

Non-Examined Assessment

Band 2 Exemplar Learner Response

**NCFE Level 1/2 Technical Award in
Graphic Design (603/7011/7)**

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Introduction

The following are sample learner responses for each task within an assignment alongside examiner commentary for each assignment. They show how learners might respond and can help assessors in making their overall marking decisions.

Learner responses

Each learner response should demonstrate what a **mark band 2/third band** response looks like alongside any evidence which is required to be completed. All responses use content from the mark schemes and align with the standards in the mark band descriptors and indicative content.

Assessor commentary

The assessor commentary demonstrates why the responses given throughout the assignment meet the criteria for the mark band they have been awarded. The assessor commentary will be linked to, and supported by, the descriptors in the mark scheme.

Task 2 – Development		
Band	Marks	Descriptors
4	7–8	<p>AO1 – Excellent recall of knowledge and understanding of graphic design components and principles that is comprehensive and highly detailed and highly relevant.</p> <p>AO1 – Excellent recall of knowledge and understanding of tools, materials and techniques that is comprehensive, highly detailed and highly relevant.</p> <p>Technical terminology used is fully accurate and appropriate.</p>
3	5–6	<p>AO1 – Good recall of knowledge and understanding of graphic design components and principles that is mostly comprehensive and mostly detailed and is mostly relevant.</p> <p>AO1 – Good recall of knowledge and understanding of graphic design tools, materials and techniques that is mostly comprehensive and mostly detailed and is mostly relevant.</p> <p>Technical terminology used is mostly accurate and appropriate.</p>
2	3–4	<p>AO1 – Reasonable recall of knowledge and understanding of graphic design components and principles that has some detail and is of some relevance.</p> <p>AO1 – Reasonable recall of knowledge and understanding of graphic design tools, materials and techniques that some detail and is of some relevance.</p> <p>Technical terminology used is mostly accurate and appropriate.</p>
1	1–2	<p>AO1 – Limited recall of knowledge and understanding of the graphic design components and principles that has limited detail and of limited relevance.</p> <p>AO1 – Limited recall of knowledge and understanding of graphic design tools, materials and techniques that has limited detail and of limited relevance.</p> <p>Technical terminology used is limited in accuracy and appropriateness.</p>
0	0	No rewardable material.

Client brief

Camino Hostels – Travel, explore and dream big!

Camino Hostels have commissioned you, as a graphic designer, to produce a graphic design solution.

Camino Hostels is a new and exciting travel agent that helps people plan trips safely across the world. They will have travel shops across the UK as well as a website.

Camino Hostels wants to target 18–24 year olds and encourage them to book with them in 2021.

Camino Hostels' key values are that their accommodation should be basic, affordable, and safe.

The company wants their key values to be communicated in a stylish and innovative way for their upcoming launch.

Camino Hostels want you to produce a portfolio of work that responds to **one** of the following:

- a landing page for the new website
- a printed or digital poster to promote Camino Hostels
- graphic design(s) that can be used on promotional product giveaways at the launch
- front cover designs that can be used on the printed or digital monthly magazine.

Client requirements:

The final graphic design solution must:

- include the title and tagline 'Camino Hostels – travel, explore and dream big!'
- use visual language appropriate for the target audience
- communicate the company's key values in a stylish and innovative way.

You may submit your proposed ideas in a printed or digital portfolio.

Project instructions:

You must include evidence of the following in your portfolio:

1. primary and secondary research in response to your chosen solution from the client brief
2. developed ideas informed by your research
3. plans for a final graphic design solution appropriate to the needs of the client brief
4. final graphic design solution
5. portfolio presented in an appropriate format
6. evaluation of your final graphic design solution.

Task 1: initial design ideas

Evidence

You must provide:

- initial design ideas
- justification for your initial designs
- your internet browsing history used for research and planning purposes.

This could be presented as:

- written report with diagrams and/or illustrations
- journal/diary
- sketch pad
- research sheets
- blog or vlog
- video(s)
- visuals with audio commentary.

I will begin by carrying out primary and secondary research before I develop my graphic design solution for Camino Hostels.

My choice of graphic design product is to: **create a digital poster to promote Camino Hostels.**

I will consider the following component parts within my graphic design solution:

Colour – I will use colours, which are enticing for 18-24 year olds, and colours, which are associated with holidays. Considering the fact that the client is a travel agent, this is generally associated with happy holidays abroad – I have decided I will use bright colours, with the main colours that will be used will be blue and yellow.

Blue symbolizes trust (and this is important as Camino Hostels wants the target audience to trust them with parting with their money). Blue is also associated with the sky on a clear day. In particular, I will use light blue. Light blue is associated with health, healing, **tranquility**, understanding, and softness. (Reference: <https://www.supercolor.com/blog/the-meaning-of-the-color-blue/>) The reference to tranquillity is what stands out for me here, which is what Camino Hostels is about.

Yellow symbolizes cheeriness and happiness (Which is what is associated with holidays). Yellow is also symbolic to the sun. Yellow is for **happiness, hope and spontaneity** It's the color of the sun, smiley faces and sunflowers. Yellow is a color that's happy and youthful color, and it grabs your attention with its hope and positivity. (Reference: <https://99designs.co.uk/blog/tips/color-meanings/#:-:text=Yellow%20is%20for%20happiness%2C%20hope,caution%2C%20like%20red%20and%20orange.>) Based on this research, this all marries up to the link to Camino Hostels travel agents.

Typography – The type of typography is important when creating a graphic design solution, as fonts play a huge part in how a product is perceived. I will avoid serif style fonts, for example; Times New Roman, because this style of font is too traditional, and not modern enough for the target audience of 18-24 year olds. life perspective of what potential future holidays would look like.

I will use sans style fonts, such as Avenir, which is modern, simple and eye-catching, and especially more suited to the age range of 18-24 year olds. The colour of the typography will be blue. Blue, yellow and white are also good colours which will work well together, as they are all opposite in colour.

Assessor comments

AO1 –There is a good recall of knowledge and understanding of graphic design components relation that is mostly comprehensive and mostly detailed. However, further detail and more of a comprehensive recall of knowledge would have moved this to a higher marking band.

AO2 – There is reasonable application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. The learner has produced some detailed initial ideas that have some relevance to the brief.

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I will consider using hierarchy, to ensure certain words are focused on first. I will use a catchy slogan or piece of text, which will be larger than the other words, to get the audience to focus on that first.

Imagery – I will use vector photography related to holidays within my final graphic solution. I will avoid hand-drawn or cartoon style imagery, as this is not professional, nor will it give a real-life perspective of what potential future holidays would look like.

I will manipulate the images used to add a more personal touch, for example cropping out any unnecessary parts.

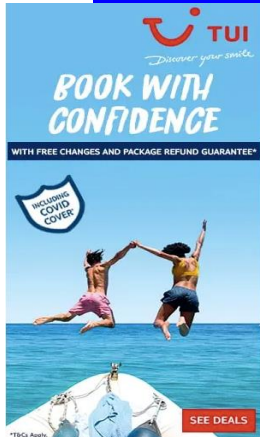
With regards to secondary imagery I will use, I will ensure the imagery used within my product is from 'stock images', due to copyright licensing. I will ensure I use free sites, such as www.istockphoto.com or www.shutterstock.com.

I will also create my own logo for Camino Hostels. This will be a primary and using vector tools to create this logo.

Visual language – within my final graphic design solution, I will make sure the language appeals to the target audience of 18-24 year olds. I will use words, which this age range use to try and capture their attention and make it more appealing and relevant to them.

Research

1. TUI <https://www.sunstarholidays.co.uk/tui-blue-insula-alba/>



This TUI advert in my opinion is eye-catching and appears professional. It looks like it is aimed at my target audience age range, due to the simplicity, and the age range of the people in the poster.

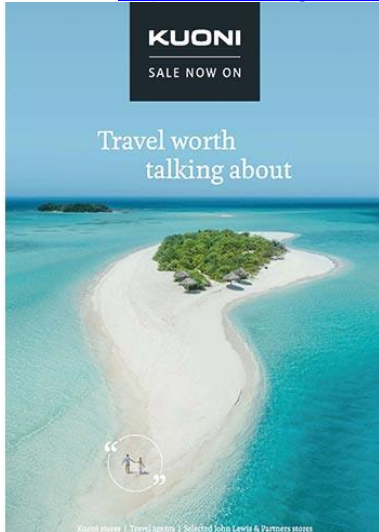
The colours used (blue and white) are simple and work well together. Just like this advert, I want to use a similar blue within my design. The contrast between the dark blue and light blue works well, where the dark blue shape has been used at the top of the poster. I want to include a logo in the corner of my poster, to represent the company. I want a catchy slogan, such as 'Book with Confidence' – it needs to be simple, short and easily readable. The font choice used on this poster looks especially suitable for my target audience, due to it being a good 'display' style of font.

AO3 – There is reasonable analysis and evaluation of how the initial designs meet the requirements of the brief that has some detail and some relevance, with some reasoned judgments and decisions. The learner has offered some considered approaches in order to meet the brief.

Technical terminology used throughout this task is mostly accurate and appropriate.

I like the fact there is a link to COVID – this is particularly important especially after the pandemic, as this is very important to many customers. The picture portrays happiness, of the two people jumping off the boat, along with the sunshine and the clear water. In my graphic design, I want there to be sunshine and happy people being portrayed.

2. Kuoni <https://www.ttgmedia.com/news/kuoni-happy-to-talk-about-value-of-agents-16472>



This poster of Kuoni looks more suitable for a much more mature age range. This is due to the style of font used, being more traditional. The picture of the island also represents luxury, which perhaps would be more costly than the average customer. I like the fact there is just one 'main image' being used here, rather than several smaller images. It makes it look more eye-catching. I like how the text is simple, short and the colour stands out against the background.

3. Booking.com

https://www.pinterest.co.uk/pin/AdBhKlosn_5SSYSkVKbMEXdCtfP41KVNW6YEICAZpqctsuKOB4kWIJzoiB3lj7GKIQ4UdGf4x8yrGr7xZcQV8c/



Whilst this isn't a traditional travel agent as such, it is still an online travel booking company. I found this poster quite enticing; especially as it incorporates the two colours I was planning on using; blue and yellow. As you can see, the colours work well together here, as there is such a contrast. The white text works well too, as it stands out. I like the style of typography used here; modern, simple and easy to read. The hierarchy used here focused on 'out of office, here', which is what I believe booking.com wanted to achieve, as it grabs your attention.

The image used here grabs your attention, and the white border around the image is a nice finishing touch to create an edge to it.

Conclusion on overall initial ideas:

After researching example travel agent posters, it has confirmed to me that my ideas are well suited to the clients' requirements. The purpose is to create a digital poster to promote Camino Hostels. After looking at research on other competitors, it is clear that all of the other existing posters are simple, with minimal text being used, to keep it eye-catching, simple yet still effective. The design trends used are clear that other posters just use one or two colours, less text, a main central image and a logo. I will include my image from stock images to ensure they are copyright free. I will create a logo myself using primary creations, using suitable software. The text I will use on my poster will be my own primary text. I feel that my initial ideas outlined above are all suitable for the target market of 18-24 year olds.

Task 2: development

Evidence

You must evidence the following areas within your development work:

- select and use appropriate tools, materials and techniques
- ideas generation (for example mood boards, sketches, mind maps and visualisation)
- experimentations, tests and refinement of ideas
- applying graphic design language in the development work.

You must also submit your internet browsing history used for research and planning purposes.

I will now select and use appropriate tools, materials and techniques, generate ideas, experiment and apply graphic design language in some development work.

Visualisation – I have created a visualisation in presentation software to help generate ideas for my graphic solution. As you can see the blue/yellow colour scheme has been incorporated here. I have experimented with typography styles, including hierarchy and alignment.

I have experimented with gradients in the sun and within the logo. I changed the contrast of the images on the left. I experimented with different colours.

I have experimented with the following:

Colour, typography, imagery, hierarchy, alignment, contrast, proximity, positive and negative space, software applications, computer, digital illustration, gradients, colour mixing, shapes, pencil effect, digital image manipulation.

Images on the moodboard/visualisation from:

Top left, sunglasses image <https://www.healthsmartvaccines.com/3-tips-for-safe-summer-travel/>

Middle left, beach chairs image <https://www.which.co.uk/reviews/travel-agents/article/guides>

Bottom left, sun loungers image <https://skift.com/2022/04/20/forget-2023-travel-agents-are-booking-for-2024-on-inflation-worries/>

Image of the sun <http://clipart-library.com/clipart/6cr6RGkqi.htm>

Bottom right, plane/world image <https://www.pngmart.com/image/162069>

Drink image <https://pixabay.com/photos/glasses-drink-alcohol-cocktail-4111357/>

All other content was created by me, using shapes/text.



Assessor comments

AO2 – There is reasonable application of knowledge and understanding through the experimentation and use of tools, materials, and techniques that is effective in some parts, with some detail, and has some relevance in response to the brief and to their chosen graphic design solution

AO4 – There is reasonable demonstration of the application of principles and components of graphic design that has some effectiveness in the development of graphic designs that in some parts meets the requirements of the brief. Learner has produced some detailed developmental ideas that have some relevance to the brief.

AO4 – There is reasonable demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief that has some detail and some relevance.

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Ideas generation – Here are some ideas from existing travel agent posters, where I would like to use my skills to achieve something similar.

I like the style of these two travel agency posters, in particular the circular shape with the images inside. The first poster has a coloured effect around the circular shape, which is what I would like to achieve with my poster. However, I am not sure if this would be a problem, as I am unaware of the skills on how to achieve this. It is important to have one or two words, such as 'EXPLORE' and 'TRAVEL' stand out, as this is a keyword, which grabs the target audiences' attention. I would be able to achieve this using graphic software/image editing software, to create a good balance of different types of typography on the page.

Explore your world poster from <https://www.pinterest.co.uk/pin/623607879637011766/>

Travel agency template poster (2nd image) from <https://www.canva.com/p/templates/EAE6Fvh4JFI-blue-and-white-blue-and-orange-professional-travel-poster/>



AO4 – There is reasonable developmental work that demonstrates reasonable skill development that is informed by some research and some requirements of the client brief.

Technical terminology used is mostly accurate and appropriate.

Big, bold title to grab your attention

Big images, which have been edited with a creative colourful edging to make it more eye-grabbing.



Explore your world poster from <https://www.pinterest.co.uk/pin/623607879637011766/>
Travel agency template poster (2nd image) from <https://www.canva.com/p/templates/EAE6Fvh4JFI-blue-and-white-blue-and-orange-professional-travel-poster/>

Task 3: review of development work

Evidence

You must provide evidence of reviewing the following areas of your development work:

- client requirements
- communication of ideas
- appropriateness for target audience
- potential problems and solutions:
 - time
 - resources
 - skills
- effective use of resources.

This could be presented as:

- development sheets
- blog or vlog
- video(s):
 - presentation
 - visuals with audio commentary

You must also submit your internet browsing history used for research and planning purposes. You must record the review process through annotation at key points in the development work at different stages

After developing some ideas in Task 2, I wanted to review the development. I designed my moodboard the way I did, as I feel it takes on board the client requirements. Camino Hostels want a digital poster to promote the travel agents.

I feel by using those particular types of images, they are bright, colourful, and are related to the client. I have included an image of a drink, which is the general association and stereotype of 18-24 year olds.

The content of the moodboard is appropriate for the target audience, in particular the typography that has been used. The type of typography used is modern, sans serif and simple and easy to read. The potential problems that could arise is having the time to create the image of the drink which has the pencilled effect. A solution could be to research online what software/tools would allow me to achieve this effect. Although, the type of resources I might need might not be available to me, nor might I have the skills to achieve this result. With regards to the visualisation image, I feel that this visualisation of how I want the end product to look is achievable in terms of layout. I like the idea of having the images created in a circular shape; again this is something I need to research how to create this effect using graphics software.

In terms of the components of the graphic design, I feel the colours used on the moodboard are reflective of the blue/yellow colour scheme, as mentioned previously in task 1. The blue and yellow used together does have a 'holiday' feel to it, eg the sun and the sky. The typography used on the first main headline is Avenir Black, which I feel grabs the audience well, especially as it is a bolder style of font. The second typography used on the 2nd line is Avenir Light, which in itself gives a certain type of hierarchy, along with the size of text. This ensures the reader captures the first line of text first.

The use of white space used on the page is important, as it allows for the content to not be swallowed up with too many images or too much text, which would ultimately be off-putting. I decided to use presentation software on my computer, rather than opting to use pens/brushes etc, as I feel this has a more professional, real-life way of promoting holidays.

I like how the use of gradients has an effective look, and makes it more appealing. The blue and the yellow shapes with gradient tone down the page somewhat, so it is less 'blocky'.

Assessor comments

AO3 – There is reasonable analysis of development work in relation to the brief, showing some analytical thinking skills, which contains some reasoned judgments supported by some considered approaches, identifying some potential problems and improvements in order to meet the brief throughout their review. However, the problems identified could have been supported by well-considered approaches.

AO5 – There is reasonable analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design and has some detail.

AO5 – There is reasonable analysis and evaluation of the designs in relation to the brief, which offers a reasonable explanation with some justification of the selected tools, materials, and techniques in response to their chosen graphic design solution. However, there could have been a more justified choice of the selected tools, materials and techniques used.

Task 4: planning

Evidence

You need to provide evidence of your production planning in a portfolio (digital or physical). This could include:

- thumbnail sketches
- layout drawings
- journal/diary
- video(s).

This could be presented as:

- written plan
- blog or vlog
- presentation (for example, PowerPoint).

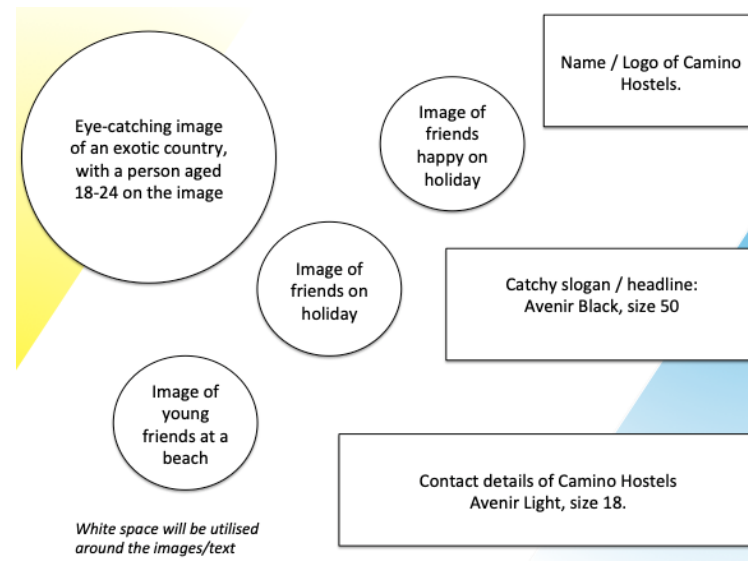
You must also submit your internet browsing history used for research and planning purposes.

Mock-up Visualisation – I have created a mock-up visualisation of how I would want the layout of the final product to be displayed. This was created in presentation software.

The first main eye-catching image in the top left corner will be attractive, clear, and be the biggest on the page. The 3 smaller images, which will be in circular shape, will be a mixture of holidays in different places, with the target audience of 18-24 year olds on them. This is in order to engage with the audience. The logo will be in the top right corner. Based on research, most travel agents/companies in general, use their logo in the corners of a publication.

The catchy slogan/headline will be in bold, large sans serif typography. This is in order to grab the audience. The proximity of space between the images and text will be equal, and there will be enough white space in order to avoid a busy poster.

Gradients will be used on the blue and yellow colour blocks on the page. The overall colour scheme of the poster will be blue, yellow and white. The blue will also be utilised in the images of holidays too.



Assessor comments

AO2 – There is reasonable application of knowledge and understanding for the creation of a production plan that is reasonably relevant and meets some requirements of the brief. The plan includes some of the required planning elements that have been communicated in most parts confidently and mostly effectively.

AO2 – There is reasonable application of knowledge and understanding of the presentation of the production plan that has some refinement and is appropriate in some parts for the chosen graphic design solution. Some of the client’s requirements are considered.

AO1 – There is reasonable recall of knowledge and understanding of production planning, that has some detail though may be underdeveloped. However, there could be more of a development process in the planning, for example; recalling design techniques components and properties when planning the final product, for example: design principles and techniques.

Timings – This is how I plan to make use of my time. It shows the stages of production and the timings for each stage. The status will be turned amber or green depending on whether the task is in progress, or completed.

Plan of Graphic Design Solution

Timing	Task	Status	per 30 minute sections												Notes	
			0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5		
0.5	Create logo for poster															
1	Edit all primary/secondary images them accordingly															
1.5	Put together creation of product															
1.5	Ongoing review of technical skills, processes, tools and techniques															
1	Justification of final graphic design solution															
Total time	5.5 hours															

Experimental – I have come up with an experimental plan of how I would like my graphic design solution to look. This is a first draft, which I created in presentation software. I have used effects on the images to make them appear circular, along with a filtered grainy texture on the image itself. With the slogans, I have used hierarchy with the first line, as I wanted that line to stand out first for the target audience to read. I then aligned the second line underneath to ensure they are aligned together.



Images in this design:

- Main image top left <https://www.holidaykeepers.com/pa/poconos/remote-work-rentals/>
- Main image top right <https://www.natgeotv.com/asia/worlds-best-beaches/galleries>
- Top left, sunglasses image <https://www.healthsmartvaccines.com/3-tips-for-safe-summer-travel/>
- Middle left, beach chairs image <https://www.which.co.uk/reviews/travel-agents/article/guides>
- Bottom left, sun loungers image <https://skift.com/2022/04/20/forget-2023-travel-agents-are-booking-for-2024-on-inflation-worries/>

AO4 – There is reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of tools, materials and techniques demonstrated in a somewhat effective way. However, there could be a wider range of tools, materials and techniques used in a highly effective way.

AO5 – There is reasonable ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution and how well this meets the requirements of the brief that is somewhat comprehensive and in some detail. However, there could be more evaluation on the components of graphic design, such as further detail on the justification of colour, typography and imagery.

AO5 – There is reasonable analytical thinking skills and judgments with some justification of the selected tools, materials, and techniques used in their chosen graphic design solution.

Task 5: production

Evidence

You need to provide evidence of the creation of your final graphic design solution in a portfolio (digital or physical).

You must show evidence of the following:

- your creation of a final solution that builds on your development work and planning
- your creation process of the final solution and decisions that you made
- your use of ongoing review of essential technical skills, processes, tools and techniques to modify the design solution
- how you justify of the final graphic design solution so that it meets the requirements of the client brief.

Whilst creating this final graphic design product, I made several changes to the design as I was creating it.

Logo – I started by creating the logo for Camino Hostels. I wanted to keep it simple, and after experimenting with different shapes and designs, I opted for this text. I initially tried Avenir Black to create the font, but instead chose 'Garet', and for the word Hostels, I applied a Hollow style to it. This type of typography is modern, simple, yet eye-catching. I opted for the yellow colour, as per my colour scheme outlined in Task 1.

The logo consists of the words 'CAMINO' and 'HOSTELS' stacked vertically. 'CAMINO' is in a bold, yellow, sans-serif font. 'HOSTELS' is in a yellow, hollow, sans-serif font.

Top of poster – I inserted my logo in to the top right corner. I then inserted two images; one in the left and one in the right. I chose to make the left one slightly larger, to capture the attention of the reader. I inserted a shape, and filled it blue, and arranged it larger and behind the left image.

Text – I then inserted the first slogan, using the same colour blue as the shape above. This font was also using 'Garet'. The second line was using a smaller text size, and using the font 'ABeeZee'. I felt it allowed for a more hierarchical approach.



Assessor comments

AO4 – There is reasonable ability to produce a somewhat effective final graphic design solution with the application of some graphic design components demonstrated in a somewhat effective way. There is reasonable ability to produce a final graphic design solution with the application of some graphic design principles demonstrated in a reasonably effective way. There is reasonable ability to produce a final graphic design solution that meets some of the requirements of the brief in a reasonable effective way. However, the final design needs to meet all of the requirements in the brief, whereas the message of affordable and safe, yet stylish and innovative design.



Images on the design:

Main image top left

<https://www.holidaykeepers.com/pa/poconos/remote-work-rentals/>

Main image top right

<https://www.natgeotv.com/asia/worlds-best-beaches/galleries>



Imagery/shapes – following the text, I inserted 3 images, and made sure all 3 were the same size. I then made this circular, to match the top two images. These were all positioned in the same direction. I then used the free-hand tool to create the bottom shape and filled it the same colour blue. I positioned the images on the edges of the shape, as I felt this achieved a modern look.

The text at the bottom for 'Book Now' is Gareth, and I made this much smaller, as it wasn't as important to be so big, as it did not need to stand out.



Development – throughout the design process, I kept experimenting with the bottom shape being blue to yellow, and I also experimented with different images for the 3 smaller images at the bottom – see this previous design below, but I felt that the images looked a bit too generic

Images on the top design:

Bottom left <https://www.canva.com/photos/MAEF30eEdT4/>

Middle image <https://www.canva.com/photos/MADyQxT5dbo/>

Bottom right <https://www.canva.com/photos/MAEHREw6BEI/>

Instagram logo https://www.flaticon.com/free-icon/instagram-logo_87390

Images on the bottom design:

Main image top left

<https://www.holidaykeepers.com/pa/poconos/remote-work-rentals/>

Main image top right <https://www.natgeotv.com/asia/worlds-best-beaches/galleries>



Final Design – This is the final digital poster to promote Camino Hostels.

I decided on the lighter blue for the bottom shape, as the yellow looked a little lost on the page. I also reverted back to the original 3 images, as they look more personal, instead of the ones above looking too generic. I also realised that the poster did not include any hostel accommodation images. Based on the client brief, they wanted to demonstrate that their accommodation is basic, affordable and safe, which is why I have chosen these images. They also wanted their tagline: Travel, explore and dream big! I replaced the existing tagline instead.

Images on the final design:

Main image top left

<https://www.holidaykeepers.com/pa/poconos/remote-work-rentals/>

Main image top right

<https://www.natgeotv.com/asia/worlds-best-beaches/galleries>

Bed image bottom left

<https://pixabay.com/photos/bed-room-hostel-142517/>

Tourists middle image

<https://www.canva.com/photos/MADyQxT5dbo/>

Couples bottom right

<https://www.canva.com/photos/MAEfByVpvAg/>

Instagram logo https://www.flaticon.com/free-icon/instagram-logo_87390

The **tools** I used to create this graphic solution were my desktop *computer, graphic design software* and the use of the *Internet* to obtain images.

The **techniques** I used, were, contrast, alignment, digital image manipulation and photography. I changed the contrast of all of the images used on the poster, to make them appear brighter than they should be, in order to look more appealing. I aligned the text of the two slogans to the left. I used digital image manipulation, to manipulate the way the photography appears, including resizing and altering to a circular shape.

Plan – Overall, I spent less time than I originally planned on this project. This is due to the image editing not needing as much time on. I was quicker at completing this task than originally I thought. Overall, this project took 4.5 hours. I used the remaining 1 hour to tidy up and organise my work appropriately.

Plan of Graphic Design Solution

Timing	Task	Status	per 30 minute sections										Notes		
			0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5			
0.5	Create logo for poster	Completed	█												This took 30 minutes to create, as originally planned
1	Edit all primary/secondary images them accordingly	Completed	█	█											This took me less than 1 hour to edit all of my images
1.5	Put together creation of product	Completed			█	█	█								This took me 1 hour to create the product
1.5	Ongoing review of technical skills, processes, tools and techniques	Completed					█	█	█	█	█				This took me 1.5 hours to review the skills
1	Justification of final graphic design solution	Completed									█				This took me 1 hour to create a justification
Total time	5.5 hours														

Task 6: presentation

Evidence

You need to provide evidence of your final graphic design solution in an appropriate format (digital or physical).

You must show evidence of the following:

- your creation of a final solution that builds on your development work and planning
- your creation process of the final solution and decisions that you made
- your use of ongoing review to modify the design solution
- how you justify the final graphic design solution so that it meets the requirements of the client brief.



Assessor comments

AO4 – This is a reasonable presentation of the final graphic design solution shown through use of visual communication that is partially effective. However, the information presented lacks some relevance and is not highly detailed or comprehensive enough.

AO2 – There is reasonable justification of choices in meeting the requirements of the brief supported by some relevant examples, however more justification of choices in meeting the requirements would be required to jump in to the higher marking bands.

There is reasonable use of technical terminology used throughout the presentation.

'Stylish' imagery!

Basic...
Affordable...
Safe...
accommodation!

Targeted at 18-24 year olds!



TRAVEL, EXPLORE & DREAM BIG!
Camino Hostels

Book Now
www.caminohostels.co.uk
@caminohostels

We wanted this image to be stylish, and suitable for 18-24 year olds!

'Cool' 18-24 year old woman!

Eye catching Slogan!



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@caminohostels

We designed your logo and positioned it in the corner. We feel this works well with the colour contrast with the picture behind!

We designed your logo and positioned it in the corner. We feel this works well with the colour contrast with the picture behind!

This image represents two friends enjoying a city break, smiling, having fun!

This image represents basic, affordable and safe accommodation!

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This image represents the target audience enjoying themselves on holiday!

This colour blue 'symbolises water, tranquility, the sky, and holidays! The waved shape

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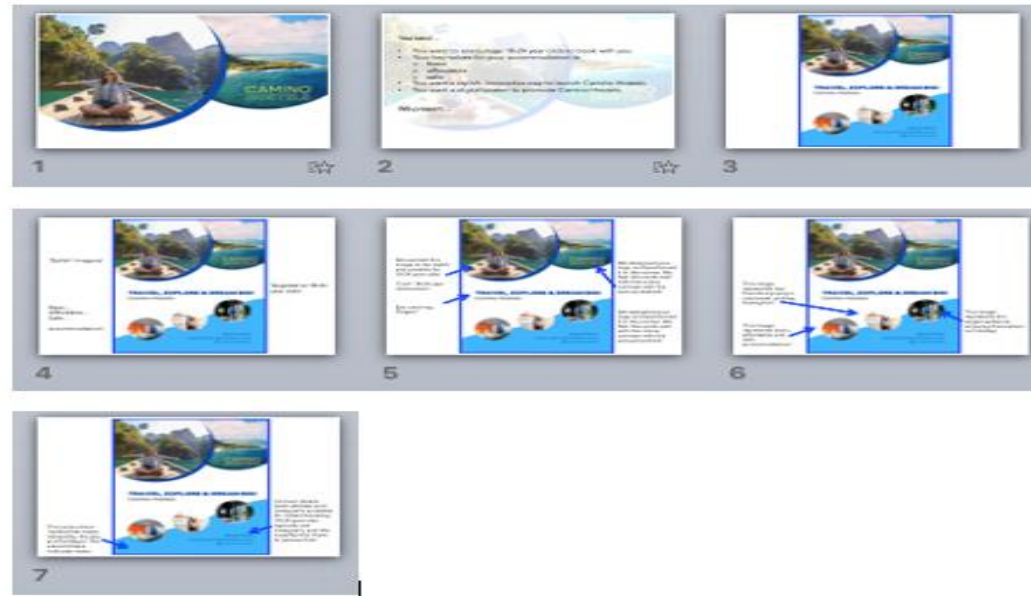
Contact details (web address and instagram) available for instant booking. 18-24 year olds typically use instagram, and this is perfect for them to peruse first!

I feel like this presentation hits the brief, as it clearly evidences the final graphic design solution in an appropriate format. I decided to create this presentation using Presentation software, as it clearly demonstrates the product well, and the use of annotation on each slide justifies my design choices. I have used animation on each slide to grab the audience and to make it look more appealing as the presentation is being shown.

The client could view this presentation, or the creator can pitch it to them. This is due to the fact there is enough information on the slides for it to be understood.

I decided not to use a website or by any other means, as I feel like this presentation speaks for itself. It has an eye-catching introduction screen, and slide 2 reminds the audience of the brief, before presenting them with the final product. The use of arrows and text boxes clearly point out key parts of the final graphic design. The presentation clearly demonstrates the information and the final product in a clear sequence.

I decided not to show my planning stages on the presentation, and instead just wanted to focus on the final product.



Task 7: evaluation

Evidence

You need to provide evidence of your evaluation (digital or physical) in following areas:

- meeting the needs of the client
- communication of ideas
- appropriateness for target audience
- identify successes with the design
- identify improvements.

I will now analyse and evaluate my final graphic solution:

Meeting the needs of the client: I have met the needs of the client, as I have produced what they have requested; **a digital poster to promote Camino Hostels.**

I have ensured I included the tagline they requested, and used visual language, which is suitable for the 18-24-age range.

Communication of ideas: I tried to incorporate the company's key values of stylish and innovate. I have tried to ensure the poster looks stylish - by using stylish imagery and an innovative design. In particular, the way the shapes and colours work well together on the page.

Appropriateness for target audience: I feel the poster is suitable for the age range of 18-24 year olds, as it includes images of people enjoying themselves within that age range. This in itself is appealing to the audience. It would be less appealing if there were images of couples, families or older adults. I also feel the font choice is suitable for this age range, as it is modern, yet simple to read.

Effective use of resources: I made effective use of resources throughout this project. I gathered enough research from the Internet, including secondary images to use on the poster. I used a desktop computer and graphic editing software to create the final poster, and presentation software to put together the presentation.

Improvements: in terms of improvements, I feel I could have made the final poster more exciting. I think the images could have been edited further to make them more exciting to look at, for example; shadows, or borders around the circled images. I also think the font of the tagline could have been more jazzy. Looking back, in hindsight, it looks a little plain and simplistic. It should have been more exciting, to make it jump out more to the audience.

Successes with the design: I think the overall final look of the poster looks appealing. It is simple, but it is also stylish to look at. The type of images used look professional, appealing and makes me interested in what the poster is about. I think the colours work well together, the blue, white and yellow; there is a good contrast between all colours, which makes it work well. I think the typography of the logo has a good contrast against the image behind it, which makes it stand out. There is a good balance of positive and negative space on the design, so it is not too cluttered. The tagline on the poster has a good sense of hierarchy, which makes it the first thing the target audience sees, to grab them in.

Assessor comments

AO5 – There is reasonable analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that has some detail, although it is lacking in depth. The learner could have discussed in further detail how the graphic design solution suits the client's needs.

AO5 – The learner has given reasonable examples that have some relevance of successes and what could be improved. However, the successes and improvement examples given could be more specific and given more thought in terms of explaining the points further.

