

<p>Formatting</p>	<ul style="list-style-type: none"> • Title Page: subject code (11GPH), project title (Production Graphics – Context Based Folio), your name, teacher name (Mr.Davison), due date (16/8/13) • Contents Page: Section headings, sub section headings indented, page numbers. Does <u>not</u> include title page and contents page. • A4 Portrait or landscape is the expected format. Text size should be around 12-14 for regular text, more for titles etc. • They are pages not slides, it is a folio not a power point presentation. • Page design should be predominately white, NO full colour background pages. Avoid presentation style designs. Borders, margins, and other designs should be subtle and serve only to create consistency of the document. • Titles etc should not restrict the use of the page. Pages should appear ‘full’. • Avoid ‘first and third person’ language. Clear, factual, and technical statement language is the expected format of writing. NOT detailed paragraphs (except where appropriate, ie reflections/evaluations). • Read over your work regularly, ask yourself “does it sound like this person knows what they’re talking about”, if the answers no – <u>fix it!</u> • Spell check, grammar check, and spell check! (not just F7!) 		
<p>Part A Production of 3D Model</p>	<p>Planning</p>	<p>Gathering Stimulus</p>	<ul style="list-style-type: none"> • Collection and presentation of a series of labelled/captioned/annotated photographs from multiple points of view of ALL the parts requiring modelling. Recommend setting out in a structured and ordered catalogue. Suggested format: boarders, same size/aspect ratio, do NOT stretch or skew images, margin from boarder. • Hand drawn scanned sketches presented on BBSC sketch blanks of ALL necessary dimensions and relationships between parts to be modelled. Use blue, red, and black pen to line in and annotate the sketches, summarise annotations with dot points. (Interlace with point one if desired). • Expected sketching methods demonstrated – Isometric pictorials, Orthographic Projections, Sections, Centrelines, Zoom detail, In Line.
		<p>Modelling Plan</p>	<ul style="list-style-type: none"> • Graphically Communicate intended modelling plan via appropriate method. i.e. sketch, list, combination. Ensure accurate and technical language. • Tabulated plan of parts, quantities, features, sub-assemblies, and assemblies
		<p>Intended Changes (Optional)</p>	<ul style="list-style-type: none"> • Sketch intended design changes you plan to implement, noting key differences to base model. • Communicate additions/modifications to modelling plan to achieve changes.
		<p>Reflection</p>	<ul style="list-style-type: none"> • Evaluate effectiveness of sketches, photographs, and annotations as a communication device. • Evaluate intended method of modelling and how accurately it will meet the requirements.
	<p>Refinement</p>	<p>Colour Scheme</p>	<ul style="list-style-type: none"> • Graphically present and make judgements on a variety of colour scheme options. • Judgements expected to be backed up with sourced images, referenced research, and annotations
		<p>Critical fits</p>	<ul style="list-style-type: none"> • Identify key points of modelling relationships that MUST be considered to ensure an accurate model. Excellent opportunity to demonstrate depth of reasoning skills. • Suggested format: close up sketches/photographs with description of considered element. • Example: “Clamp internal arc radius must equal radius of pole.”
	<p>Production</p>	<p>Parts Modelling</p>	<ul style="list-style-type: none"> • Summary of part creation for each part. Use snipping tool to extract image of key points of each parts creation. • Annotate each part with critical steps, interesting methods, and problems encountered/overcome. Excellent opportunity to demonstrate reasoning skills and reflection. • Demonstrate methodology, logical process, and compatibility with annotated shots of CAD sketches etc. ie did you create it the most effective way?
		<p>Sub-Assemblies</p>	<ul style="list-style-type: none"> • Summary of sub-assemblies. Use snipping tool to extract image of key points of each sub-assemblies creation. • Annotate each sub-assembly with critical steps, interesting methods, and problems encountered/overcome. Excellent opportunity to demonstrate reasoning skills and reflection.
		<p>Full Assembly</p>	<ul style="list-style-type: none"> • Summary of Fully completed assembly. Use snipping tool to extract image of key points of each sub-assemblies creation. • Annotate with critical steps, interesting methods, and problems encountered/overcome. Excellent opportunity to demonstrate reasoning skills and reflection.

Part B <i>Production of Working Drawings and Assembly Instructions</i>	Planning	Research	<ul style="list-style-type: none"> Define '<i>working drawing</i>' viewing system and '<i>universal instruction guide</i>'. Define the target audiences and expectations of graphical products Source and present referenced examples of correct procedure for each. For working drawings, AS1100 is an excellent resource, in addition to other examples. Annotate and comment to demonstrate understanding and application. For instruction guide, IKEA and other multinational companies use this concept well. Annotate and comment to demonstrate understanding and application.
		Layout Plan (working Drawings)	<ul style="list-style-type: none"> Identify the FIVE parts you intend to produce working drawings for, when selecting ensure you pick five that demonstrates as much variety in process. I.e. section views, detail views, arcs, patterns, holes, etc. Produce a sketch of the generic or typical layout of a working drawing with consideration to dimension location, title block, view location, etc.
		Layout Plan (Instruction Guide)	<ul style="list-style-type: none"> Refer to the YouTube clip in class of process communication for pizza and posting an envelope to produce a sketch of a generic process layout (perhaps their example).
		Reflection	<ul style="list-style-type: none"> Evaluate planned layouts and selections for appropriateness to the target audiences.
	Refinement	Refined Layout Plan (working Drawings)	<ul style="list-style-type: none"> Produce a series of sketches of your intended layout of each part indicating how you will use the page space, which views will be selected, where dimensions will be placed, etc. Comment on layout in the language of elements and principles. Alignment, scale, balance, hierarchy, etc. Reflect on appropriateness of selected viewing systems as a communication tool to intended audience
		Refined Layout Plan (Instruction Guide)	<ul style="list-style-type: none"> Produce a series of sketches of your intended layout of your instruction guide indicating how you will use the page space Pay close attention to the order of assembly, appropriate views for detail, and use of tools to assemble. Comment on layout in the language of elements and principles. Alignment, scale, balance, hierarchy, etc. Reflect on appropriateness of selected viewing systems as a communication tool to intended audience
	Production	Working Drawings	<ul style="list-style-type: none"> Present your FIVE complete working drawings as A3 Landscape pages 'stitched' into your folio. Refer back to research on AS110 to ensure compliance with all appropriate standards in use.
		Universal Instruction Guide	<ul style="list-style-type: none"> Present your complete instruction guide as an A4 landscape booklet 'stitched' into your folio.
		Evaluation	<ul style="list-style-type: none"> Present a checklist form for a member of the target audience to complete evaluating the effectiveness of your graphical responses. (I am happy to fill out this for you as your <i>target audience</i>). Reflect on checklist outcomes

Part C Production of advertisement material	Planning	Research	<ul style="list-style-type: none"> Define the target audience and their expectations, what will appeal to them. Define the mode of advertisement you will use and the attributes associated with it. Collect and analyse examples of advertisement in the mode chosen and wider sources. How have they presented the product to the viewer? Annotate and comment on views chosen, lighting, shadow, surrounding features, layout, text and font, etc. Determine the advertisement material you will produce and the attributes your advertisement material must have
		Concept Layout	<ul style="list-style-type: none"> Produce a series of sketches (recommend 3) of proposed layout concepts, annotating and commenting the communicate intent.
		Reflection	<ul style="list-style-type: none"> Evaluate the concept ideas and their appropriateness to the target audience expectations.
	Refinement	Refined concept	<ul style="list-style-type: none"> Field test concept ideas with a sample of the target market (classmates) and present graphically the results to justify your chosen response style. Develop the chosen layout through refined sketches paying particular attention to commenting on the application of the elements and principles of design relevant to the chosen form of advertisement. Consider the use of alignment, scale, balance, orientation, hierarchy, etc. when refining the chosen concept. Select and prepare viewing systems (rendered images) from your CAD model to be used in production. Select and prepare template format for production (e.g. illustrator background layout) and select text options for use (e.g. if using non-standard font types).
	Production	Advertising Material	<ul style="list-style-type: none"> Present solution in a realistic format. E.g. flyer – full page colour ‘stitched’ into folio, website – mocked up onto web page, Billboard – presented on a source image billboard. Ensure compliance with accepted practice and conventions associated with your chosen mode of advertisement. Present a checklist form for a member of the target audience to complete evaluating the effectiveness of your graphical responses. (I am happy to fill out this for you as your <i>target audience</i>). Reflect on checklist outcomes
Evaluation	<ul style="list-style-type: none"> Critically evaluate your folio as a whole, using key section headings as a guide. This should reflect all the work you have done and link back to what was initially intended. Include things such as; what you have learned, problems encountered how they were overcome, and appropriateness of final solution. Aim to have 4-6 paragraphs each centred around a key area of your folio. 		