

Non-Examined Assessment

Band 4 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 4/top 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.

PRIMARY RESEARCH

1

Firstly, I completed primary research to find out what people thought about the name Camino Hostels, what they wanted to see from designs relating to travel and hostels. I asked them about what travel agents they knew of already, and what sorts of pictures they might think about when they thought of travel agents. I also asked what might make a magazine by Camino Hostels stand out from other travel magazines.

I learnt:

- The name Camino hostels sounds sort of Italian or Spanish to some people and made them think of holidays abroad
- The word hostels confused some people as they thought it should be hotels
- Some people didn't know what a hostel was
- People wanted to see pictures of nice locations as well as what the hostel might be like, from hostels around the world that Camino own
- Travel agents were mentioned: Expedia, Hotels.com, Booking.com, First Choice, Thomsons
- People found it difficult to think of pictures for travel agents, so mostly mentioned different locations that there could be photos of around the world.
- In order to make the Camino Hostels magazine design stand out, they wanted to see something more interesting than pictures of landscapes or beaches
- One comment was that the pictures used could always be styled in the same way so that it's really obvious that the front covers all belong to the same company.

I am going to use this information to help inform my ideas, although I was not able to ask the exact target audience, I think this has given me a clear direction for my initial ideas.

SECONDARY RESEARCH

2

<https://workingnotworking.com/projects/104853-bigfoot-hostel-posters>





These are posters for hostels that are already out there, they have a very clear style and structure. The use of an inside and an outside image fits well with my primary research. I feel there is maybe too much info on here and it is a bit cluttered, the hierarchy is unclear - so if I make a poster I will try to add less info.

The fonts work well and are really clear. Use of line around the boxes to make them stand out in contrast is good, as well as where it has been done in dashes to make it look a bit like a treasure map, or a plan of where someone is visiting - using the same colour for the headings, line and shapes adds unity. These feel like they are for a young adult, active target audience. The use of a logo is important and each has a strapline underneath the title to tell us more about it, which is effective.

POSTER
COMPETITOR RESEARCH

Assessor comments

The analytical insight provided by the primary research provides a secure platform on which to base highly reasoned judgments and decisions as the assignment progresses. This demonstrates a well-considered approach in order to meet the brief.

In the primary research the learner refers to fonts, straplines and unity of design. In the secondary research, the learner refers to visual clarity and style, use of imagery, and the volume of text and information. This is evidence of the use of fully accurate and appropriate technical terminology as well as demonstration of an excellent understanding of graphic design components.

This poster has a luxurious feel to it – the royal blue gradient into the sky colour makes it seem like a sunny, exotic place to go, and the image of the hostel that has been used makes it look like a luxurious hotel, except for the people sitting outside in tents and with backpacks. The low angle image is effective in making the hostel look big and the green of the trees helps this location to look exotic.

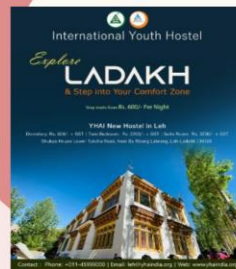
Taking the photo from the bottom looking up at the hostel makes it seem grand and imposing. The text that has been used in this poster is just the right amount, though some of it quite small. The use of colour in the different fonts is effective as it ties in with the colours in the picture. At least 4 fonts are used in the poster and the typography of 'explore' is in italics which could be too much. This poster could be for a slightly older target audience who can afford a less basic hostel than the Camino Hostel.

Although I can't read the text on this poster, it is a good example of cartoon vector graphics which is something I could add into my design. This is bright and colourful while still including pictures of the inside and outside of the hostel.

The primary colours and imagery suggest more of a family target audience so I would probably want to stay away from them in my designs. This is also quite unbalanced with the box overlay making it look quite cluttered.

So many different fonts are used that the poster looks far too busy and the eye is not drawn to any one area first – this is a problem in terms of composition and layout.

Poster
Competitor research



Both these magazines use a similar layout giving prominence to a large amount of sky to connote feelings of size, scale and how big the place is that readers could go and explore. The Coast picture is also taken from a height which is effective too. Using white and gold colours in combination has a fresh and bright feel to it which fits well with the positivity of travel. Text is aligned at the sides so that it doesn't take over the main image. These magazines both feel like they are targeted at slightly older audiences than Camino hostels.

A convention of magazine designs is that they seem to have one big image that covers the whole of the background. This needs to be portrait and have areas of white space in so that text can be added over the top without losing the detail of the image.

Travel Magazine Competitor research

This magazine has portrayed something different – using only an indoor shot and a person. While the layout and use of composition is very effective, I don't think this would be suitable for Camino Hostels as the inside probably wouldn't be as grand.


I like the idea of having a focal point, which on this cover is the person. This draws the eye in – along with the bright red of the top that is carried through in the colour scheme through text and line.

Assessor comments

The learner also demonstrates their excellent level of understanding by noting camera angles, use of image connotations, font and colour combinations, colour associations, proportion and scale, focal points, and text alignment. The learner also draws attention to potential improvements in the use of text categories, balance, and overuse of fonts. The learner draws comparisons between the target audience described in the brief, and the target audience envisaged in the examples found in the secondary research. This work tends to be detailed and comprehensive, demonstrating excellent recall of knowledge and understanding of graphic design components. The learner has produced some initial ideas where process along with elements of graphic design such as tone, primary and complementary colours, image and typography are considered.

Imagery = probably needs to be a real image that i could edit and add to - make cartoony

could do Camino Hostels Logo be added to on the bottom



City? street? Beach?


ALSO - NEEDS other images of outside of hostel

uk or other countries?

Background = Textured background or textured letters

Copyright? Maybe use free images

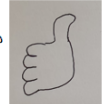
Tone Shading Drop shadow?




Could be gold or textured?

Could hand draw and scan in? Needs to be a symbol

Maybe a thumbs up



or a smile?



Colour = initial ideas complementary

Use of primary colour

dark green could communicate environmental travel

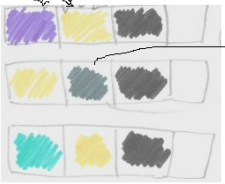
Typography ideas

LARGE, clear font maybe in BOLD?

Not cursive or joined up. Maybe a capital letter and the front.

sans serif?

FONT IDEAS




gold- yellow = active colours looks like quality and also bright and interesting?

Purple shows LUXURY but also maybe MYSTERY and adventure?

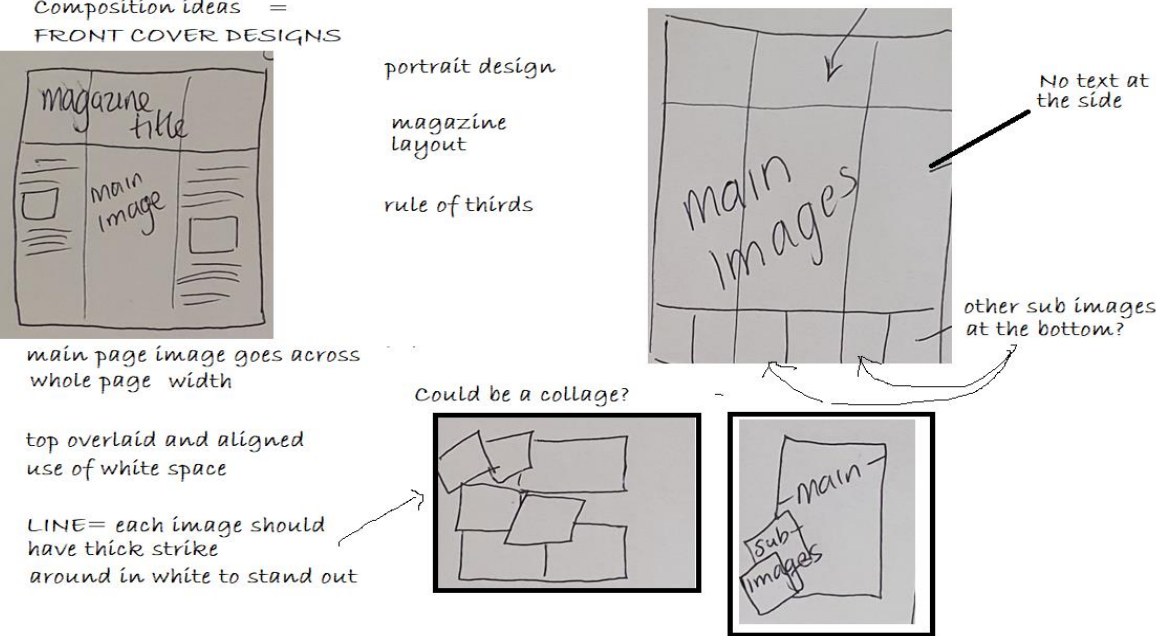
Teal is happy, friendly, vibrant

Black can provide a contrast

A white accent colour will stand out



Composition ideas =
FRONT COVER DESIGNS



portrait design
magazine layout
rule of thirds

Text at the top

No text at the side

other sub images at the bottom?

main page image goes across whole page width

top overlaid and aligned
use of white space

LINE = each image should have thick strike around in white to stand out

could be a collage?

main
sub images

Initial design ideas: justification

Colour: Four colours maximum, colours need to connote adventure, quality, safety, affordability. Most magazine front covers don't use more than 4 colours unless they are kids' magazines, so this will suit the target audience. The colours I have thought about give a message of positivity and adventure as well as seeming safe and like Camino Hostels knows what they are doing. The colours of the text will link to the colour scheme for the background and for any lines I use on or around the images too – this will help to link it all together and form a cohesive design. The brief requires the feel of Camino Hostels to be safe, affordable, quality so by using these colours it will not look silly or crazy. Using gold rather than yellow would appeal to an older TA of 18+ who might be backpacking and exploring.

Assessor comments

The evaluation contains a broad scope of ideas in detail, including typography, line, tone, imagery, and composition. The evaluation also considers the use of analogue processes and the choice of copy. Lines are understood as devices of direction and emphasis. The idea of tone is directly related to the target audience.

Initial design ideas: justification (continued)

Typography: Font needs to be clear and exciting/interesting but not funny or too family orientated.

It is important that the font is easily readable as there would be quite a lot of text on the designs because it would probably include some of the features in the magazine. The name Camino Hostels needs to be in bold so that it is clear this is the company behind the magazine. Using a more luxurious font for the title would be good, it needs to connote adventure and quality. The title might be a serif font but sometimes this can be difficult to read – it depends what the title. I am thinking a title of ‘Where to?’ or ‘Where next?’ might be good as it could be used in a ‘handwriting’ type font as if someone was asking themselves where they would like to go next – this fits in with Camino hostels being worldwide and having shops where people could speak to a travel agent about where to go to next. I may then include ‘travel, explore and dream big!’ in a smaller sans serif font as the tagline or slogan underneath the main title.

Line: I’m not totally sure what lines I might use, but I know that I need to draw attention to the images, and to underline the title. I also may use line to emphasise the word ‘Camino’ so that people are clear who the magazine comes from.

Tone: I may use drop shadow or shading to add depth to letters or images – it may make the design look more interesting and fit in with the exploring nature of the target audience.

Imagery: I will need to reflect travel and hostels, so could include a photo of a place to visit – but it might be more interesting to stylise the images and put an effect on them so that they are very clearly always magazine front covers of Camino Hostels rather than looking like every other travel agent magazine. I will be using copyright free images as the front cover will require images of travel that I cannot take myself, but I will need to edit them, both to reflect the style of the magazine and to fit the secondary images into the sections I will make for them.

Composition: Most likely to be a main image in the middle but needs other smaller images too – I need to stick to the layout conventions of a magazine front cover so that the designs are the right shape and size. I have defined these as being a masthead in the top third of the canvas, a main image in the middle, and supporting information and images in the bottom third. As far as I can tell, the magazine will be free, so I will not need to clutter up the front with a barcode, but I have chosen to add in a logo, which is not part of the brief but I think will help the overall feel of the magazine. Camino Hostels can replace the logo with their own one when they agree the front covers. Using a clear main image is very important in the middle to draw the reader’s eye to it and entice them to look at it. But it is important that the magazine also has images of the hostels – these need to be placed in such a way that they do not clash with the main image and that they show a realistic level of safety but also that they are basic and affordable.

SEARCH HISTORY

- <https://workingnotworking.com/projects/104853-bigfoot-hostel-posters>
- <https://www.facebook.com/youthhostelassociationofindia/photos/a.262543240523344/5136892086421744/?type=3&theater>
- <https://www.yha.org.hk/en/news-events/latest-news/lets-be-a-local-backpacker-202102/>
- <https://www.canva.com/learn/famous-graphic-designers/>
- <https://www.digitalartteacher.com/blog/2019/11/famous-graphic-designer-profile-jessica-walsh-and-brand-design>
- <https://www.studiomoross.com>
- <https://creativemarket.com/blog/travel-fonts>
- <https://www.google.com/search?client=safari&rls=en&q=travel+fonts&ie=UTF-8&oe=UTF-8>
- <https://alexrochut.com/filter/vector/>
- <https://learn.g2.com/famous-graphic-designers>
- https://www.google.com/search?q=youth+hostel+posters&tbm=isch&ved=2ahUKEwit3fLQ_ab9AhXOrycCHZB_AE8Q2-cCegQIABAA&oq=youth+hostel+posters&gs_lcp=CgNpbWcQAZoICAQAQgAQQsQM6BQgAEIAEOgQIABBDogciABCxAXBDogslABCABBcXAxCDAToECAAQHioGCAAQCBAeOgclABCABBAYUOMGWNgbYQOcaABwAHgAgAGEAYgBkAqSAQQyMC4xmAEAoAEBqgELZ3dzLXdpei1pbWfAAQE&scient=img&ei=Kur0Y62gNc7fnsEPkP-B-AQ&bih=681&biw=1381&client=safari
- <http://square1creative.co.uk/portfolio/youth-hostel-association/>
- https://www.magazine.co.uk/magazines/wanderlust-magazine?gclid=CjwKCAiA9efBhAkEiwA4TorioXbidsCE-ICyxDfyhH69gvmdnEFPGo6dJ5u90Zojbbi5psZnnMpBoC6QkQAvD_BwE&gclid=aw.ds
- https://www.google.com/search?q=travel+agent+magazines&client=safari&rls=en&sxsrf=AJOqlzVABUbFua0yyjk77jkbE0is5b1amQ:1677063958191&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjHkfmL_gj9AhVNg1wKHAMIAU8Q_AUoAXoECAEQAw&biw=1381&bih=681&dpr=2#imgsrc=JnN-z5n-5XAlMM

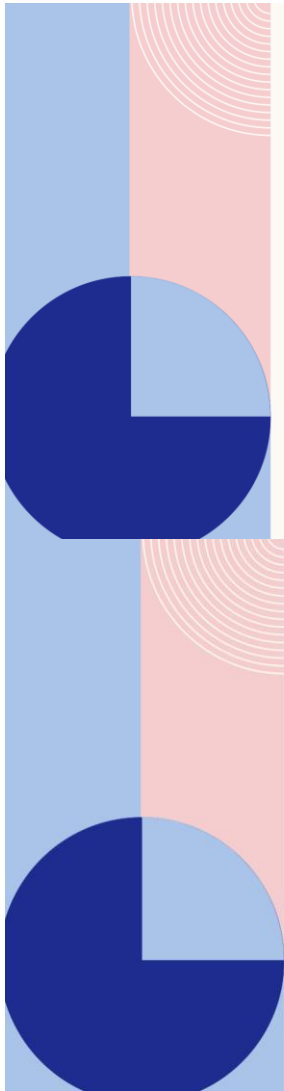
Task 2: development

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.



TOOLS & MATERIALS

I have decided to create some designs for a magazine front cover that can be used for the Camino Hostels digital and print magazines.

The tools I have chosen to use are:

Hardware:

- Computer
- Illustrator tablet
- Pens/pencils
- Scanner

Software:

- Photoshop
- Canva
- Dafont.com
- Edge browser

Because my designs will be mostly created digitally using the computer, I will only need the following materials.

Materials:

- Paper
- Digital materials

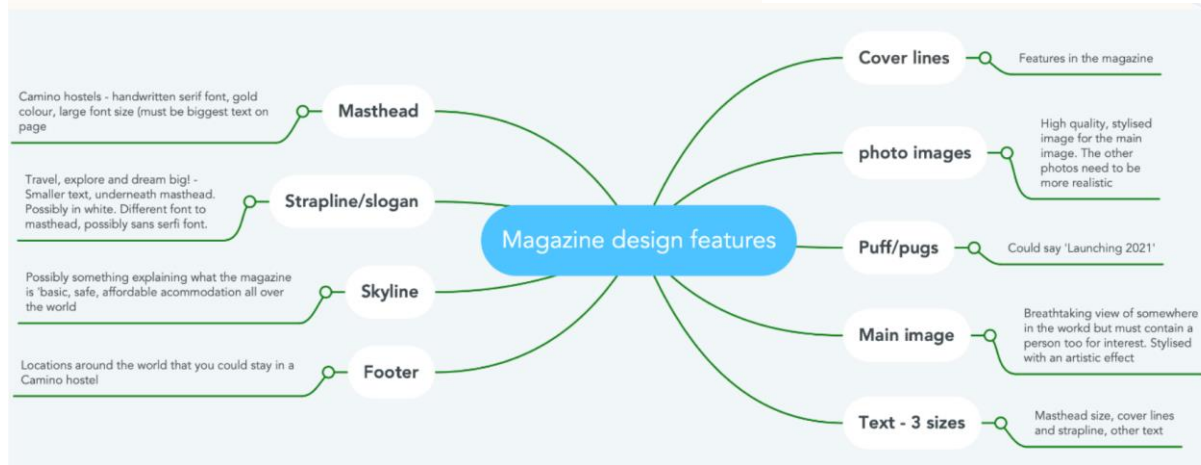
TECHNIQUES

- Sketching – I may sketch out the Camino Hostels logo which could be added to every magazine front cover design
- Digital image manipulation – I will do the majority of my design work using graphic design software and I will manipulate images by tweaking the colour, saturation and by applying artistic effects to make the main images stylized
- Free hand drawing – This will be for the logo, and possibly for a font too
- Scanning - My drawing will be scanned in so that it can be digitized
- Collage/overlap of images – this will be used where the hostel images need to overlaid on top of the main image
- Alignment – This is one of the key techniques that I am going to be using, because magazine front covers require attention to detail with all lines, and all the component parts need to be aligned each time. I intend to use a grid to create each final graphic so that the title (masthead) is in the same place each time.

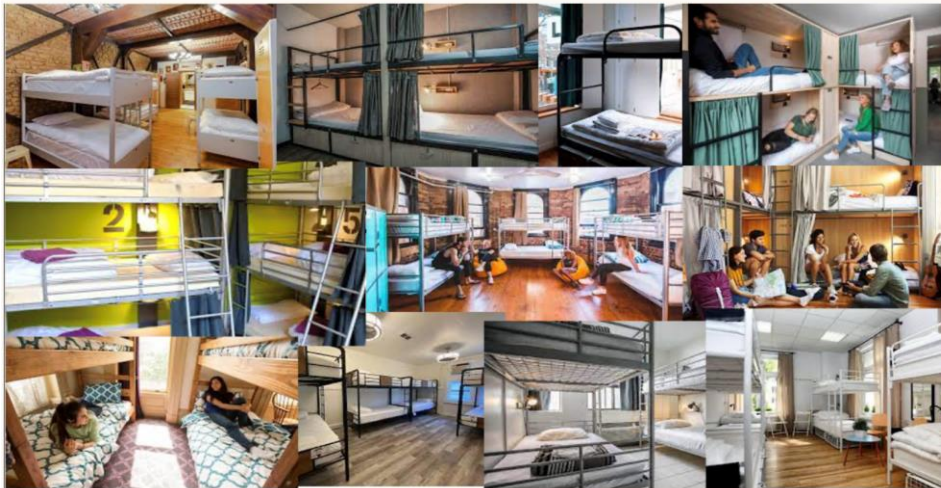
Assessor comments

The learner has produced a detailed and comprehensive selection of tools and materials intended for the activity. This also includes notes on a range of techniques designed to drive the response to the brief. This demonstrates excellent relevant knowledge and understanding of tools, materials and techniques.

IDEAS GENERATION



IMAGERY



This mood board has been created to help plan the type of photo that will be needed for the inlay of the hostel itself.


I think that an exterior and interior shot will be needed.

<https://www.navale.com/search/hostel/>

Assessor comments

The learner uses a diagram to amplify their initial ideas and develop them further. A mood board is used to clearly demonstrate the style and content the learner is considering and the key elements of the visual content. This work provides a detailed and comprehensive set of initial ideas which are clearly relevant to the brief.

The learner uses technical terminology accurately and appropriately.



DIGITAL VISUALISATION DIAGRAM

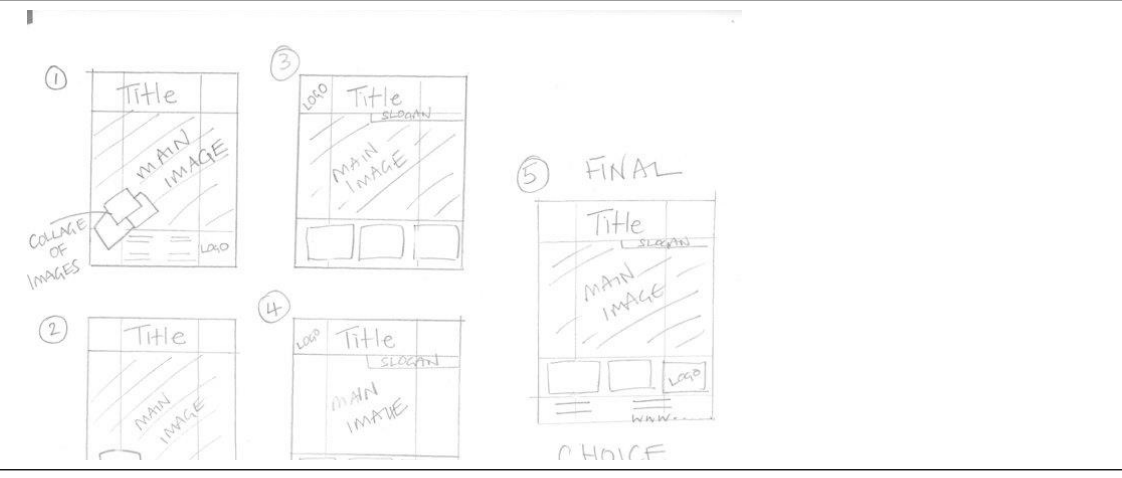
Backpacker jumping: <https://pixabay.com/photos/woman-jump-backpack-jumping-leap-1868817/>

LAYOUT AND COMPOSITION

Assessor comments

A visualisation diagram provides a mock up for a publication that demonstrates the development of initial layout drawings to the chosen layout. This could be further improved with commentary by the learner. They have decided to work with a masthead, main image with overlaid text, features, a skyline, and a footer. This demonstrates an excellent application of effective components of graphic design that fully meet the brief.

Other features based on the key values





TYPOGRAPHY

Slogan: Travel, explore and dream big! Magazine title: Camino Hostels

Magazine title and slogan:

Camino Hostels (Buttermill)

Camino Hostels (Breaksong from task 1) FINAL CHOICE, but needs a glow/gold effect like the Sparkle font

Camino Hostels (Sparkle from CANVA)

Camino Hostels (Breaksong Rough)

Travel, explore and dream big! (Calibri)

Travel, explore and dream big! (Arial)

Travel, explore and dream big! (Aharoni) FINAL CHOICE

Important to have the slogan sans serif as the title is a serif font, otherwise it will be too busy looking.

Assessor comments

The learner has appropriately developed ideas for typography. This page focuses on font and colour choices. The work demonstrates the learners understanding of text hierarchy.

Backpacker in front of rock: <https://pixabay.com/photos/phang-nga-bay-phuket-2076836/>

1
IMAGERY

Images:
This is a free image from pixabay, it is the wrong shape and the colours are a little washed out:

Potentially an image like this that is portrait shape would work

Here I have added different effects in Photoshop to give the image a stylised effect which I could then use across each front cover design so that people always know it is Camino Hostels magazine

TONE & COLOUR

Cropped

Saturation and temperature changed

Saturation, temperature and contrast changed

Saturation, temperature, sharpness, brightness and contrast changed

Saturation changed to 360% in Photoshop.

Assessor comments

The learner has used a stock image to experiment with tone, colour saturation, and cropping. In doing so the learner is looking for a distinctive style which can be used as a kind of corporate identity.

Using a different image, the learner concentrates on colour and tone alone. The learner is developing an image which has sufficient visual strength to be used in a publication. This demonstrates a relevant application of processes in order to meet the brief.

TONE & COLOUR

Experimentation with artistic effects on Photoshop – I tried a number of different effects, but numbers 1,2 and 4 are not the right look for a front cover. In 1, you can't tell the girl is a backpacker, in 2 the dots are too obvious and 4 is too dark. 3 and 5 are more subtle and are possible effects I can use to stylize the photos

TONE & COLOUR

Assessor comments



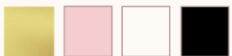

The learner shows an excellent application of knowledge and understanding through their effective experimentation and relevant use of tools, materials, processes, and techniques.

During a review of their work, the learner identifies strengths and weaknesses of the image development work, which are relevant to the brief.

The learner selects an image to use. This excellent application of knowledge and understanding is demonstrated through the learner's highly effective experimentation.

COLOUR & LINE

Colour scheme development: Yellow/gold, purple, black and white

	Too bright, looks a bit childish and not vibrant enough
	More stylish and appropriate for age group BUT yellow still isn't effective enough – doesn't look exciting or have enough depth
	Replacement of gold – this is much better but may be hard to replicate
	Slightly darker purple – looks effective

MAIN IMAGE

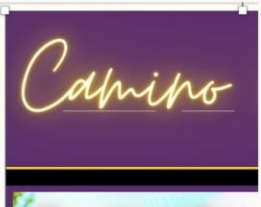
White text

I am not sure yet what the final image will look like, so may use purple as the background or may just use it for the lines I have chosen to add. I may have a scheme of 5 colours as both purple and pink are effective. I may use less black.

LINE

There are only a few opportunities for use of line in my ideas, but these are still important. If I had used too many, the magazine designs would have looked too sectioned off or disjointed.

I have had the idea of using a line under Camino to add emphasis to the word, so that the audience are clear of the business name and who the magazine belongs to. This is not too thick a line, and it breaks under the M so that it looks a little more stylish. All lines used are in black, gold, pink or white.



Assessor comments

The learner continues their development work with a focus on colour and line. The learner recognises these as individual components of graphic design and affords them appropriate attention. The learner indicates that the final creative idea is not settled and the work has potential to develop further. This demonstrates an intention to remain comprehensive in their approach and remain relevant to the brief.

In this task the learner has produced imaginative and varied developmental work that demonstrates excellent skill. The work is clearly informed by research and by the requirements of the client brief.

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

Justification of tools

Hardware:

- computer – the product I have chosen to create is a magazine front cover design(s) and the vast majority of magazine designs in industry are created using the computer. Even those that may have been hand drawn first are then digitised and fonts added using a computer. It is also quicker for me to use than hand drawing everything and will have a professional finish, which is what the client wants. It is also what I will need to use in order to edit the photos I select to create the stylized feel for Camino Hostels that will stand out from the crowd
- illustrator tablet – if I do need to draw I may use an illustrator tablet instead of using pens/pencils and paper. I have used one before, but it depends if I can create a detailed logo using it or if I will need to draw it by hand instead
- pens/pencils – these are the best tools for drawing by hand, and although most of the images will be ones that I source and then edit, it is also important for me to add something creative as an extra to represent Camino Hostels
- scanner – if I do create a design that is hand drawn, then I will need a scanner to digitize my design so that I can work further on it if needed on the computer

Software:

- Photoshop – this is industry standard graphic design software and will enable me to get a professional finish for the magazine and to use print quality graphics and images
- Canva – I may use this for its text effects and layout ideas, it is a very creative online graphic design software
- Dafont.com – this has a huge range of amazing fonts and I may find something appropriate here to use for my masthead in particular
- Edge browser – needed to source any images, photos or fonts I need and to use Canva

Justification of materials:

- paper – this will be needed for when I want to use pens and pencils, as it is the best media to scan
- digital materials – digital images, shapes, text and colour blocks will all be needed so that I can combine them to create the magazine

Assessor comments

This task contains an excellent evaluation of the learner's application of their graphic design knowledge in response to the brief.

The evaluation is concise and well considered as the learner systematically works through the topics they have covered during their development work.

This analysis is excellent and provides a detailed evaluation of the use of skills, tools, and processes.

Justification of techniques:

- sketching – This is a good technique to use for my logo as I can then digitize it – sketching is a technique that helps me to refine an idea, and I can then use a fine liner to emphasise the outline
- digital image manipulation - manipulating images by tweaking the colour, saturation and by applying artistic effects can be done more easily using digital image manipulation – it also means I can experiment with different levels and I can undo them if they do not work
- free hand drawing – This is similar to sketching and drawing freehand rather than limiting myself to using a template or rulers means I can be more creative
- scanning – scanning may enable me to add layers easily – I can scan my designs at different stages and add different sections and parts to it. I can then make edits without having to erase what I've already done
- collage/overlap of images – although this has the potential to become messy and unprofessional, I may use this technique to add more variety to the magazine front covers so that not everything is in alignment
- alignment – front covers require attention to detail with all lines, and all the component parts need to be aligned each time. I intend to use a grid to create each final graphic so that the title (masthead) is in the same place each time.

Communication of ideas

Communication of ideas comes in the form of a mind map, mood boards, descriptions, competitor analysis and visualisation diagrams. I have effectively communicated many aspects of my ideas through these communication methods and have annotated throughout to add more information, detail and clarity to my ideas.

The mind maps are full of examples so that a tone or feel is communicated just from the visuals alone. The hostel images are particularly useful in terms of communicating a distinctive style of image that is needed.

The mind map could have contained more detail to communicate more information about each area – some of the nodes could have had a sub-node to them, for example 'locations around the world that you could stay in a Camino Hostel.'

Competitor analysis completed in task 1 communicated a range of ideas and aspects that would be effective choices and those that I did not think would work well. It was important to communicate what I thought wouldn't work as well as aspects that would.

I included both hand drawn and digital VD which allowed me to focus on the different aspects of colour, font and alignment are the focus on the digital version where content is more the focus on the hand drawn version. In this way all of my ideas could be communicated visually.

Assessor comments

The evaluation provides justifications for the use of tools and techniques. The justifications are altogether appropriate and relevant to the brief.

The approach is well considered as the learner systematically works through the topics they have covered during their development work.

The learner goes on to review the communication of ideas. This work provides a detailed evaluation of the learners graphic design work in relation to the brief. These judgements are well considered and clearly identify problems and areas for improvement.

APPROPRIATENESS FOR TARGET AUDIENCE

Who is the target audience?

- Wants to target 18–24 year olds – all genders
- Encourage them to book with them in 2021 – decision makers, active
- Likely to have a small amount of money to explore with
- May be going independently or in groups
- Happy with basic accommodation
- Safety is important to them

How are my design ideas appropriate?

I have chosen a combination of colours and fonts that will appeal to young adults – I have chosen colours with depth, and gold to avoid primary colours and any colours that may seem family orientated or overly colourful. Purple and gold could connote luxury, but the tones I have chosen are sophisticated and cool, but also there is a relation to fun and adventure. The choice of colours is also gender neutral, I have actively chosen not to use blue or pink (which are traditionally gendered colours) on the magazine covers, but the logo contains both.

Although both images I have chosen are of females, these could easily have other models in images on other editions – both images are facing away from the camera so that it is clear that the people are not the real subject of the photo, it is instead the exciting location.

Both images also contain models in casual clothing with backpacks, they are also seemingly aged around early to mid 20's – this is to reflect the target audience and to ensure readers see that the magazine is for them – the backpackers are role models and essentially selling a travel dream.

By providing features at the bottom of the magazine, this should hook them into reading the articles within the magazine and being inspired to book. The features and images provide multiple backpacking ideas so that there's something for all young adults and this will catch the eye.

There are images of the basic accommodation and the front of a hostel which should represent the key values of Camino Hostels to the target audience – the quality of the images and their alignment mean that although the photos are of basic accommodation, they still look enticing.

The text provided also relates to the key values of safety and affordability which will also appeal to this target audience.

This young target audience have a number of different ways that they can access information about hostels, so the design needs to look different to other generic travel magazines and provide the potential readers with clear information as well as an inspiring main image that makes them think 'I could be that person.'

Assessor comments

The learner identifies the target audience and provides some of its key characteristics. The evaluation then goes on to describe, in detail, how the learner's ideas are appropriate for the characteristics of the target audience. This demonstrates analytical thinking skills and well-reasoned judgments.

Potential problems and solutions

Potential problem:

If using a Canva font, it may be difficult to then import the font into Photoshop to use and edit.

Solution:

Type any text needed and edit in Canva and export each word as a PNG so that each one can be used as a transparent image on a different layer in Photoshop to help with changing dimensions and movement.

Potential problem:

Getting high enough quality images

Solution:

I have decided to use Pexels, Pixabay and Unsplash as I am able to download very high quality copyright free images that will work well for a large main image.

Potential problem:

The gold colour is really difficult to get just using Photoshop colours.

Solution:

Instead of using the Photoshop colours I have decided to use a gold wallpaper image and to insert this into the text as a fill.

Potential problem:

Most images that are appropriate are landscape.

Solution:

I will use the crop function to cut the sides of the images so that they become portrait.

Assessor comments

The learner takes a practical and well considered approach as they identify all the potential problems they envisage. The work identifies the improvements which can be made in order to meet the brief.

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.

TASK 4: PRODUCTION PLAN

23

I intend to start my production stage with the sourcing of all images. I will source more than is necessary, so that I have options to make changes if my first choices don't work. I will also source any fonts needed at the same time. These fonts may come from dafont.com or from Photoshop itself. If they are from dafont.com I will need to download and install them.

While I am installing the fonts I can also be editing the images and experimenting with different effects of light, colour, tone, hue and saturation.

Once the images are ready I will set up my canvasses in Photoshop and use the rulers to ensure that both magazine front cover designs are the same size, shape and dimensions.

I need to use the text that I have come up with and work out how it should be included at the bottom of the magazine. I will need to decide how many columns to put the text into along with font and colour choice.

Finally, after experimenting with different layouts, I will add the lines in that I need to use in order to separate out the sections of the magazine front cover design. I will then export as high quality jpgs.

```
graph LR; PE[Planning Elements] --- B1[1. Find or make images]; PE --- B2[2. Decide on text]; PE --- B3[3. Decide on house style]; PE --- B4[4. Colour scheme]; B1 --- B1_1[make female]; B1 --- B1_2[Multi-line background]; B1 --- B1_3[Must be an interesting image]; B1 --- B1_4[Must be a long shot]; B1 --- B1_5[Could be cropped if needed]; B1 --- B1_6[Camera flash's logo]; B1 --- B1_7[Light]; B2 --- B2_1[Camera flash's]; B2 --- B2_2[Magazine headline]; B2 --- B2_3[Magazine headline]; B2 --- B2_4[Travel, explore and dream big!]; B2 --- B2_5[Caption]; B2 --- B2_6[Cover title]; B3 --- B3_1[Really looking to represent something big]; B3 --- B3_2[Use glitter pattern]; B3 --- B3_3[Use]; B3 --- B3_4[Choose font that can be made bold]; B3 --- B3_5[No more than 3 lines]; B3 --- B3_6[Heading, secondary heading, supporting text]; B3 --- B3_7[Capitals for first letters only]; B3 --- B3_8[Use different sizes for fonts]; B3 --- B3_9[Use the font Breakering]; B3 --- B3_10[Use lines to break up the colour]; B3 --- B3_11[Randomise text size]; B3 --- B3_12[Breakering font]; B4 --- B4_1[orange]; B4 --- B4_2[background colour only]; B4 --- B4_3[black]; B4 --- B4_4[Text on lighter backgrounds]; B4 --- B4_5[gold/yellow]; B4 --- B4_6[main heading/headline]; B4 --- B4_7[white]; B4 --- B4_8[smaller text for stories];
```

Assessor comments

The task begins with an outline of the activity. This is done to make sure that the client's requirements are comprehensively considered.

The learner has revised their mind map which was identified as a concern in the previous task. This demonstrates an excellent recall of knowledge and understanding of production planning.

TASK 4: WORKPLAN

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MAGAZINE PROJECT GANTT CHART:

Task	Start Date	End Date
Source images	17 Mar	20 Mar
Find and download fonts (within weekend)	18 Mar	19 Mar
Edit images	20 Mar	23 Mar
Set out layout on photoshop	21 Mar	24 Mar
Decide on stories	22 Mar	23 Mar
Add in lines and combine all elements	24 Mar	27 Mar

TASK 4:

Design 1: 21cm wide, 30cm high. Based on 'Sparkle' yellow Conva font. Features a person jumping in a landscape.

Design 2: 21cm wide, 30cm high. Features a person in a boat on water.

Footer for both designs:

- Hostels in Cayman
- Stays in hostels
- Basic info: Caymans Hostels Ltd
- Basic website layout: www.caymanshostels.com
- Summer destination
- Attractive A5 size brochure
- Phone: +1-344-242-1234
- Hostels for sale: www.caymanshostels.com

Assessor comments

The learner provides a work plan, showing that the learner is mindful of all planning elements and that the plan is relevant. **There is excellent** recall of knowledge and understanding of production planning.

The layout designs show the candidate confidently planning masthead typography, use of a main image, features, and a footer.

There is excellent application of knowledge and understanding of the presentation of the production plan. It is **highly appropriate** for the chosen graphic design solution and can be clearly followed to a fully realised product in the next task. All of the client's requirements are **comprehensively** considered.

A plan is included that covers **all** required planning elements – they have been communicated **confidently** and **effectively**.

Task 5: production

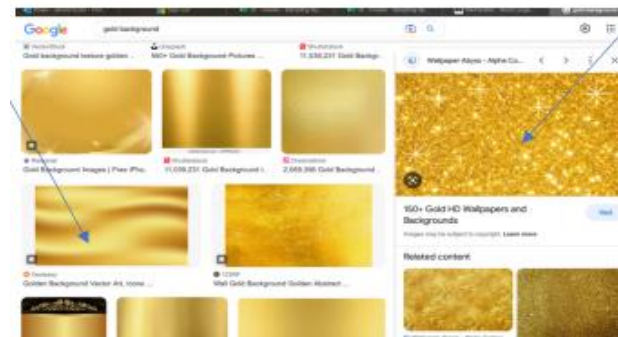
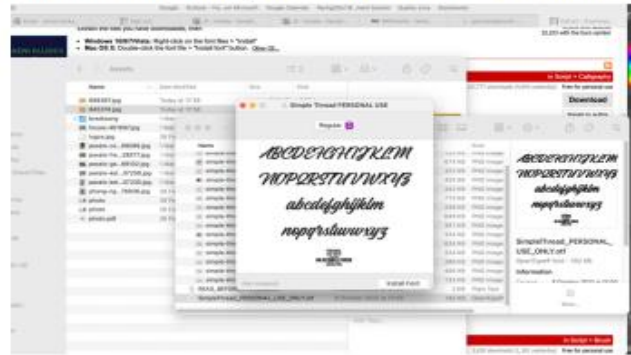
Evidence

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

This is a screenshot of me downloading and installing the fonts ready to use in my Photoshop design. I downloaded three fonts into my assets folder and installed them. I experimented with Simple Thread, which you can see in this screenshot but actually ended up using Breaksong because I reviewed this font and decided that it was too curly and hand written and may not be readable.



I then chose two patterns to use in the text, I needed to fill the fc with the pattern to provide the sparkly feeling of 'dream big'. I downloaded both of the pattern shown below, then experiment with each one. The one on the was too dull, even though it loc better as a large pattern. The glitter had enough detail in it to look interesting even in a small amount on the letters.

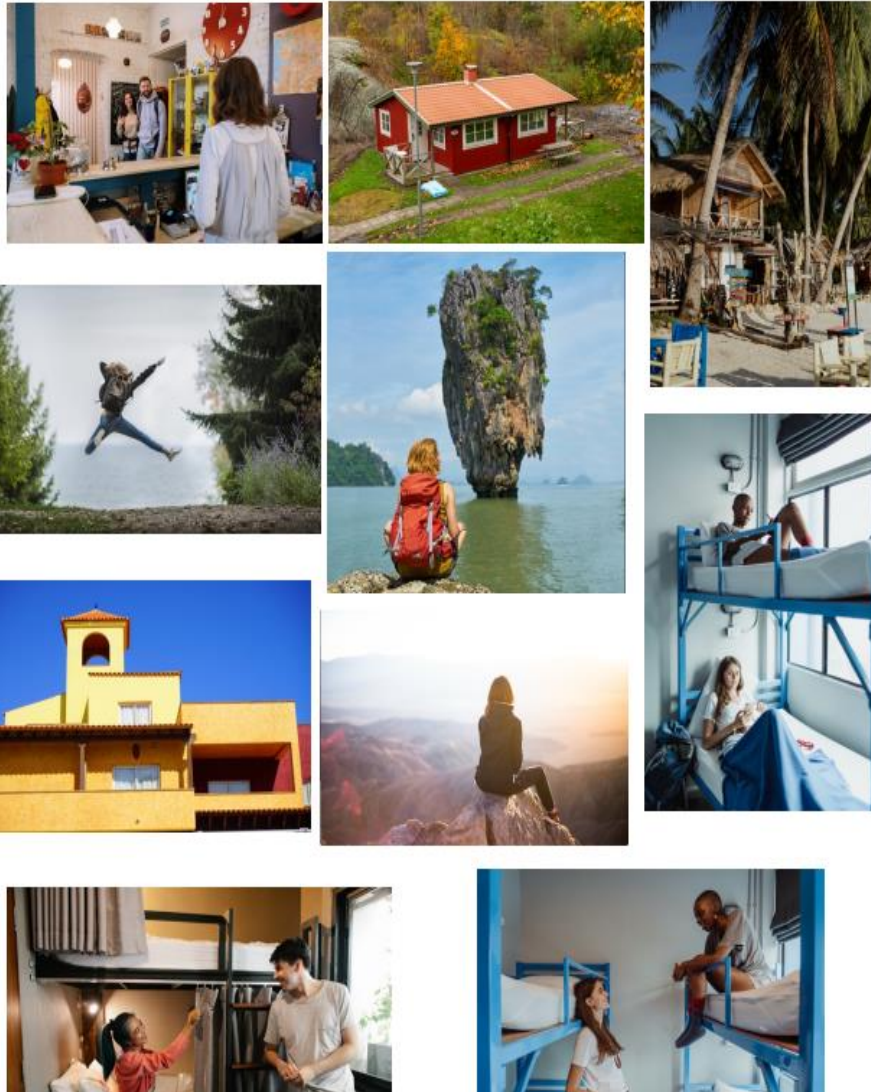


Assessor comments

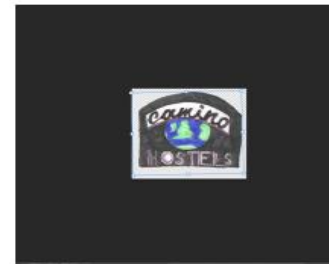
The learner describes and illustrates the processes used while working with fonts and patterns. The work for this task provides some detailed insight into the production of the final graphic design work. The final designs are strong and are consistent with the level expected in band 4. Two designs have been created to meet the requirements of the brief which states "front cover designs that can be used on the printed or digital monthly magazine."

After the two designs, there is a breakdown of the tools, materials, techniques and communication of ideas, including how the product was modified during the production process, along with decisions and edits that were made. This provides excellent 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 as well as discussion in relation to the client brief. Highly developed analytical thinking skills are developed, and the decisions made are reasonable, relevant and appropriate.

I found the images I would need all from Pexels.com, except the woman with the backpack jumping, which was from Pixabay.



I then decided that I would make my logo for Camino Hostels by digitising my hand drawn logo and adding a vector graphic onto the logo in Photoshop:



I imported my hand drawn version into Photoshop by scanning it in to the computer and used the magic wand tool to take away the white background so that it was then transparent. I then used the Transform tool to make the logo straighter.

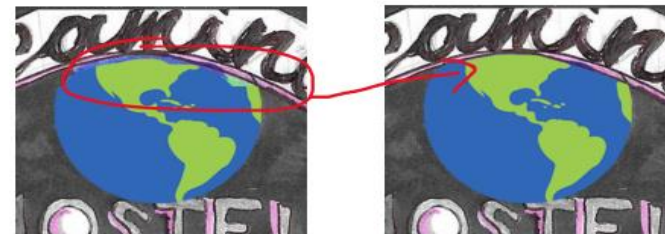


I then used the line tool to go around the edges and make each edge straighter with a bold line and I used the freehand pen tool to draw a better arch for the top. I erased any bits of the logo that went outside these lines.

Originally I had decided to leave the globe hand drawn and coloured in, but the problem with this was that it looked a bit unprofessional, so I experimented with adding different globes that were both real and vector images. I decided on this vector based globe.




Finally, I selected some of the word Camino and made a new layer that I could hide the bit of the globe I didn't need under, and I erased it to the perfect point

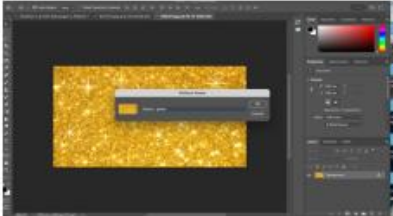


This is my final logo:






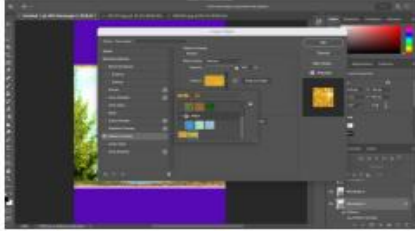
Once I had added the purple background, I needed to use the pattern overlay tool to add in the pattern to the font I had chosen.




I initially looked at the wood patterns to see if they would work, but quickly realised that the glitter/gold patterns I had chosen would look much better.



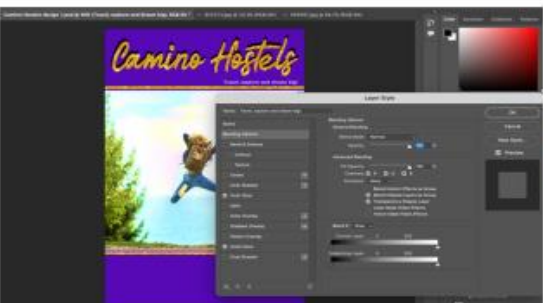
I needed to select and create the pattern so it could then be picked as a font pattern.




Once the font pattern had been added, I realised that it did not stand out as much as I wanted, so I added the name behind in black to use a shadow technique to add emphasis to the letters.



I also chose to add the glitter pattern in a line underneath the letters to divide the masthead from the main image.

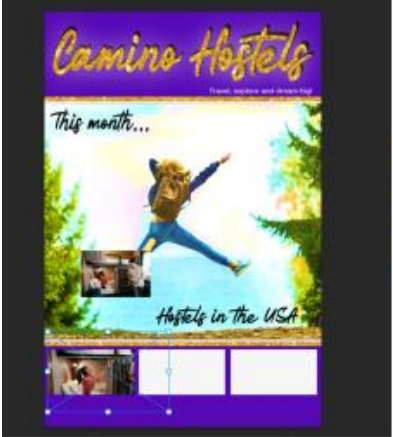




When adding the slogan/tagline in I chose white to stand out against the purple, but this was problematic as it didn't pop as much as I wanted. So I added both inner and outer glow to the text so that it jumped off the page a little more.



Half way through the process I added a line under the word Camino, which I hoped would emphasise the name. It ended up looking out of place and I realised that it wasn't a design convention of magazine front covers, so I took it away again. This is a modification of my original design, but one that works for the audience as it looks less cluttered.

This screenshot demonstrates the image editing I completed for the main image – I changed the vibrance of the first photo. I then posterized the second photo, as it needed to be edited in a different way from the first one, which was much less colourful in the first place.



Here is an example of the insertion of photos – I used the Place Embedded tool, then resized the image using Transform. I then clicked on the layers and created a clipping mask, which meant that the image fit perfectly into the shape.

FINAL DESIGNS AND HOW THEY MEET THE CLIENT BRIEF:

Name of the client is prominent – clear that it is their magazine

The website has been included as the magazine is a promotional tool for Camino Hostels

Use of the slogan from the client brief

Image represents backpackers and people on a budget, as well as exploring and travelling.

Glitter to represent the slogan 'dream big'

Key values

- Hostels in the mountains
- Beach side hostels
- Affordable USA trips
- Keeping safe on holiday
- Budget activities
- Hostel of the month

Use of photos to demonstrate basic, affordable and safe accommodation – the key values from the brief

Key values

- Be safe this Summer
- Active holidays
- Award winning hostels
- Affordable Hostels in Asia
- Hostels for groups
- Hostel of the month

Production analysis and evaluation (completed while going along)

Tools

Hour 1-2: I used the shape tool on Photoshop to set up all of my boxes and lines using the rulers and a grid so that they were properly aligned. This was ideal because I could then ensure that all three boxes at the bottom had equal dimensions. I originally thought I would create everything using separate lines, but it was much more accurate and efficient to do it this way.

I also designed the logo using pens and pencils and used the scanner to digitise my logo and then edited it in photoshop using the eraser and the draw tool, this was key to making it look even more professional, even though it is likely that Camino Hostels has its own logo they could use instead

Hour 3: Fonts were installed so I made use of the font tool heavily – there is a lot of text on this magazine so it needed to be clear, and I needed to ensure that the size of font was readable and that the font pairing was effective. I chose to use a gold foil effect inside the font, then made a modification as this wasn't as eye-popping as I had hoped. In the following hour I will change it for the gold glitter background.

Hour 4-5: I changed it for the gold glitter background which worked very well. I worked with hue, colour and saturation on all photos as well as cropping those that needed inserting into the product. This took a lot of trial and error and I made modifications throughout the hour, cropping so that the focus of each image was correct as well as lining up the images so that the text could be overlaid without covering anything important in the image.

By adding on a black version of the title behind the gold one, I was able to create a shadow effect. I used the nudge tool to move it around behind the gold writing to get just the right effect as well as resizing it.

Materials

Hour 1: The material I used first was paper to design the logo. I also used today a digital canvas on photoshop that acts like paper, so I can add all the elements on once I have made sure the layout is perfect.

Hour 2-5:

Digital materials were used the rest of the time – I completed a lot of editing work on the digital photos – these were the materials that would be most important to the magazine and would make the product stand out against competition – the images also represent key aspects of the client brief in relation to safety, affordability, basic accommodation and the global nature of the company. I decided to keep the main images stylised, but to not add effects onto the other photos as it was important that these were as realistic as possible to show what the different aspects of the hostels were really like.

Techniques

Sketching – I used this technique for my logo as I was then able to digitise it using a scanner. I made sure to use felt tip and fine liner where needed so that it would stand out when being scanned. I had to modify the design twice in terms of going over the lines more, and making them slightly thicker so that they could then be picked up by the scanner.

Digital image manipulation – I manipulated the main images by tweaking the colour, saturation and by applying artistic effects through Photoshop. I had to modify the image designs a few times because although they looked good when I was editing them once they went into the overall graphic they were too vibrant and were clashing. I decided to focus on hue and saturation rather than changing too many other different edits.

Can be done more easily using digital image manipulation – it also means I can experiment with different levels and I can undo them if they do not work.

Collage/overlap of images vs alignment – I decided to use a rectangular grid formation rather than a collage because I wanted it to have clean lines and not appear crazy or too messy. I tried to overlap images and put them on an angle, but it was too much and made the front cover look unprofessional.

Communication of ideas

The ideas that came through in my mind map, mood boards, descriptions, competitor analysis and visualisation diagrams have been brought to life in this final piece. The tone or feel of the mood boards has been invoked using the main images and the bold masthead.

The hostel images and the main images are particularly useful in terms of communicating a distinctive style of image that is needed – to fit in with the client brief requirements of safety, affordability, basic accommodation and the global nature of the company.

The bullet points I have used also communicated these ideas well, though I modified them several times. Initially the content in the bullet points was too long and wordy so I had to re-write them to make them shorter and snappier – also so that they would fit in the spaces I had made for them!

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.

FINAL DESIGNS

The learner provided a video containing mock ups of the front covers in place on a magazine, along with a magnified version of each design that took in the features from the top to bottom of each magazine.

DESIGN 1



Assessor comments

An excellent presentation of final graphic design solutions is shown through confident and consistent use of visual communication that is highly effective. The information presented is comprehensive and highly detailed in both visual and written form. Excellent justification of choices in meeting the requirements of the brief are supported by highly relevant examples in the scripted element of the video product that has been included with the video. The scripted element also made excellent use of technical terminology, which is highly appropriate, used with confidence and fluidity throughout.

Choice of line – I used gold and white lines to dissect the magazine into thirds, and this was key to making the main image stand out as well as structuring the content and information that needed to be included, into its own section at the bottom. The gold leaf line in particular was very effective as it both provided the break between the different sections of the front cover, but also linked them together so that there was a colour that unified all three parts of the magazine. I also included a shadow around the main image using line to add emphasis and depth to the masthead, to make sure this was the first thing that readers saw and that it jumped out at them. To counteract this I also used a light spray paint effect over the top of the title so that it wasn't too aggressive and 'in your face'.

Justification of choices:

Choice of image – The range of images I selected was based primarily on the brief along with the connotations of the name 'Camino Hostels'. I took inspiration from this and wanted to ensure that there were as many aspects of the type of travel available as possible. I wanted to ensure that because the company was global, that different ethnicities were represented along with different aspects of hostel accommodation

DESIGN 2



Justification of choices:

Choice of layout/composition – I followed the conventions of magazine front covers to a certain extent, although mine had a bit more information on it than some of the travel magazines that I looked at. This was because of the unique nature of the requirements of being safe/affordable/basic that also had to be conveyed as well as the global, adventurous nature of the company. Because of the amount of information I needed to include, I needed to have the bottom third bigger than would normally be used. I also chose not to use cover lines as I didn't want to detract from the main images.

Choice of colour – gold and purple was chosen quite early on because they are opposite colours on the colour wheel and therefore they worked really well together. They were also representative of the age group – I used black to anchor this meaning so that it did not look too glamorous or like a fashion magazine.

Choice of font/typography – I used the serif font from my planning for the title and sub-titles (on the main image), which I believe showed an exciting and adventurous side to Camino Hostels. This was then paired with a sans serif font for the rest of the information, so at a message of clarity, being straightforward and plain/easy to read was embedded throughout.

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.

Task 7 - graphic design solution evaluation

The graphic design problem/brief presented was to by the client **Camino Hostels**. The following information from the brief was key to understand and communicate.

- Helps people plan trips safely across the world
- Website
- Travel shops across the UK
- Target 18-24 year olds and encourage them to book with them
- 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

I chose to respond with design solutions for:

- 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 innovate way.

Meeting the needs of the client

The first client need that I met was really to ensure that their desire to plan trips safely across the world was represented through the look and feel of the magazine front cover designs as well as through the language used. I decided to theme the designs for the digital monthly magazine, one was USA and one was Thailand, the idea being that each month the location focus could change.

Camino hostels has a website, so it was important to include this on the magazine front cover designs to ensure that the digital magazine was reinforcing the message that the website was available. I placed this in the top third of the front cover, as one of the first things that the target audience would see, when reading from left to right, top to bottom.

The target audience was 18-24 year olds, so I made sure that the models within the main images were both of that age and were backpackers – this also met the need of providing affordable, basic accommodation because the connotations of the backpacker images are that they are travelling on a budget. The other, smaller photos also included people of the appropriate ages and I also tried to represent inclusivity with regard to gender and ethnicity so that it was clear that anyone of that age was being encouraged to read the magazine and then hopefully book a trip.

Assessor comments

The learner has produced a detailed and comprehensive evaluation. The evaluation is clearly presented and states its terms of reference at the start.

The evaluation systematically addresses the needs of the client, the appeal to its target audience, successes within the design, and areas for improvement.

The learner has developed an excellent analysis of the final graphic design solution which is supported by relevant examples.

One of the main client needs was that the key values of basic, safe and affordable accommodation were communicated. I did this in a number of ways. I made sure that the hostel images that were used conveyed a safe feel – I rejected an image of a hostel on the beach as it looked a bit too much like a hut and didn't project a feeling of safety. The images that I chose of the rooms in the hostel were picked because they looked clean, but basic. The idea was to show that being basic wasn't a bad thing as they could still be clean and comfortable. Finally, I made sure that none of the photos looked too luxurious so that they all looked affordable. I feel that using those images, alongside a slightly more sparkly and glamorous look for the text made sure that the values were communicated in a stylish way, which is more innovative than using traditional 'budget' colours such as primary colours. These visual elements combined together to provide a clear visual language that the target audience would relate to and be attracted by.

A key requirement was to include the title 'Camino Hostels' and the tagline 'Travel, explore and dream big!' I made sure that both of these pieces of information were included in the top third of the magazine cover, and that the title was in the largest font, made bold to stand out.

Communication of ideas

The main way that I tried to communicate my ideas was to create a visual impact that would stand out, through the use of the stylised main image. Instead of using the original image, unedited, which is what most travel magazines do (according to my Task 1 research) I decided to make the images look more stylish, innovative and exciting. This then fit in with the words 'explore' and 'dream big' as they both have a dream like quality to them. The other way I communicated my ideas was to have a layout and colour scheme that drew attention to everything that Camino Hostels had to offer. The focal point was definitely the main image, but the use of the glitter font meant that Camino Hostels was very clearly linked to those main images.

Appropriateness for target audience

The use of the colour scheme purple/black/white/gold could be associated with going out/clubs and having fun. I chose purple because it is sometimes associated with ambition, creativity, mystery and independence which are all adjectives that 18-24 year olds may associate themselves with. They may well be thinking about their first big holiday or taking time out after University or Sixth Form to go travelling, or they may have their first job and be thinking about what they could do with the money they are now earning.

As mentioned above, all images were entirely appropriate as they reflected the target audience fully, as well as presenting environments that the target audience may feel comfortable in.

Identify successes in the design

I think that the most successful part of the design is definitely the edited, stylised images as they are innovative and stylish which is how Camino Hostels wanted their key values to be presented. The use of the glitter font in the text, bullet point shapes

and the use of it in the lines drawn too help to draw the parts of the magazine front cover together successfully. If I had not used these then the magazine front cover could have looked a bit like it was made of too many competing parts.

The font choices were also very successful, I limited myself to three fonts but actually ended up only using two, but I applied different effects to them in order to add some interest to them. This meant that there was a very clean feeling to the front cover designs – they had a lot on them but did not look cluttered.

The final design success was in the layout and structure – the magazine front cover design can successfully be changed for future digital editions quickly and easily by a change of the photos and the features at the bottom. The layout can remain the same every time, which means the magazine will be instantly recognisable each time as belonging to Camino Hostels.

Identify Improvements

There is a possibility that the use of the glitter pattern along with the colour purple could connote royalty or wealth, it might look a little too glamorous for a travel agent providing affordable accommodation. But I wanted to show that just because the accommodation might be budget, that didn't mean the service from Camino Hostels was going to be. This could potentially be improved by going for blue and silver, or even just blue and white.

I was not able to include any references to Camino Hostels having travel agents across the UK, or the fact that they were just launching. To improve this I could change one of the features to say 'Camino Hostels in the UK. I could have added a puff or sticker shape to the top corner of the magazine saying 'launching 2021', which would have given more of an idea that this is a new brand of travel agents.

Finally, I think I might have focused too much on the idea of hostels and might have forgotten that there are other aspects of travel that Camino Hostels might also do – flights, trips, hotels etc. I think that the brief was about hostels, but looking back at it I could have included a few more options in the features and images that weren't all hostel based.

