identifying the types of layouts and structures that people use for portfolios. Keep a record of your explorations in your Visual Diary and identify why you think that they are appropriate.
- While CSS is a more flexible tool, it is important to validate your code and ensure that your website looks appropriate on a number of different platforms.
- Pay particular attention to your use of colour; make sure that it is appropriate for the audience and all text is readable.
- You should not spend a large amount of time producing content for the portfolio; this content should have been already generated during your studies in Interactive Digital Media (and other Visual Design courses you may do.)
- It is easier to play around with different layouts in a program like Photoshop and Illustrator because it is so fast to move components around the screen.
- The topics of the four-plus pages of the site are up to you; however, it is suggested that you could include the main page, an 'about me' page, a 'photography' page, an 'animation and video' page.



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Submission Checklist

- Visual Diary demonstrating your process
- Your portfolio website should be available both online on a free hosting site (put the address in your visual diary) and submitted on a professionally presented CD
- A video embedded on the webpage, exactly 30 seconds in length
- Portfolio website meets the specifications
- The review questions are included in the visual diary
- The timeline and diary of progress are included in the visual diary

Check for VCAA Compliance

Assessment Criteria

Criteria	1	2	3	4	5
Application of underpinning knowledge					
Review reflects understanding of websites and digital portfolio site map makes use of appropriate structure					
Video is saved in an appropriate format and codecs					
Video reflects understanding of the editing process					
Describes the difference between absolute and relative links and makes use of them appropriately					
Webpage is functional; all links work and there are no broken links					
Planning, organisation and implementation					
Diary reflects the timeline					
Visual Diary contains and details the complete design process					
Final webpage reflects planning					
Identifies and shows appropriate awareness of the audience and purpose					
Identifies appropriate sources of information for inspiration					
Problem Solving					
Makes appropriate use of resources and personnel to find techniques and information to solve problems					
Identifies problems and describes effective problem solving strategies					
Solves problems independently, making use of appropriate resources					
Documents changes to planning documents, where necessary					
Diary reflects the anticipation of problems and the decision making process					
Evaluation of the product against plan or intended outcome					
Webpage of the correct size; displays appropriately on larger screens					
Layout consistent and correct across entire site					
Final webpage reflects planning					
Video is of the correct length and saved appropriately					
User interface design is easy to use and follows the principles					
Techniques and Processes					
Makes correct use of CSS					
Website is validated and accessible					
Uses appropriate techniques to test the user interface					
Encodes video correctly and embeds					
Images, video, animation and links are included correctly and work					
Total:					/125
Adjusted total (divide by 5):					/25

Aquarium in Action (Product)

CUFANM301A- Create 2D digital animations

1. Identify animation requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Source key animation elements.
5. Produce animations.
6. Finalise animations.

CUFDIG301A- Prepare video assets

1. Identify video assets.
2. Prepare video assets.
3. Package video assets.

Time allocated: _____

Due date: _____

Brief

The Aquarium wishes to implement digital kiosks as an extra feature to make it more engaging for children when they visit. They would like a one minute animation featuring some of the animals seen at the aquarium.

They have the following stipulations for the product. It is to have:

- At least one animal that walks
- One animal or moving aspect that will be rotoscoped
- Name symbols, layers, instances, movie clips etc appropriately in case another person need to adjust your animation in the future
- Have original sounds or music to accompany the animation
- Have basic action script such as "stop" or "play" where relevant for children to watch the animation.
- Animation needs to be completed on a 550 x 400 stage size
- This product needs to be outputted in .swf format for the web and as a .mpeg, playable on DVD

Guidelines

- Develop a plan (Project Management)
- Provide a written report of approximately 400-500 words for the client, explaining:
 - What your animation is about
 - The components of the animation that you have chosen to implement ie:
 - What character will be walking
 - What will be rotoscoped and how it will be working into the animation
 - Describe the setting for the story - What you are going to create such as movie clips, backgrounds, scenery etc
- Describe the audio effects to be used
- Development
 - Evidence of the work completed
 - Animation development
 - Video editing
 - Saving all work as appropriate file types and appropriate file sizes

DRAFT! Check for VCAA Compliance

Showreel for Artist (Product)

CUFDIG301A - Prepare video assets

1. Identify video assets.
2. Prepare video assets.
3. Package video assets.

BSBDES302A - Explore and apply the creative design process to 2D forms

1. Source information on 2-dimensional design.
2. Explore the creative design process for 2-dimensional forms.
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms.

Time allocated: _____

Due date: _____

For this task your supervisor will provide you with the name and contact details of a local artist or designer (referred to below as NAME)

Brief

Your client is NAME, a local artist /craftsperson /architect /designer/ photographer who requires a video to showcase his/her work and build his/her reputation.

The video will be deployed in three ways – on a DVD that NAME will show to prospective clients, on NAME's website and uploaded to YouTube. It must be prepared appropriately for each platform.

NAME has provided a number of still images of his/her work; however, the video is required to be much more than just a collection of stills. The images must be embedded in an interface designed by you, which reflects and complements the work. The video must be an immersive experience where typography, images of the work and sound come together to create an exciting atmosphere. Copyright issues must be considered when choosing a soundtrack, given that the video will be used in a commercial context.

Clearly the use of transitions and camera movements (eg, zoom, pan) on the images provided by NAME will be one important aspect in creating the atmosphere required.

The interface within which the images are embedded must complement but not dominate the images. The interface may be animated or still. Typography and design need to be carefully considered after discussion with NAME or your supervisor. The design process must be fully documented.

Guidelines

Step 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and time you will need for each then complete a timeline. Towards the end of each session, note what you actually did and briefly comment on how you are progressing in meeting the



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production plan. Make a note of any problems or issues you have and evaluate how you solved or overcame them. This is an important part of the assessment.

Step 2: Research

Research a range of artists' websites and YouTube videos featuring artists' work. These are to inspire you with ideas. Document your comments describing what you think is well-designed about each, and why. You should also comment on negative features.

Step 3: Concept Drawings

Using computer or manual drawing, produce a range of ideas for your showreel and comment on them.

Step 4: Storyboard

Using computer or manual drawing, produce a detailed colour storyboard (to scale) for the showreel. Include descriptions of camera movements, transitions, special effects and sound. The completed storyboard must be presented to your supervisor for signing off before production on the sequence commences.

Step 5: Production

Using appropriate software, construct your showreel. Prepare it appropriately for the destinations described in the brief. Make sure you follow the brief and the storyboard accurately.

Step 6: Review

In writing, evaluate your showreel against the brief and storyboard.

Step 7: Submission

Submit all of the previous six steps in suitably named folders.

“Life” (Portfolio)

CUFDIG304A Create Visual Design Components

1. Clarify work requirements
2. Generate and assess ideas
3. Plan approach
4. Produce visual design components
5. Finalise visual design components

BSBDES302A - Explore and apply the creative design process to 2D forms

1. Source information on 2-dimensional design
2. Explore the creative design process for 2-dimensional forms
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms.

Time allocated: _____

Due date: _____

Brief

New novelist Taylor Adamson has just completed his/her first fictional novel for teenagers about his/her trials and tribulations on growing up, titled “Life”. The publisher Oz Books, requires their logo, the book’s title and author to be incorporated into the design of the cover. They require a range of designs with three finals to be ready by the deadline.

The dimensions of the novel that you need to work with are: Height 21cm, Width 15cm

Note: You need to design the front cover of the novel and the Oz Books logo.

Guidelines

1. Develop a plan
 - Notes in your journal of how you are going to plan out your time
 - Inspiration research
2. Development
 - Evidence of the work that you have completed
 - Design notes to show that you understand and are implementing good design knowledge and skills in the work you are producing
 - Your final three book covers for proofing- printed as finals and neatly presented



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3. Documentation

- Include in your A4 folder all drafts, concept research and development and a discussion of any issues that you had and how you overcame them
- Include documentation as well as final prints of your chosen three covers- *note- you may have more than three covers in your folder, so write about why you have chosen the three finals in preference to the others.*

DRAFT: Check for VCAA Compliance

Band Website – (Product)

BSBDES302A Explore and apply the creative design process to 2D forms

1. Source information on 2-dimensional design
2. Explore the creative design processes for 2-dimensional forms
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms

CUFDIG302A Author interactive sequences

1. Plan use of authoring tool
2. Prepare to use authoring tool
3. Produce interactive sequences
4. Check functionality of interactive sequence

Time allocated: _____

Due date: _____

Brief

You have been asked to design a website for a band. You may choose a friend's band or you can use an unearthed Australian band (<http://www.triplej unearthed.com/Artists/>). One of the first things you will need to do is identify the genre of music and the target audience for the band.

Your website should reflect the band's personality and talent. It should contain information about the band (bio), a logo and an interactive application to be put on their CD.

Section 1 – Design an interactive player for use on the website

Use Flash to create an interactive .swf featuring a bio of the band, a song list, contact details and information about the band's albums and their next gig. The player will utilise buttons in the form of appropriate icons – no text should be included on them.

Design an icon for each of the following buttons:

(You can check out some great icons here: <http://www.freeiconsweb.com>)

- Bio (about the band)
- Song list
- Next gig
- Albums
- Contact

The icons must observe the following constraints:

- Only contain one colour per icon, but can have different tint, tone or shade
- Two of the five icons must address texture
- Two of the five icons address tone
- You may only use shape, form and line (see Design Elements below)
- Must NOT use text
- All be visually related

Convert the icons into rollover buttons and create an interactive presentation in Flash.

You MUST follow the design process.

Design Elements

- Line
- Shape
- Form
- Tone
- Texture
- Colour

Section 2 - Design a range of logos for the band

Design Principles

Design principles provide a framework to recognise the aesthetic qualities of visual design. They include the following:

1. **Scale** – A proportion used in determining the dimensional relationship of a representation to that which it represents.
2. **Proportion** - Objects in relation to each other.
3. **Unity** - Unified composition through the design elements.
4. **Balance** - Compositional structure through shape, value, texture.
5. **Emphasis** - Focal point through contrast, convergence, isolation, location, overlapping, unusual juxtaposition.
6. **Perspective** - Illusion of space through linear perspective.
7. **Movement** - dynamic movement in motion graphics or illusion.
8. **Focal point** – The focus of the image, the area that draws the eye to it first

Typography

1. The art and technique of printing with movable type.
2. The composition of printed material from movable type.
3. The arrangement and appearance of printed matter.

Design eight (8) different logos for the band. Each logo must attempt to demonstrate a single design principle from the list above
Each image must:

- Be 200 X 200 Pixels
- Use the letters of the band's name
- Only include type
- Explore typographical elements (Tracking, Kerning, Leading)
- Use serif and sanserif fonts
- Be saved in an appropriate file type for the web
- Consider positive and negative space



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- Follow the design process.

Submit your logos together in an animated Gif.

Section 3 - Build the website

Following the design process, you should design, plan and build a website for a band. Your submission must include everything listed in the student guidelines below.

Guidelines:

Documentation of the evidence for the task should include:

- A storyboard/flowchart communicating navigation and design
- Documentation of the design process for all content
- Documentation of the design process for the website
- Image files, to be kept inside a folder called images
- Rollover buttons
- Intuitive navigation
- The site uploaded to the internet
- One finished website saved and named correctly
- A diary of progress and issues documented
- Documentation of validation within Dreamweaver and W3
- A report reviewing the project and your performance (500 –1000 words)

Youth Issue Animation – (Product)

BSBDES302A - Explore and apply the creative design process to 2D forms

1. Source information on 2-dimensional design.
2. Explore the creative design process for 2-dimensional forms.
3. Communicate concepts or ideas through application of design processes to 2-dimensional forms.

CUFANM301A Create 2D digital animations

1. Identify animation requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Source key animation elements.
5. Produce animations.
6. Finalise animations.

Time allocated: _____

Due date: _____

Brief

You have been asked by the Victorian government to develop a short animation that informs, educates and entertains young people about a youth issue. It will be posted on their website. It will need to be 800 pixels wide and 400 pixels high, run for between 1-2 minutes and be optimised. Youth Central is the Victorian Government's web-based initiative for young people aged 12-25, filled with great information and articles about:

- Underage Drinking
- Impaired Driving
- Traffic Safety
- Tobacco
- Drug Use
- Violence
- Mental Health
- Sexual Activity
- Teen Pregnancy
- STDs
- HIV/AIDS
- Body Image
- Legal Rights
- Eating Disorders

<http://www.youthcentral.vic.gov.au/>

Guidelines

You must submit the following:

- A detailed plan, a script, a storyboard and/or flowchart
- A main character from front, side and back, and the design process used to create it
- An animated walk sequence in the animation
- A background designed using 2-point perspective in the animation
- Audio placed appropriately within the animation



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- An object that uses tonal variations to create the illusion of 3D within the animation
- A report reviewing the project and your performance (500 –1000 words).

Within the animation you must demonstrate an understanding of at least three of the following:

- Acceleration/deceleration
- Hinges and pivots
- Looping backgrounds
- Motion paths
- Registration points
- Rotation
- Speed/motion blur
- Linear perspective
- Depth of field
- Transitions.

Check for VCAA Compliance

Mateship Campaign Animation (Product)

CUFANM301A Create 2D digital animations

1. Identify animation requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Source key animation elements.
5. Produce animations.
6. Finalise animations.

CUFDIG304A Create Visual Design Components

1. Clarify work requirements
2. Generate and assess ideas
3. Plan approach
4. Produce visual design components
5. Finalise visual design components

Time allocated: _____

Due date: _____

Brief

Tracing back to Henry James, writers over the years have been urged again and again to 'Show, Don't Tell'. That is, the story should be experienced, should be dramatised; apart from some exceptions, storytellers should rely as little as possible on narration. This concept can be carried through to animation as well. Some very effective animation requires little use of the spoken word; for example, have a look at Disney's Fantasia or many of Studio Ghibli's short animations.

The Department of Education has decided to produce a series of animations looking at Australian culture, describing Australian ideas and concepts to new arrivals in the country. You have been hired to examine the concept of 'Mateship': equality, loyalty and friendship. Your animation will be shown on the ABC on a weekday afternoon, in the break between shows. It must be between 1-2 minutes in length and tell an engaging story appropriate for children aged 5-8 years. As your intended audience does not have much English, you must avoid narration and the spoken word as much as possible; when words are used, the meaning should be also be clear through the actions of the character. For example, "Oh No!" should be accompanied by a shocked facial expression. You must submit your animation on a CD containing both the SWF embedded on a webpage and the final Flash file. Your file should be 1280 by 720 pixels, at 25 frames per second.

You must also create two accompanying A4 posters for teachers to use in the classroom. Again, these posters should use visual design and graphics, rather than words, to describe the idea of mateship. Each poster must use a maximum of two coloured inks, in addition to the paper colour.

Guidelines

- You must carefully document your design processes for both the animation and the design in a visual diary
- You must keep a diary briefly describing what you accomplish each session
- You must develop a timeline before you begin, planning the time for each task of this assessment
- You must use at least one walk cycle
- You must include at least one example of lip synching
- You must have an example of every design element in your animation. For example, you might include texture in a background; a prop for the story might use tone; a character might make use of shape or line
 - The design elements are: *colour, form, line, shape, texture and tone*
- Each poster should make use of three different design principles. The design principles are:
 - *Balance, emphasis, focal point, movement, perspective, proportion, scale and unity*
- Any text should be sanserif
- You must make appropriate use of both Adobe Photoshop and Adobe Illustrator at least once during the task. Document their use in your visual diary
- You must include your answers to the review questions in your visual diary

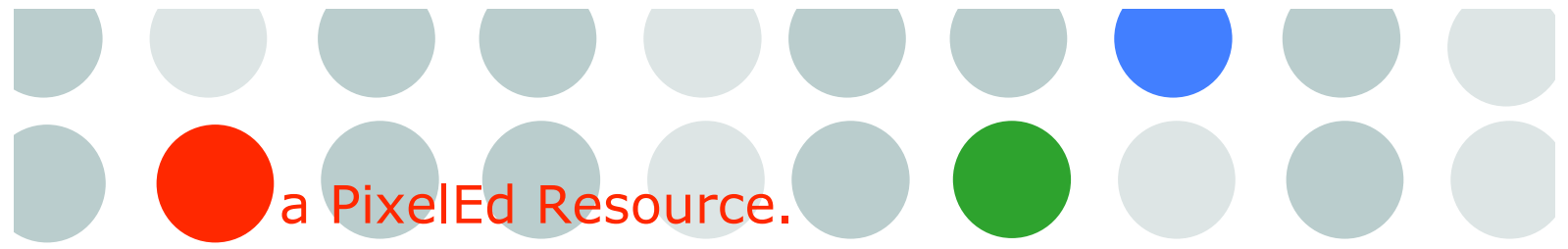
Review Questions (1000-1500 words)

The answers to these questions should be in your Visual Diary.

1. Using the examples from your animation assets, write a description for secondary school design students explaining each design element.
2. Using the examples from your posters, write a description for design students explaining six of the design principles.
3. Illustrating your writing with examples from your animation, describe what key animation concepts you used.
4. What techniques did you use to plan your time and follow your timeline? If you did not follow your timeline, why not?
5. What problems – technical and visual – did you encounter? What happened? Describe what strategies and approaches you used to resolve these challenges.
6. Imagine you are a small production company with five members. Your company is involved in the production of animation. What might be the role for each team member?
7. When is it okay to use a photograph taken by someone else?
8. What is meant by the term copyright? How does it relate to animation?

Advice to Students

- Read the review questions before you start – it may be useful for you to keep notes on some questions as you create the product.
- Try to keep the style of your animation consistent – your characters, props and backdrops should all 'fit' together.
- Make sure you go through the checklist to ensure you include everything.



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- Make sure your visual diary reflects the animation and visual communication process. It is desirable to have clear headings indicating which stage you are working on; that way, when your trainer is assessing, it is possible to tell that you followed the right procedure.
- Be ambitious, but be realistic about what can be accomplished in the given time.
- Manage your time by planning how long to spend on each stage of the production. Make sure you allocate a little time at the end for fine tuning, completing the review questions and presenting your work professionally.

Submission Checklist

- A visual diary showing the complete design process
- A diary inside your visual diary, listing what you did each class
- At least one example of each design element, inside the animation
- A walk cycle in the animation
- Lip synching in the animation
- A CD containing your finished SWF on a webpage, and the FLA file.
- 2 A4 Posters describing mateship
- Each poster makes use of 2 colours (in addition to paper colour)
- Each poster uses 3 design principles
- The review questions, spell-checked, proofed and inside the visual diary

Assessment Criteria

Criteria	1	2	3	4	5
Application of underpinning knowledge					
Description of key animation concepts in review demonstrates a thorough knowledge					
Description of visual design elements in the review demonstrates a thorough knowledge					
Applies visual communication concepts effectively in poster designs					
Applies animation concepts and principles effectively in animation					
Follows appropriate design processes					
Planning, organisation and implementation					
Develops effective timeline to manage deadlines					
Visual Diary reflects detailed planning					
Diary consistent with planned timeline					
Key processes followed and documented					
Final product reflects planning					
Problem Solving					
Timeline and diary reflects predicted problems					
Problems are identified and defined correctly					
Explains effective problem-solving techniques in review questions					
Visual Diary reflects problem solving techniques					
Identifies and uses resources to assist in problem solving					
Evaluation of the product against plan or intended outcome					
Animation is of the correct size and length					
Animation communicates the idea of 'Mateship' effectively without the use of language.					
Animation reflects storyboard					
Posters are of the correct size, number of colours, and make use of three (3) design principles					
Posters communicate the concept of 'Mateship' effectively without the use of language.					
Techniques and Processes					
Animation follows correct process					
Visual Design follows correct process					
Animation technique; smoothness, mastery of walk cycles and lip synching					
Use of Adobe Illustrator					
Use of Adobe Photoshop					
Total:					/125
Adjusted total (divide by 5):					/25

Susie+Squidge.com (Product)

CUFANM301A - Create 2D digital animations

1. Identify animation requirements.
2. Generate and assess ideas.
3. Plan approach.

CUFDIG302A - Author interactive sequences

1. Plan use of authoring tool.
2. Prepare to use authoring tool.
3. Produce interactive sequences.
4. Check functionality of interactive sequence.

Time allocated: _____

Due date: _____

Brief

ABC3 is about to launch a new Australian children's cartoon series called Susie+Squidge.

Program outline for "Susie+Squidge":

Susie is a normal, mischievous 8-year-old with just one difference: her best friend is invisible! Susie loves the cheeky Squidge but strangely almost no-one else believes he exists.

Invisibility can be an advantage when they find themselves in danger - exploring an underwater cave where amazing deep-sea creatures dwell, or travelling back to ancient times where magic is more powerful than science, Squidge helps Susie

ABC3 require a web presence for the series. The TV audience for Susie+Squidge is Australian girls and boys aged 4 – 8. The audience for the website is these same children and their parents. The children may not all yet be able to read so visual imagery is very important. The purposes of the site are to support and promote the series, to act as a point of interactive contact for the TV viewers, to advertise and sell merchandise from the series and to allow children to revisit past episodes. ABC3 require a prototype site largely made in Flash – an introductory animated

splash page, a home page, a characters page, a games page, a contact page, and a merchandise page.

Viewer will require the latest Flash Player and a broadband connection.

Screen resolution should be set at 1024 by 768 px.

Colours will be bright and light primaries to appeal to the younger audience. Pinks and purples should be limited.

The length of the **opening animation** should be between 10 and 20 seconds. A Skip button should be provided. The animation should include:

- the title Susie+Squidge
- the characters Susie+Squidge
- Use of alpha levels
- A walk cycle based on one or both of the characters
- A transition
- A simple original soundtrack with a small amount of lip synch by one or both of the main characters.
- Animated typography
- A realistic or abstract animated background

All other pages should have an animated looping 4-second banner featuring the title and the faces of the two main characters. They should also include a menu with animated buttons designed to communicate with and appeal to the young audience, keeping in mind that many viewers may not yet read well.

The **home page** should feature hyperlinks to the four most recent episodes in the form of small minimally animated images plus text. The episodes are:

- "Susie+Squidge Under the Sea"
- "Susie+Squidge Go Roman"
- "Susie+Squidge Ski School Special"
- "Susie+Squidge Space Scouts"

The **characters page** should outline each member of the family, giving a minimally animated image for each, plus a short character description.

The **games page** should contain links to:

"Dress Susie+Squidge" game

"Help Squidge Rescue Susie" Maze

"Search for Squidge" puzzle

"Shoes for Susie+Squidge" match-up game

These games are still in production so the links do not need to be active yet, but the links should be in the form of indicative sketches and text.

The **contact page** should contain a form which allows children to send a message to Susie+Squidge and to upload pictures of themselves or drawings they have done and scanned. This may require parental assistance, so appropriate written instructions should be included.

The **merchandise page** also requires parental assistance. It should include small images and prices for: T-shirts, cups and plates, DVDs and figurines of Susie+Squidge. At this point the merchandise is still in production so indicative sketches should be included instead.

Guidelines

Step 1: Planning

Prepare your Production Plan: make a list of all the key tasks involved in completing this brief. Work out what resources/source material and time you will need for each, then complete a timeline. Towards the end of each session, note what you actually did and briefly comment on how you are progressing in meeting the production plan. Make a note of any problems or issues you have and evaluate how you solved or overcame them. This is an important part of the assessment.

Step 2: Research

Find and take screen grabs of a range of sites related to the site you will be creating – **at least six sites**. These are to inspire you with ideas. Put these into a Word document and add comments describing what you think will be usable about each, and why. You should also comment on negative features.

Step 3: Generate and develop ideas for your characters

Using pencils and colour mediums produce a range of concept drawings for your characters and your web pages. Scan these. Choose the most appropriate approach to the design of your site in consultation with your supervisor, and then refine your chosen approach.

Step 3: Storyboard

Using computer or manual drawing, produce detailed colour sketches to scale of your web pages. Base them on a template and CSS where appropriate. The completed storyboard must be presented to your supervisor for signing off to indicate acceptance.

Step 4: Animations

Using appropriate software, animate all required assets. Save them in a format suitable for inclusion on the website.

Step 5: Production

Using appropriate software, construct your site. Make sure you follow the brief, the production plan and the storyboard accurately.

Step 6: Validation and testing

Upload your site by FTP. Validate the site. Correct any problems until you get a clean report. Test the site with a range of browsers, in a range of computer environments. Present the site to some potential users. Note and make any desired minor changes. Make any final corrections to produce the final site. Upload your site again.

Step 7: Review

In writing, evaluate your site against the brief and storyboard.

Step 8: Submission

Submit all of the previous seven steps in suitably named folders.

Claire's Cup Cakes (Product)

CUFDIG304A Create visual design components

1. Clarify work requirements.
2. Generate and assess ideas.
3. Plan approach.
4. Produce visual design components.

CUFDIG302A Author interactive sequences

1. Plan use of authoring tool.
2. Prepare to use authoring tool.
3. Produce interactive sequences.
4. Check functionality of interactive sequence.

Time allocated: _____

Due date: _____

Brief

Claire's Cupcakes were in the business of creating unique and delicious cupcakes long before the current craze for cupcakes took off. They have decided they would like a web presence to promote their store and encourage bulk orders for parties and other events such as corporate or school events. Traditionally their main customers have been women buying cakes as a family treat. They want to broaden their market to include younger people and corporate clients. You are required to design and create a small website for Claire's Cupcakes. You must create all original visual components for the website. These include: all illustrations/photos (you may like to create and photograph your own cupcakes or, if you are very good, your teacher might bring some in for your ultimate consumption), the basic web interface, a logo for Claire's Cupcakes, icons, buttons, typographic elements such as headings and, should you wish to include them, banners and backgrounds.

Most of the written content has been provided for you (your ability to create written content will be assessed in another task). You can use as much or as little of the supplied written content as you wish and may add additional text as required.

Guidelines:

- You must create a timeline before you begin, detailing the time you expect to take at each stage. This plan must be signed off by your supervisor before production begins.
- The website should be designed for screens with a resolution of 800 by 600; however, it should still look effective on screens that are larger than that size.
- Your visual diary should reflect experimentation and a process of refining and developing your ideas. Experimentation techniques may involve playing with:
 - Contrast, direction, tonal range to produce the illusion of 3-D, harmony, linear perspective, mark making, pattern, positive and negative shapes, proportion, rhythm, shape, size, texture and tone



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- You should produce a prototype user interface design and layout in either Adobe Photoshop and/or Illustrator before producing the website
- You must create a sitemap
- You may make use of traditional techniques, including collages, sketches, watercolours and photography
- You must use CSS for formatting of text
- Your website must be validated for accessibility and correctness
- Plan to spend some time on research. Outline interesting techniques and ideas gathered from existing sites or other sources
- The website should be 4 – 6 pages and might include:
 - About Claire's Cupcakes
 - Contact information
 - Gallery/Flavours/Menu
 - Ordering
 - Testimonials (ie recommendations from clients)
 - Something to keep visitors coming back to the website eg news, special offers, seasonal specials, recipes, baking tips, contests or games
 - Cupcake Occasions
- Files must be named and organised in a logical and efficient manner
- You must submit a written analysis of your website, design components and your design process. Answer these questions:
 - 1) Define your target audience? Write a brief persona to illustrate the type of person your website is aimed at.
 - 2) How did you communicate your client's message and meet the needs of your target audience?
 - 3) Which design elements and principles did you use? How and Why?
 - 4) What problems or issues did you encounter, and how did you overcome these?

Written Content

Claire's Cupcakes have been in business for fifteen years. We bake fresh daily. Our cupcakes are the tastiest in Melbourne! We have over 20 different flavours - more than enough to satisfy everyone. Our cupcakes are festive, cute and just plain yummy. Owner, Claire Beare, has been baking for over 20 years and is very passionate about fresh and flavourful cakes. Cupcakes are great for all occasions, so stop by today or place an online order - you won't regret it!

Address

368 Chapel Street

Toorak VIC 3141

Phone

1800 282 282

Fax

1800 222 888

Email

info@clairescupcakes.com.au

Our Prices

Standard cupcakes \$2.75 each, \$14.50 1/2 dozen, \$26.00 dozen

Special orders- ring for a quote

10% discount for orders of 50 or more

Shop Hours

Tuesday - Thursday: 11 a.m. - 6:30 p.m.

Friday & Saturday: 11:00 a.m. - 7:30 p.m.

Sunday: 11 a.m. - 5 p.m.

Closed Mondays

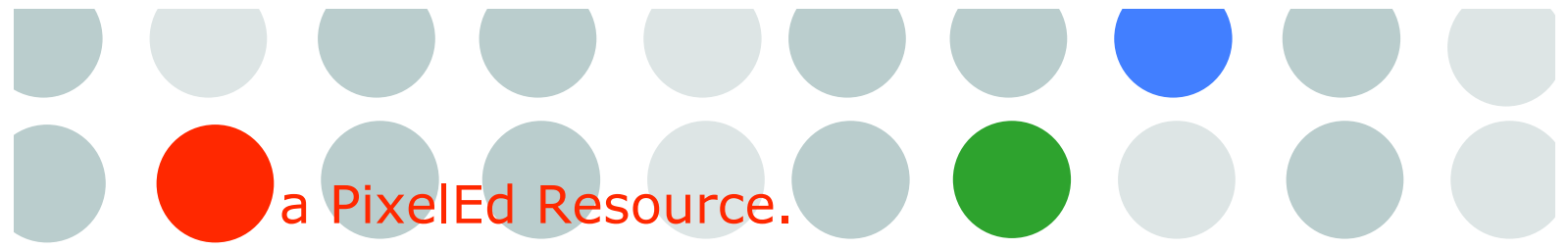
Deliveries can be arranged

When?

Everyone loves cupcakes and any time is a good time for Claire's tasty Cupcakes. Cupcakes are perfect for birthday parties, thank you gifts, baby showers, wedding receptions, hens parties, bridal showers, school parties, office parties, holiday gifts, hostess gifts, housewarming gifts and much more. We can create special designs at your request. If you want cupcakes in your team colours or a special corporate logo, no problem, we can bake and decorate to order!

Menu
Our enticing menu of tasty cupcakes has something to satisfy everyone. Take a look for yourself and give us a call when you're ready for truly exceptional moist cupcake. Look for a variety of decorative toppings including festive specialities such as Easter, Christmas and Valentine's Day. We also cater for special dietary needs by creating delicious sugar free and/or gluten free cakes to order. Our menu includes over twenty basic recipes, with frostings and toppings to match:

Old Fashion Chocolate	Vanilla	Peanut Butter
Coffee Mocha	Gingerbread	Macadamia
Carrot	Orange Citrus	Blueberry
Hazelnut	Coconut	Spicy Pumpkin
Banana	Cherry Chocolate	Sticky Date
Strawberry	Choc Mint	Lemon Zest
Apple Cinnamon	Raspberry	Marble Cake
Caramel Crème	Maple Syrup	



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DRAFT: Check for VCAA Compliance