Yorkshire Coast College Scarborough GRIMSBY INSTITUTE GROUP

ASSIGNMENT/ASSESSMENT BRIEF 2010/11

Title of Qualification		National Diploma in Interactive Media - Year1	
Module		**Visual Recording in Art & Design** **Computers in Art and Design** **Enrichment – Equality & Diversity/Every Child Matters**	
Assignment Title	**Equality & Diversity/Every Child Matters Poster**		
Tutors/Assessors	Keith Wood/Nigel Hogg		
Date set	28 09 10	Date due	12 10 10
Assessment criteria See unit specification on Moodle			

Aims and Purpose

Unit 1: Visual Recording in Art and Design
This unit aims to extend your ability to select and visually record from a range of sources in order to communicate information to different audiences, using appropriate presentation methods and for a range of specific purposes.

Unit 12: Computers in Art and Design
This unit will enable you to develop skills and understanding of the use of computers in art and design. You will research existing applications of computer use, and develop creative responses through your own study and production of computer-based art and design work.

Equality and Diversity Overview
The college is committed to equal opportunities for all our learners. Equal opportunities mean that any form of discrimination or disadvantage is eliminated by positive action. Our aim is to create an environment where individuals treat each other with mutual respect, regardless of **age, disability, race, colour, ethnicity, nationality, religion/belief, sexual orientation or any other grounds**.

Every Child Matters (ECM) Overview
Every Child Matters is a government initiative with the aim of giving all learners the support they need to:

Be healthy – covers topics such as Healthy Eating, Smoking Awareness, Sexual Health and Stress Management.
Stay Safe – covers topics such as Health and Safety Awareness, Drive Wise, Anti Social Behaviour, Anti Bullying, Alcohol Abuse and Substance Abuse.
Enjoy and Achieve – covers topics such as involvement in extra-curricular activities eg. clubs, teams, events and competitions.
Make a positive contribution – covers topics such as Fundraising, Student Reps, Learner Voice, Rights and Responsibilities.
Achieve economic well being – covers Self Confidence, Teamwork and Enterprise.

Introduction

Investigate the themes associated with E&D and ECM. If you enter **Healthy eating posters**

Yorkshire Coast College Scarborough | GRIMSBY INSTITUTE GROUP

ASSIGNMENT/ASSESSMENT BRIEF 2010/11

for example in Google Search you will quickly find a huge resource of information from which to draw inspiration, with posters using slogans such as:

Water – Just drink it and **Eat Well Learn Well**.

For the purposes of this assignment, you need to identify slogans and expressions that are both powerful in conveying the intended message, and clever - making them memorable. Pay particular attention to the posters that are almost purely typographic as this is the task that faces you.
Record the posters/slogans you find, and in your own words explain why you believe a particular slogan works. You can do this digitally using a Word document or you can write down the slogan on paper and note your views next to it – either way, this stage should naturally lead you to generating ideas for your slogan – The Design Process.

Have a look at these websites for information about the **Design Process**
http://graphicdesign.about.com/od/graphicdesignbasics/ss/process.htm
http://www.davidairey.com/what-is-the-graphic-design-process/
This one for slogans
http://en.wikiquote.org/wiki/Advertising_slogans
This one is the Department for Transport site
www.dft.gov.uk/think

Brief

Design and produce an A3 poster that aims to heighten awareness and/or draw attention to an issue or theme that falls under the umbrella of E&D or ECM.
The poster should be made up of mainly typographic elements and limited use of simple symbols if necessary. A number of colours can be used if required but no imagery must be included.



http://www.durexhibit.co.uk/thumbs/1167/478.png

Have a look at the examples above on the website. You will see that the main slogan or strapline is contextualised by supporting information that removes the innuendo and clarifies the message.
This website is well worth a look if you want to know what a Strapline is.
http://www.spotlightideas.co.uk/?p=127

The two logos that appear on this brief need to be included on your poster.

Brief prepared by	Nigel Hogg	Brief IV'd by	Keith Wood
Date	27 09 10	Date	27 09 10