

# Performance Based Assessment

## Graphic Design

Event Overview - SY2015



In the online age of page hits and viral marketing it's easy to overlook the creation of traditional promotional material that still draw heavily on the skills of graphic designers. While digital marketing is cost efficient and easy, it cannot reach every audience with the same efficiency. Traditional and online marketing work together in order to do more than either would individually, reaching the widest possible audience.

A well-designed promotional package is targeted, informative, and unique. Modern graphic designs need to convey their information well but also do it in a way that creates a lasting impact on audiences constantly surrounded by marketing media vying for their attention.

### Designing a Promotional Mailer

During this year's Graphic Design Performance-Based Assessment, student teams will design a unique promotional mailer to build public awareness of the Public Schools of Hawaii Foundation and promote their Good Idea Grant program. As your client, PSHF will present pertinent criteria and information to all of the student teams participating in the Graphic Design Performance-Based Assessment. Based on the information presented by PSHF, the student teams will present their design proposal with samples, as well as an explanation and breakdown of their design choices.

#### **About Public Schools of Hawaii Foundation**

*The Public Schools of Hawaii Foundation is a community-based non-profit organization founded in 1986 and dedicated to strengthening the quality of public education in Hawaii by innovation from within. The Foundation seeks to improve school performance by supporting school-based initiatives for innovative classroom instruction. It develops recognition and incentive programs that encourage those in public education to continually challenge themselves in pursuit of educational excellence.*

*The Foundation raises funds to benefit all students in all public schools in Hawaii. Our Good Idea Grant Program encourages innovation and academic excellence in Hawaii's public schools. Mini-grants are awarded to teachers and schools for innovative instructional ideas that will improve student learning. Over \$4 million dollars in mini-grants have been awarded to date.*

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are allowed to create and present a second alternative design during their presentation, but additional designs must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your technology strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and test your team's material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

**Deadline: 9:00pm April 7, 2015. All digital materials will be submitted on a flash drive to be provided.**

**Failure to follow event rules can lead to significant penalties and/or disqualification.**

**Additional event rules include but are not limited to:**

- Presenting external resources without proper citation or credit.
  - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
  - Any media intended for online distribution should be presented in an offline format.

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### Student Deliverables

#### Prior to Event:

##### **Technical Writing** (50 points)

- ✓ Research paper concerning a comparison of traditional and online marketing.
- ✓ Papers due by February 24<sup>th</sup>, 2015.

#### Day 1 (April 7th, 2015) – Production:

##### **Production Materials** (50 points)

All deliverables and digital material will be collected via USB flash drive.

All deliverables are due by 9:00 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Uploading any project materials to unsecure sites is prohibited; any online aspects of your design should be presented offline.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
- ✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
- ✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

##### **Printed Media** (required)

- ✓ At least two printed or physical examples representing your design and proposal are required.
- ✓ Examples of your design are to be given to the judging panel during your Day 2 presentations to be used for their reference.
- ✓ Printed media should also be available in digital form and saved to a common graphic format such as GIF, JPG, PNG, or PDF.
- ✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to non-standard media.
- ✓ A printer will be available in a common area for teams to share but technical support will be limited.
  - Basic 8.5"x11" paper will be provided, but any alternatives in size or quality should be prepared by teams.

##### **Presentation Media** (required)

- ✓ PowerPoint or other offline presentation software outlining the Day 2 oral presentation is strongly recommended.
  - Your client's information and any work you perform for them should be considered private and proprietary unless informed otherwise. Be sure any work done on their behalf is not subject to uncontrolled dissemination.
- ✓ Presentations should integrate displays of their work samples including digital versions of any printed media.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
  - Full size printouts of presentation slides are not required; a scaled down handout format is preferred.
- ✓ Teams will be providing their own presentation computers and should be prepared accordingly.
- ✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

#### Day 2 (April 8th, 2015) – Presentation:

##### **Team Oral Presentation** (25 points)

- ✓ All teams must be ready to present by 8am, presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A SVGA projector will be available at each presentation area but teams should be prepared with their own adapters.
  - Anticipate limited screen resolutions during presentations as most projectors use lower resolutions than modern displays.
- ✓ Each team will have up to a maximum of 15 minutes for their presentation.
- ✓ Only files and media samples created on the previous day can be used during the presentation.
- ✓ Both members of the team must have a speaking role in the presentation.

##### **Question and Answer Session** (required)

- ✓ Directly following the oral presentation will be a 5-minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.

# Arts and Communications Career Pathway

## Graphic Design Cluster Standards

### **ALG 1.0: Evaluate the evolution of graphic design for its dynamic relationship to society.**

- 1.1: Assess the influence of society on the evolution of graphic design.
- 1.2: Assess the use of graphic design to communicate messages or influence society.
- 1.3: Assess the use of graphic design to elicit desired responses.

### **ALG 2.0: Comply with legal and ethical practices in the creation and distribution of graphic design to facilitate the protection of developers and consumers.**

- 2.1: Anticipate ethical issues found in graphic design to make appropriate decisions related to clients, co-workers, and society.
- 2.2: Evaluate legal issues related to the creation and use of graphic design to minimize the risk of consequences.

### **ALG 3.0: Evaluate the use of graphic design theory to convey specific messages.**

- 3.1: Assess the application of graphic design elements, principals, and techniques to determine their effect on design and messaging.

### **ALG 4.0: Synthesize graphic design techniques to produce a message or concept that addresses the needs of a client.**

- 4.1: Develop a message, idea, or narrative concept that addresses client needs.
- 4.2: Create or acquire pre-production assets for a graphic design product that addresses client needs.
- 4.3: Create a graphic design product from budgeted resources that addresses client needs.
- 4.4: Collaborate with others to meet design objectives.
- 4.5: Apply appropriate interpersonal skills to establish positive and sustained relationships with clients.

### **ALG 5.0: Apply ergonomic work practices to enhance safety and create an optimal working environment in the graphics design industry.**

- 5.1: Anticipate potential health and wellness concerns while working in graphic design to enhance workplace safety and efficiency.