# Criteria A - Inquiring & Analysing

## A.1 Explain and justify the need

| Question - per team member | Answer | Attribution |
|---|---|---|
| What do people not know about you? | - Scared of failing in academics and other hobbies<br>- Scared of opening up<br>- Screen time<br>- I am very focused in art | Mona |
| What kinds of symbols or images could you share with others to let them know who the "real you" is? | Symbol ideas:<br>- A screen (phone, computer, etc)<br>- Different hobbies<br>  - Paintbrush (art)<br>- Clock or hourglass<br>- Books or grades<br>- Ipad and stylus<br><br> | Mona |
| What do people not know about you? | - I really like fashion, I spend too much of my time creating outfits.<br>- I'm a multipotentialite. I like to sail, sing, and play the piano.<br>  - Badminton<br>  - Paint nails<br>  - Loves Converse<br>  - Stones and Crystals<br>- I have a hunger for | Jaya |

| | academic validation. | |
|---|---|---|
| What kinds of symbols or images could you share with others to let them know who the "real you" is? | - Symbols of a boat, piano, musical notes, clothes.<br>- A piece of paper, showing grades (A B C D F).<br><br> | Jaya |
| What do people not know about you? | - I will eventually grow tall<br>- A bit short sighted<br>- Overthink<br>- Horrible at math<br>- Listens to too much music<br>- Can't write Thai (hand)<br>- Scared of sharp objects and real blood | Krabane |
| What kinds of symbols or images could you share with others to let them know who the "real you" is? | Symbols:<br><br>- Short person<br>- An alien<br>- Football<br>- Goalkeeper gloves<br><br><br><br>Images:<br><br>- Man Utd<br>- My amount of fifa coins | Krabane |

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| What do people not know about you? | - I tend to overthink everything<br>- I have a lot of ideas and opinions<br>- I have a lot of hobbies in different areas like piano, cooking, sports… …<br>- Ornithophobia (fear of birds) :( | Justin |
| What kinds of symbols or images could you share with others to let them know who the "real you" is? | Symbols<br>- Brain<br>- Light bulb<br>    - Signifying ideas<br>- Clock<br>    - Time management<br>Hobbies<br>    ○ Music<br>    ○ Movies and tv shows<br>    ○ Basketball<br> | Justin |
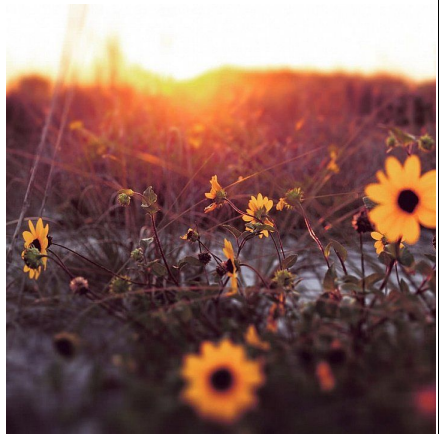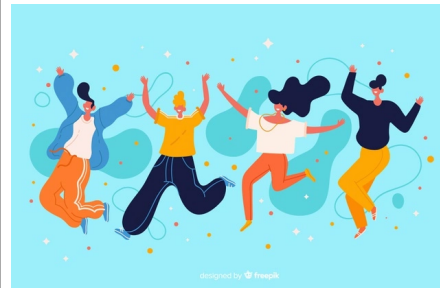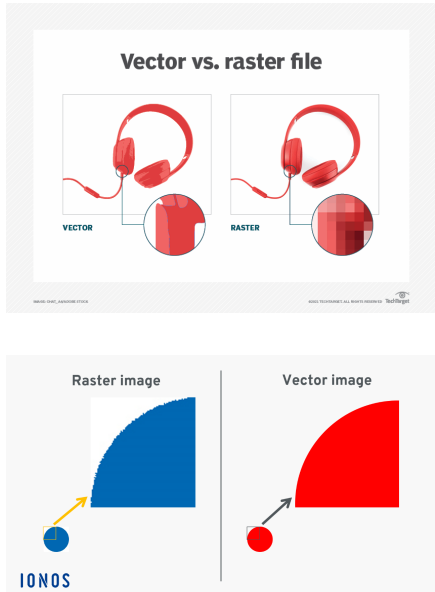
# A.2 Identify and prioritize the research

| Research question - 1 per team member | Priority (order of importance) | Attribution (who did this work) | Summary response |
|---|---|---|---|
| What is constructivism? Why is it an appropriate design style for our poster designs? | Primary | Jaya | Constructivism is a bulky, straightforward, and bold art design that was popularized in the 1930s. It was the center of interest among the Russian avant-garde graphic artists during the fall of the Russian empire. It was an art movement that the soviet adopted to use as propaganda (to advertise their political views).<br><br>It was a way to voice themselves in a strong and affordable way. The artists had little to no money for their budget, their equipment and technology at the time was limited. Which is why they are "forced" to be minimal yet impactful. Which is the reason why the color palette seems restricting.<br><br>This design consists of bold shapes, colors, and fonts. Bold shapes are simple shapes, such as squares, triangles, and circles. The colors used will be vibrant and contrasting, |

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| | | | such as blue, red, creamy white, or black. While the font is fully capitalized. Thus, making the poster more eye-catching. |
| | | | This is ideal for our poster designs because we are trying to reveal a part of ourselves to the world in a clear manner. |
| | | | Heller, Steven, and Véronique Vienne. |
| | | | *100 Ideas That Changed* |
| | | | *Graphic Design (Page 128).* |
| | | | London, Laurence King, 2013. |
| What is color psychology and how can it be used in our poster designs? | Primary | Mona | Many colors have a universal meaning or connotation that evoke emotions in people, especially in art and design. |
| | | | For example, warm colors such as red, orange, yellow, etc, can show warmth and comfort, as well as anger and hostility depending on the context and design. |
| | | | - This is because red, orange, or yellow can remind people of (usually) positive stimuli such as a warm fireplace, the warm sun, sunflowers, or things associated with warmth and love in general. |
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| | | | - However, when paired with more alarming design |

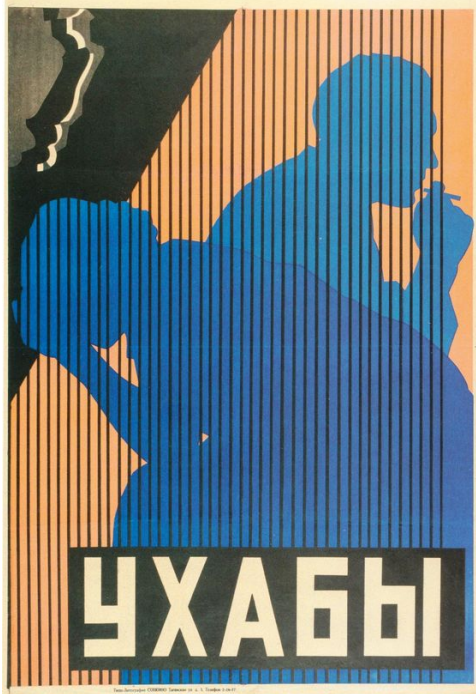| | | | choices and elements, it can remind people of danger signs, blood, or a dangerous fire. |
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| | | |  |
| | | | Cool colors such as blue and green represent calmness and stability or sadness.<br>- This is because blue is associated with ice, ocean waves, the sky, and things that generally invoke feelings of calmness in people. |
| | | |  |
| | | | - But blue can also be associated with sadness, seen in the phrase "feeling blue"<br>- Green can represent greenery and nature, but also represent jealousy.<br><br>In our poster designs, the main color used by many constructivist posters are red, which is contrasted with shades of light |

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| | | | <br><br>Cherry, Kendra. "Color Psychology: Does It Affect How You Feel?" *Verywell Mind*, 28 May 2020, www.verywellmind.com/color-psychology-2795824. |
| What is vector design / illustration and why is it appropriate for the problem at hand? | | Krabane | Vector design or illustration is a form of art or high quality and detailed digital art tool that uses sharp and clean lines and varying shapes, otherwise known as graphics which have points, lines, curves and shapes to create visual images that are formed on intricate mathematical formulas for the design of shapes.<br><br><br><br>Compared to older tools or digital art software, older software uses colorized pixels to form shapes. When printed out onto a large piece of paper or zoomed in using a design software, the blurry pixels will also be visible, making the quality of the image blurry and unattractive. Whereas vector design implements, the use of |

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| | | | mathematical formulas, shapes, objects, and, or graphics can be converted or enlarged into any size without any loss of quality, thus making visual images clearer, smooth/clean, detailed or realistic, or aesthetically appealing.<br><br>As we are making digital constructivism posters to express who we are, it's important to create the best and high-quality posters to clearly show our design and graphic design skills and the different visual images representing our hidden characteristics. Using vector graphics will allow us to create detailed and bold, attractive, and effective visual representations that attract the audience to our posters and for our audience to easily identify and understand our hidden characteristics. Therefore to make our posters or products successful.<br><br> |
| What is Affinity Designer and where can we learn how to use it? | | Justin | Affinity Designer is a 2 dimensional graphic editor that can be used for posters, infographic, and more. It contains a wide range of databases that includes shapes, tools and colors. The finished product can be exported into EPS, PDF, PNG, JPG, GIF and TIFF files. |

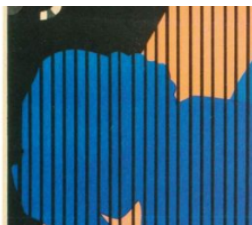| | | | The huge variety of tools allow users to create both raster art (including pixel art) and vector art. It is also considered beginner friendly as it comes with a whole set of preset effects. The whole setup is also easy to understand and use with a set of icons representing tools on the left and top bar and color, layer and effect options on the right sidebar.<br><br>Youtube will be a good place to find resources while learning the application. There are multiple detailed videos for people to follow and practice. Affinity Designer also provides tutorials for all different skills ranging from, vector tools, pixel tools, effects, text and much more. |
|---|---|---|---|

# A.3 Analyse a range of existing products

| Constructivist poster example - 1 per team member | Strengths and/or Weaknesses | Attribution |
|---|---|---|

| | **Strengths:** | Jaya |
|---|---|---|
|  | 1. Contrasting colors makes the poster pop (Royal Blue and Pink). Usage of color is effective.<br>   a. The pink background shows how the woman may seem fine with the man smoking, but deep inside, she is very sad (which is the black corner).<br><br>2. The black triangle accentuates the woman's strong emotion (fear/worry).<br>   a. The placement is also good because it is right on top of the woman's head.<br><br><br><br>3. The text is highlighted in black to stand out.<br><br>4. Clear focal point (one main image).<br>5. The black lines set the mood of the poster. The usage of lines on top of people are well known for setting an unhappy mood (as seen in many comic books).<br>6. The silhouette has an exaggerated pose (easy to understand).<br>7. Two silhouettes are in different shades (easy to differentiate). | |

8. The minimal amount of text makes the message strong.
9. The shades of gray in the triangle show strong emotion (confusion).
    a. Because this color has been known for resembling mystery, seriousness, or rebellion.
    b. It is also stronger than the other colors because it is the darkest.

**Weaknesses:**
1. Both silhouettes have colors that are too similar. (Can seem odd from far away).
2. The squiggly gray shapes in the black triangle don't seem to symbolize anything.
3. The black lines are too compressed to each other (can cause some dizziness).
4. Poster does not include symbols (more difficult to interpret).

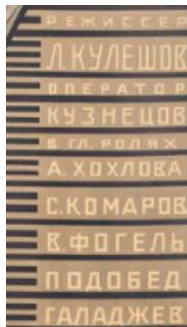| | Strengths: | Jaya |
| --- | --- | --- |
|  | 1. The colors contrast (red, black, white). Making it eye-catching.<br>   a. It also accentuates the person's mood (seriousness), because red is known for representing anger.<br>2. The images of people are big, easy to see.<br>3. Facial expressions are strong, conveying a clear mood.<br>E.g.<br><br>(Seriousness)<br><br><br>(Fear/Shock)<br><br>4. Lines at the side of the poster forces a focal point in the middle (red part).<br>5. The title is in a big font. Easy to read.<br>6. The lines help the poster force the eye to focus on the focal points (the man in the middle).<br><br>7. The posture, hand gestures of the person in the middle is strong (angry).<br>E.g. | |

 (Fists clenched is a sign of anger)

8. Images are big and easy to see.
9. The amount of patterns is ideal. (Not too much or less).

**Weaknesses:**
1. Font size is too small (in the bottom right corner).
    a. Hard for people passing by to read.
2. Too much text (weak message).
    a. Posters aren't functioned to make people stand and take time to read, it needs to be direct.

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|  | **Strengths:**<br>1. Everything is at an angle, making the poster look more dynamic. (Text, symbols, and color blocks).<br>2. The colors contrast and compliment one another.<br>3. The images are very clear.<br>   a. Each pose is a key resemblance of one sport, making it easy to suggest that the poster is promoting sports.<br>4. The symbols (running) enhance the message (sports).<br><br>5. The focal point is clear (the image of diving is big).<br>6. The background uses 3 colors (making it eye-catching).<br>7. There are no complicated designs that make the poster hard to understand.<br>8. The red and white stripes on the person make them pop.<br><br>9. Each image is shaded with a different color.<br>   a. This allows each image to be more different and interesting.<br>  | Jaya |

(All images are lined with different colors.)

**Weaknesses:**

1. Too many images (can be confusing).
    a. Thus, weakening the focal point.

2. The letter (assuming it's a big C, makes the poster's design too complicated as there are too many contrasting colors
    a. (making it blend into the background too much).
    b. Some people may fully overlook that the symbol is actually a letter.



3. Font size too small (top right corner).
    a. Making it hard to read and understand the message.

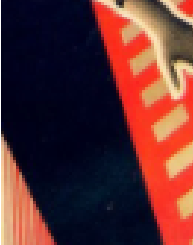| | | |
|---|---|---|
| | Работа Я. М. ПОСЕЛЬСКОГО<br>Консультация П. В. РАТОВА<br>Грандиозная демонстрация высших достижений по Физкультуре<br>Выступление иностранных спортсменов<br>Выдающиеся моменты соревнования на Спартакиаде<br>Финальные и полуфинальные матчи<br>Все виды спорта<br>Съемку проводила 12 операторов<br>СОВКИНО | |
| WASH YOUR HANDS<br>WITH SOAP AND SANITIZER<br><br>HANDWASHING IS ONE OF THE BEST WAYS TO PROTECT YOURSELF AND YOUR FAMILY FROM GETTING SICK. LEARN WHEN AND HOW YOU SHOULD WASH YOUR HANDS TO STAY HEALTHY.<br><br>1. Wet your hands with clean, running water , turn off the tap, and apply soap.<br>2. Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.<br>3. Scrub your hands for at least 20 seconds.<br>4. Rinse your hands well under clean, running water.<br>5. Dry your hands using a clean towel or air dry them. | **Poster #1:**<br><br>**Strengths:**<br>- Minimal design makes the message clearer<br>- Limited color pallet used well to make the soap pop<br><br>-<br>- Diagonal lines coming from soap catches our attention<br>- The circles around the soap outlines it<br>  - This lines up with the message, which is meant to get people to wash their hands<br><br>-<br>- The hands are diagonal and outstretched towards the central element (the soap)<br>  - Further emphasizes the soap<br>- Only red, and white, beige is used (excluding text) in the design<br>  - Prevents too many colors = visual | Mona |

overload which would blur the message
- Title text is straightforward and to-the-point
- Usage of circles and diagonal lines creates visual interest without needing many colors
    - However, it is still minimal and aesthetic

**Weaknesses:**



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- Bottom text does not add to the design
    - While it is there for education, it adds clutter to the poster
    - This defeats the purpose of a poster, since posters are meant to communicate a message in very few words and focus on visual elements.
    - More shapes going towards the soap or nothing at all would be better for showing the message



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- The value/brightness of the soap is almost the same as the background
    - This makes the soap stand out less, and look more mild

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| | - This can be fixed by making the soap brighter by increasing exposure | |
|  | **Poster #2:**<br><br>**Strengths:**<br><br><br>- <br>- The pitch-black background contrasts the bright-colored buildings<br><br><br>- <br>- The sharp angles of the buildings accentuates the stark or shocking mood<br>- All the buildings pointed to the falling person makes the spiral of text of effective<br>- The buildings show a worm's eye view<br>    - This makes the poster more unusual and intriguing because people are used to seeing at eye-level | |

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- The person's face looks ominous, catching people's attention
- The lack of a torso adds to visual interest
- The spiralling text makes the viewer almost feel the emotions of the falling person
    - They appear to be falling with the text

**Weaknesses:**



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- The perspective makes the windows look dizzying to the viewer, making the poster a bit hard to read well
    - Although it does create interesting color contrast



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- The text swirls around in a

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| | circle, which is not normal and creates interest<br>- However, this makes it harder to read, and the message less clear in a way<br>- Having many words can distract from the message, especially in this spiralling manner | |
|  | **Poster #3:**<br><br>**Strengths:**<br><br><br>-<br>- The person's face takes up the majority of the poster<br>- This quickly captures the viewer's attention<br>- Their serious expression with a dark color scheme creates a stark mood<br>- The contrast between different values of the person's hair, eyes, skin, lips, and clothing, draws people's attention<br>- The yellow outline creates contrast | Mona |

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- The lines on the person's clothing shows the folds of clothes without using complex shading and shadows
- The almost black and white color pallet shows a serious mood effectively
- There is no need for text, as the person will capture viewers attention fast
    - At that point, they will be interested enough to stop and read the small text

**Weaknesses:**
- The message could be made even more powerful with there were large words accompanying the person
- While it effectively conveys a mood, the specifics are still small
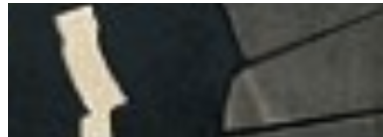


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- There is a lack of bright colors
- Not enough symbols, making the viewer confused at first glance
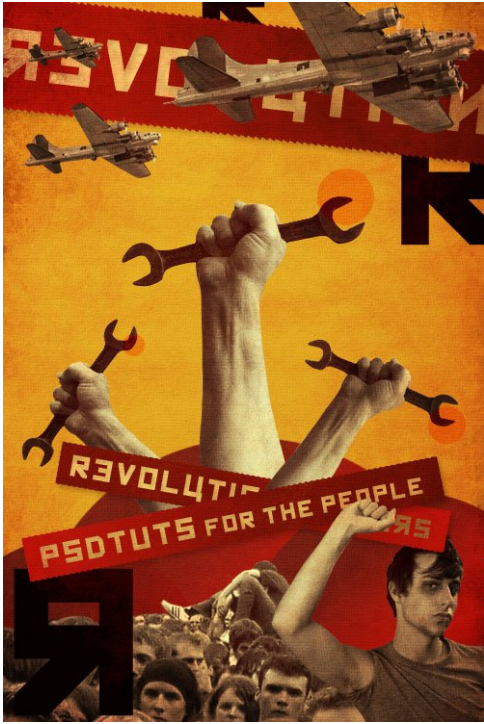
1st Poster:

Strengths:

• A warm but impactful contrast and usage of color that makes the poster feel powerful.
• The fist is placed at the center of the image and is not too small to see, nor too large to cover up the rest of the graphics and its meaning. Making it easy for the audience to see and interpret the main focus (the fist) and its surrounding images/graphics along with their meanings.
• The graphic design of the fist is also very detailed and realistic, and consists only of the bright yellow and red, and black. The black color is used for the shading or the shadow parts while the red and yellow colors are used throughout the fist to highlight the different brightness/reflective parts of the shape of fist, making the fist more detailed and realistic, thus having a more empowering image and message.
• The bright and red yellow lines seem to enlarge itself when moving up the poster and spreading out from the fist. This symbolizes how the fist represents power and thus allows the audience to understand the meaning, power and influence of the fis. This also enhances the importance of the fist and the attractiveness (eye-catching) of the poster.
• Only 3 different colors are used which makes the poster seem more straightforward, less complex, and more focused on influencing or empowering its audience. Moreover, the 3 different colors have its own tone and mood which sets the mood and emotion of the poster; such as the color red is used to warn people of impending danger, or otherwise catch the attention of people.
• A city is shown behind and is colored

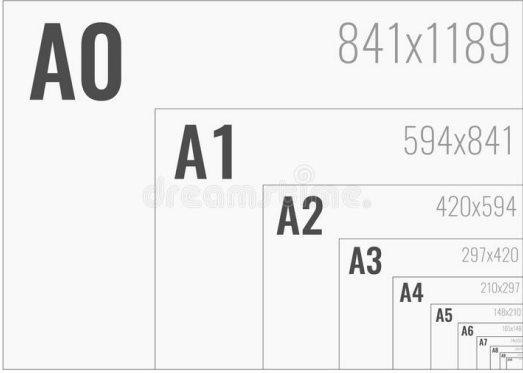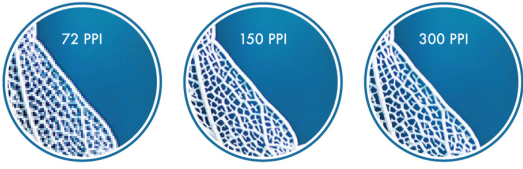Krabane

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| | in black, different from the tone of the red and yellow color. This makes it easy for the audience to see the structure of the buildings and the city itself, as well as the message the city has and contributes to the main message of the poster.<br>• The text are large and are highlighted in the opposite color of the text (red text/yellow background \| yellow text/red background). The font is also simple, easy to understand, and clearly displays the message.<br><br><br>Weaknesses:<br>• The height/spacing of the texts seems to be squished and may make the poster or text seem odd.<br>• Maybe more text can be added on the bottom right space to further explain the message as the message of the poster as it may be hard to understand with very few symbols and visual representation.<br>• The background image of the city may be hard to see from the dark color. Making it hard to see the structure and buildings from afar.<br><br>**2nd Poster:**<br><br>Strengths:<br>• The poster uses actual photographic images to display its messages. Making the picture and message clearer for the audience and thus providing the audience with a real life exampl;e to help portray the message.<br>• Each photographic image has a different color tone of either normal black and white or, the black and white with a warm touch to the color. Making it easy for the audience to differ and identify the events in each image.<br>• The multiple images take place in different settings, but the designer cuts out parts of different images and | |

| | connects them within the poster to form one whole message. Making the poster or possibly the idea/message seem more attractive or creative. | |
| --- | --- | --- |
| | • A man on the left can be seen talking/organizing boldly from his posture and gesture. To further emphasize this, the designer added, somewhat, a speech bubble with texts and messages flowing out, allowing the audience to understand how the man is boldly speaking out those texts with the need for attention. | |
| | - The orange speech bubble connected to the black shape makes the whole speech bubble look like a spotlight or magnifying glass. Because of this, the speech bubble that may represent these two objects further illustrates the importance of the man speaking words. Which may be something worth listening to, or something that must be focused or considered. | |
| | •The text are also diagonally spaced, making the texts seems as they are spreading out, which fits with the context of the poster of how the man is trying to express an idea to large group of audience (the images of people on the right) | |
| | • The texts also have an ideal size that makes it easy for the audience to read and correctly interpret the reasoning (possibly the message of the poster) for why the designer designed those texts like that. | |
| | •The images also have different angles, making the picture look more dynamic. | |
| | Weaknesses: | |
| | • Because the images on the bottom right are closely connected to each other, it may be hard for the audience to | |

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| | distinguish whether parts of the images are from different photographic images.<br>• The white outline inside of the speech bubble may make it hard to read texts as it overlaps parts of the text. | |
|  | Strength<br>   -  Clear Color theme including two colors<br>       -  Bright red<br>       -  Orange - White<br>   -  Clear Message<br>       -  Big text<br>       -  Big image<br>   -  Everything (Text and Image) is angled which creates dynamic<br>   -  The red background starts small from the bottom right corner and increases in the top left corner creating dynamic<br>   -  The message of the poster is clear (promoting communism)<br>       -  The two people are the biggest and in the center of the image which makes it the main focus. (character position) One of the character is Vladimir Lenin, former leader of the soviet union<br>       -  The main color, red matches the color theme of the soviet union<br>   -  Low amount of text (focuses on the main ideas only<br><br>Weakness<br>   -  No significant symbols<br>   -  The shade of the two people have a little bit overlap which can be confusing viewing from a longer distance | Justin |

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| | - The person in the back is barely recognizable | |
|  | **Strength**<br>- Warm color theme evokes cohesion among the viewers<br>- Big image in the center to get the attention of viewers<br>- Gradient background<br>    - Eye catching<br>- Different symbols (wrench, plane, R and fist)<br>- Matching theme with the symbols<br>    - Scrapbooking<br>    - Sign of revolt<br>    - Violence<br>-<br><br>**Weakness**<br><br>- Weird text style, looks like English (where it says for the people) but the rest doesn't look like it<br>- The whole poster looks a bit messy, with everything overlapping each other which makes which makes the message not as clear<br>- Most of the elements looks like scrapbooking, although creating a theme, but not as clear and makes the poster complicated<br>- Overlapping text, unable to fully view it<br>- The two Rs looks unnecessary and complicates the poster by covering up other elements | Justin |

# A.4 Develop a design brief

| Question - 1 per team member | Answer - 1 per team member | Attribution |
|---|---|---|
| What is the size and resolution of the poster you will design? | Size - A2, 420mm x 524mm<br>Resolution - 300dpi (dots per inch)<br><br>A size paper dimension<br><br><br><br>DPI comparison<br><br> | Justin |
| What is the "problem" that needs to be solved and what are some of the visual cues your team will use to solve it? | The design problem is to change how others perceive us. The people around us view us as children. We want people to know the "real" us. This is because we want to be heard and given the same respect people give to adults.<br><br>Which is why this poster is ideal to solve this issue. The visual cues in the poster are very direct in sending our message, which is what we want to do. Visual cues in the poster such as the bold shapes, fonts, colors, and images will send an impactful reminder to the audience. The shapes, fonts, and images will be bold by scaling them to a large size on the poster. The colors will be bold by making sure they contrast one another (with a darker color palette). The boldness of the poster will send a strong, serious, and clear message. A reminder that we have grown up. | Jaya |

EXAMPLE OF VISUAL CUES:



Big clear image, that will be the focal point of the poster. (Our team will place our image in a big scale)



Strong symbols that convey a clear message. Our team will make sure to utilize this. For instance, If I want to show that I can sing, I would use a symbol of a microphone.

Bold, capitalized text.



In this poster, we will be using the MOLOT font. As seen in the picture above, the text used can also be at an angle.



We will be using vibrant, bold, and contrasting colors.

| What graphic design style will we use and why | We will be using the constructivism style of graphic design. This style originated from Russia as propaganda for the Russian revolution, where they had limited money and | Mona |
| --- | --- | --- |

resources, since printing technology was limited and they were impoverished.

This forced them to use rough images, thick and chunky text, and 3-4 colors per poster, making the message very clear and direct to the reader, since the goal was propaganda.



Key elements are:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()   (Molot font)

- Bold letters
- Short title with minimal words



- Red, beige, black, yellow, and/or blue color scheme



- Images of people in the focus
- Diagonal lines

- Symbols or images to communicate a message
  - Often they represent strength and might



- Many basic shapes like triangles, circles, lines, rectangles, etc incorporated into the design
- They are very solid looking, especially with bold contrasting colors

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| What color set will your team use? | Our team will be using the color set that is composed of 4 colors, which are the colors of yellow (sand), blue (light steel blue), dark red, and black.<br><br>**HEX**<br>Yellow: #FCDD90<br>Blue: #B7CEE2<br>Red: #C71F23<br>Black: #231F1F<br><br><br><br>This color set offers multiple tones and emotions or universal meanings of colors | Krabane |

| | which will be effective when designing our posters and communicating our message. | |
|---|---|---|

# Peer Feedback & Self Assessment

Give & apply feedback for the work in this document

1. Go to the end of this document and read the grade descriptors for this criteria.
2. Give feedback for each objective to 1 other team member in their unit response sheet. Add a comment to each objective in this section. You should make a total of 4 comments.
3. Give yourself a grade based on the grade descriptors at the end of this document.

What grade does the work on this criteria deserve? Think about the feedback you received, go look at the relevant criteria and then give yourself a defensible "grade" from 1-8. The criteria & grade descriptors are available at the end of this document. Defensible means that you have read the grade descriptors very carefully, understand all the command terms (look at the "Prize Winning Design Terms" illustration) and can defend your grade to both peers and faculty.

| Name | Jaya |
|---|---|
| **What I learned from the feedback** | I learnt that a few of my points weren't backed up with any justification. For instance, when analyzing one of the posters, I've stated that the usage of color sets the mood of the poster, but I haven't elaborated on what the mood was. |
| **What I need to do as a result** | As a result, I have added more description to my poster analysis to further explain my points. |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | I believe that my work merits a 7-8, because I was able to justify the need for a solution to the design problem (as seen in A.4). I demonstrated my knowledge and research on constructivism (and explained how I can utilize the visual cues and apply them to my own poster in A.2 and A.4). |

| Name | Justin |
| --- | --- |
| **What I learned from the feedback** | I learned that I have to include visual resources like videos or photos and I sometimes miss out details in the justification. For example, I mentioned on my first example poster that it creates dynamic, but I didn't explain how and what it can do to an audience. |
| **What I need to do as a result** | I have to be more detailed and remember to include images and videos to better support my claim. |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | I think my work merits a 6-7 as I included a good amount of information that includes identifying, analyzing and supporting my claim. |

| Name | Mona |
| --- | --- |
| **What I learned from the feedback** | I learnt that sometimes I stated facts without giving enough justification or explanation, which can make my points weaker. In my description of color psychology, I listed colors that showed warmth such as red and yellow, however I did not justify why exactly they evoke such emotions. |
| **What I need to do as a result** | I need to go more in-depth on my color pyschology analysis, as well as a few bullet points on my poster analysis. |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | I think my work merits a 7-8 since I analyzed a range of existing constructivism posters that will help our team find a solution to the problem in detail. I also did comprehensive research on the design style being used. |

| Name | Krabane |
| --- | --- |
| **What I learned from the feedback** | I learnt that I could be more detailed and specific with my writings. For example, I mentioned how vector design required complex mathematical equations but did not give any examples of the equations used in the vector software. I also explained how non-vector software can lead to blurry edges of graphics and shapes which can make the product less appealing but did not explain why the blurriness wasn't appealing. |
| **What I need to do as a result** | Be more detailed with my explanation and give some examples and justification to my writings. |

| The 1-8 result my work merits for this criteria<br>Defend your answer using the grade descriptors on ManageBac | I I think my work merits a 7-8 because I explain and analyze a range of existing constructivism posters that inspire a solution to the problem in detail as well as justifying my analysis. |
| --- | --- |

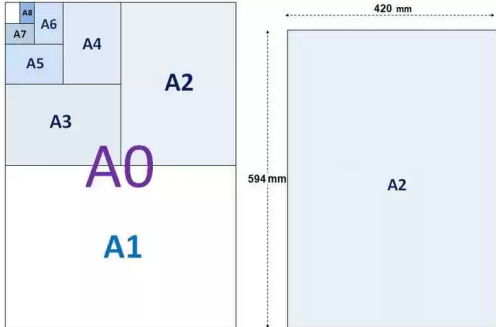# Criteria B - Developing Ideas

## B.1 Develop a design specification

| # | Specification | Response - equal numbers per team member | Attribution |
|---|---|---|---|
| 1 | **Target market** | The target market is our friends, family, and people we know in general.<br><br>This means the poster should appeal to people of all ages while still communicating our true self. For a specific range, the poster should appeal to people of all genders ages 13+<br><br>The target audience's cultural background is very mixed, as we are in KIS, an international school. Therefore, we should use symbols and imagery that is understood by most people around the world with access to the internet, and avoid things that are offensive to some cultures.<br><br>The target audience is very wide, but most students' parents in KIS can afford to send their kids to an international school, so their economic background should be around middle class. However, this can vary depending on each designer.<br><br>These people are the target audience because they are usually the people closest to us, and we want to feel more connected to them, because we love and care about them.<br><br>It is innate human nature to want to feel understood by the people we care about, and this poster is meant to help us achieve that by showing a hidden aspect about ourselves. | Mona |
| 2 | **Function of the** | The product is designed to solve the | Justin |

| | | | |
|---|---|---|---|
| | **presentation or product** | problem of "people don't know the real me". We will be making a constructivism poster that shows people who we are and to show that we are becoming an adult. | |
| 3 | **Material or Software** | The software used to make the poster will be<br><br>   - Affinity Designer. (to assemble the poster)<br>   - Affinity Photo (to add effects to the photo)<br>   - Cam Scanner (to scan rough sketches/drafts and upload it to this document)<br><br><br>(Affinity Photo)<br><br><br>(Affinity Design)<br><br><br>(Cam Scanner)<br><br>The material of the poster will be "200GSM High Jet Matte Paper". | Jaya |
| 4 | **Overall dimensions** | • The size of the paper used for the thumbnail sketch and rough sketch should be A4 size paper (210 x 297 mm \| 21cm x 29.7cm).<br><br>• For the thumbnail, the sketch of the ideas should fill in most of the paper with small and reasonable spacing between the edge of the papers and between each sketch (also taking consideration of the size of each sketch). There's also no specific dimensions for each thumbnail as each person's size of drawing may vary, but each thumbnail should be somewhat bigger than a thumb. Though, the | Krabane |

| | | | |
|---|---|---|---|
| | | dimensions or shape of the sketch should be similar to a poster or a vertical rectangle.<br><br>• As for the roughsketch, the sketch should take up roughly 1/4 of the A4 paper so that we can make our drawings and ideas clear and easy for others to see and understand. The rest of the part can be filled in with annotations. A requirement for how much annotations should cover the page is unnecessary as different ideas may be easy to annotate and some handwritings may be small.<br><br>• The size of the poster would be A2 paper which is 420 x 594 mm (42cm x 59.4cm)<br><br> | |
| **5** | **Manufacturing process, quantity or production method** | 1. Form groups and discuss the color theme<br>    a. Log it into affinity designer using the color sample tool<br>2. Thumbnails ideas brainstorming<br>    a. Each has a dimension of about your thumb<br>    b. Rectangle<br>    c. Using pencil<br>        i. No colors<br>    d. No details, just the general arrangement and shapes<br>        i. Face can just be a circle<br>        ii. Title position as "Title"<br>        iii. Simple shape | Justin |

designs
iv. Some elements that you are considering
e. Each should be made within 1 minute
f. At least 10 ideas, up to 30
3. Rough sketcheS
a. Dimensions
i. ¼ of A4 paper
b. Detailed design
i. Face
ii. Text
iii. Title
iv. Shapes
v. Symbols
vi. images
c. Colors
i. Matching your group's color theme
d. Annotations
i. Using labels or arrows, annotate each element and part of the poster explaining your own thought process and what each element mean
ii. Main message
4. Choose the design
a. Log it into Crit B.3
i. Match it with design specification
5. Log it onto affinity designer
a. Take a image of yourself (or find one)
b. Crop out the image using affinity designer or any other application
c. Insert your own image into affinity designer
d. Start looking for and make the elements of your design (shapes, images, symbols, text… …
i. Remember to make yourself black and

|   |   |   |   |
|---|---|---|---|
|   |   | white<br><br>e. Arrange your design<br>    i.  Depending on your work, you might need to do some editing (resources available on youtube or ask Mr.Phillip)<br><br>f. Add effects<br>    i.  Using premade texture packs or making one yourself.<br><br>6. Export your final work as a pdf file<br>    a. A2<br>    b. Resolution 300 dpi<br><br>7. Print<br>    a. Depending on the amount of posters you want |   |
| **6** | **Equipment or Hardware** | - A large printer (Hp Designjet z5600)<br><br><br><br>- A2 Card paper which will be sturdy enough to be stuck on walls | Mona |

- The paper will be 594 mm by 420 mm
- We will use a computer to design our posters on Affinity Designer

| 7 | **Aesthetic appearance** | The aesthetic appearance of the posters will be in a constructivism design.<br><br>The elements of this aesthetic include:<br>1. Bold and capitalized text (the MOLOT font will be used).<br><br>**ABCDEFGHIJKLM**<br><br>Link to font:<br>https://www.dafont.com/molot.font<br>2. A clear big image of ourselves.<br>3. Vibrant and contrasting colors (These below).<br><br><br><br>HEX<br>Yellow: #FCDD90<br>Blue: #B7CEE2<br>Red: #C71F23<br>Black: #231F1F<br><br>4. Basic shapes will be put to use. (Triangles, squares, circles, etc.)<br><br>The final product of the poster should encapsulate this aesthetic: | Jaya |

(Example provided by Dear that is using the same color palette and font that we will be using)

| 8 | **Quality assurance - What qualities will you test for?** | Qualities we will test for: <br> 1. Readability <br>     a. If the text on the poster is large enough or contrasting/clear enough to be read from a distance <br>     b. It should take up a sizable portion of the poster <br> 2. Clarity of message <br>     a. The stylistic and design choices made by the designer should be able to show the message intended <br>     b. For example, the viewer should be able to understand that student A is trying to show their passion for reading through symbols, images, and icons <br> 3. If it fits the constructivism style + color pallet <br>     a. The color pallet used should be the team one: <br> Yellow: #FCDD90 <br> Blue: #B7CEE2 <br> Red: #C71F23 <br> Black: #231F1F | Mona |

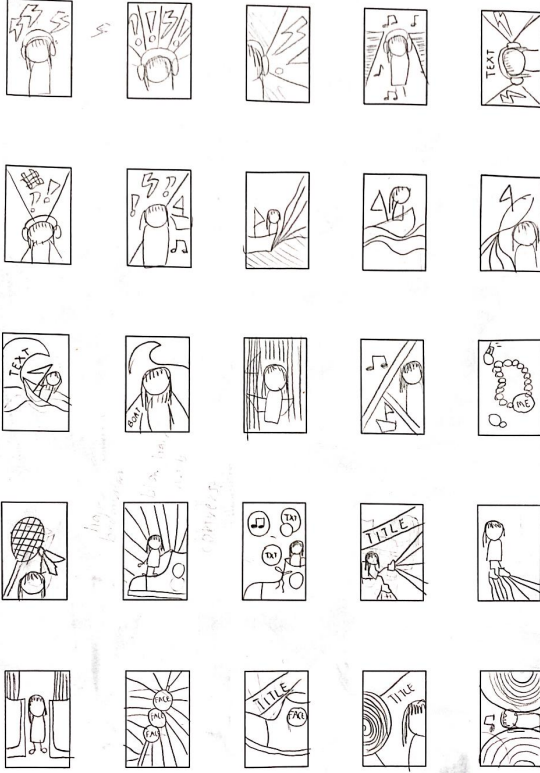| | | | |
|---|---|---|---|
| | |   4. Eye-catching and bold<br>    a. The poster should appear bold and striking to the viewer by grabbing their attention at first sight | |
| 9 | **Quality control - How will you test for the qualities?** | 1. Readability<br>    a. We will test this by placing a group of people 20 meters away from the poster to see if they can read it.<br><br>2. Clarity of message<br>    a. Show the poster to a group of people and allow them to interpret the message.<br><br>3. Constructivism<br>    a. Check if the poster follows the color palette. Check if they use the Molot font.<br><br>Color:<br><br><br>HEX<br>Yellow: #FCDD90<br>Blue: #B7CEE2<br>Red: #C71F23<br>Black: #231F1F<br><br>Molot Font:<br>**ABCDEFGHIJKLM**<br>Link to font:<br>https://www.dafont.com/molot.font<br>    4. Eye-catching and bold.<br>      a. Place the team's posters among many other posters. Let the audience pick and | Jaya |

| | | | |
|---|---|---|---|
| | | choose which poster stood out to them the most. | |
| 10 | **Health and safety** | • When our poster is printed, we will be using a cutter to cut out the white outline on our posters. A way to assure our safety from the cutter is to:<br><br>- Only bring out the blade of the cutter when used to cut the paper<br>- When the cutter is not in use, close or slide the blade into the body of the cutter so that it can't cut anyone<br>- Don't point, swing, or throw the cutter at anyone with the blade out, nor when the blade is closed<br>- Be sure that no one is behind you or to the outside of you (the side in which you use your hand to cut) as they can bump into you or you can injure them by accident.<br>- Always use a trimming ruler when cutting to prevent us from cutting ourselves and others<br><br><br><br>-<br>- Always hold the cutter properly when in use (use your index finger to push down the cutter, etc)<br>- Slowly cut as rushing will cause injuries (such as quickly cutting, you may swing the blade backwards into someone) | Krabane |

-

| | | • When using the computer to design our posters, be sure not to overwork yourself and take breaks when you feel exhausted or tired. Also try to sit in an upright position to not hurt your back or neck.<br><br>• You should sit at the same height as the center of the computer screen to avoid any back or neck pains. | |
|---|---|---|---|
| **11** | Optional for extra credit:<br>**Environmental considerations** | The factors listed below have an indirect impact to the environment:<br><br>1. To reduce the the use of paper, utilize both sides of the sheet.<br><br>2. Ink is from a combination of chemicals that can be damaging to the environment.<br>    a. Chemicals such as butyl urea (prevents the paper from curling), cyclohexanone<br>    b. https://clarifygreen.com/answering-your-environmentally-friendly-ink-questions/#:~:text=Ink%20printer%20cartridges%20and%20their,end%20up%20in%20the%20landfill. | Jaya |

| 12 | **Optional for extra credit:** **Facilities for manufacturing** | The posters will be made primarily in the design lab in the secondary building E, and the Hp Designjet z5600 will be used to print the posters. | Mona |
|----|----|----|----|
| 13 | **Time Scale and Planning** | - The brainstorming process or the thumbnails should take no more than a minute each thumbnail. You should have a minimum of 10 and a maximum of 20 thumbnails. Which can take from 10 to 20 minutes.<br><br>- The roughsketch would include a detailed drawing of our chosen poster designs with colors, annotations, and maybe some images for illustrations of our colors, font, etc, and to show our inspirations. A single roughsketch may take 15-30 minutes. We of course have at least 1 rough sketch but having more than 1 is optional. Though when making multiple roughsketch, it's important to take consideration of the amount of time used as you may spend too long with the sketch or annotations.<br><br>- When designing the actual poster, the process will take up to 3 months, from the current date when this text is written which is January 20, 2022, the product should be finished by June. Between the current date and the end of the first week of June, we have 83 days, not counting Saturday, Sunday, and any holidays. | Krabane |

| 15 | Optional for extra credit | | Justin |
| --- | --- | --- | --- |

# B.2 Develop design ideas

| 10-20 Thumbnails - 1 per team member | Attribution |
|---|---|
|  | *Jaya* |

| | Krabane |
| | |
| | Mona |

Mona 69B

Thumbnail Sketches (25)
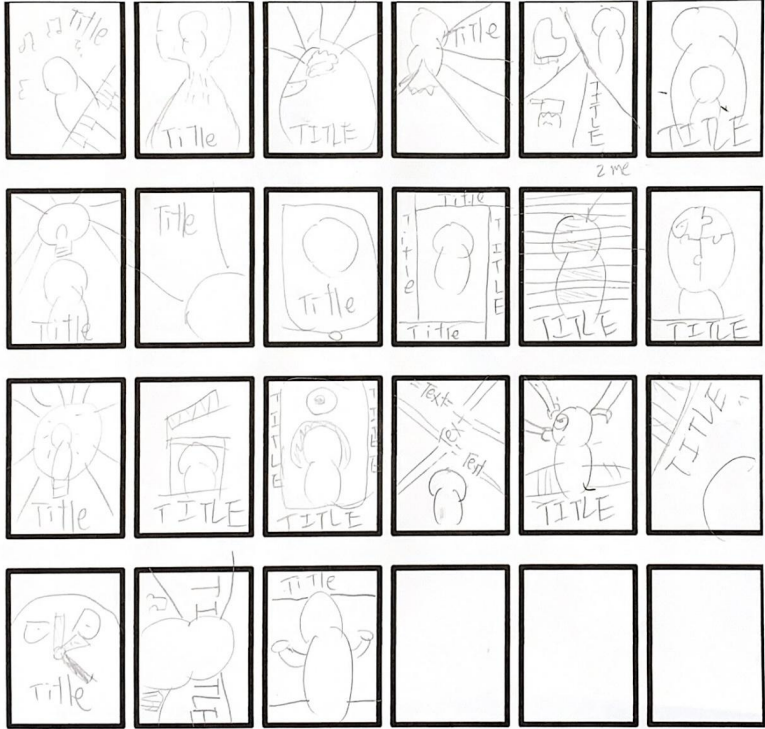
| 1 Annotated Rough Sketch - 1 per team member | Attribution |
| --- | --- |

Jaya Rough Sketch 1

17/1/22

inspiration:

ROARING

⑤

①

④

⑥

③

② SPIRIT

color pallete

although it may not seem obvious. I got inspired by the placement of the text because it's curved. which inspired me to curve my text as well.
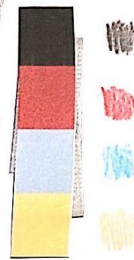
main message: to show the audience that I can sail.

font:

**ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789 !@#$%^&*()**

the font the text will use is called "molot"

annotations:

① the text "roaring" is placed on the wave to connect how my "roaring" spirit is like that wave.

② the 2 waves are colored blue to simply resemble the ocean and how calm it feels despite being "aggressive".

③ the yellow colored wave is to differentiate the waves, making it pop since it contrasts one another.

④ the boat is in red because its vibrant color leads the audience to the focal point (me).

⑤ the background is in black to represent how mysterious the path I'm taking is. also shows that I'm a risk taker that is brave to venture the "unknown"

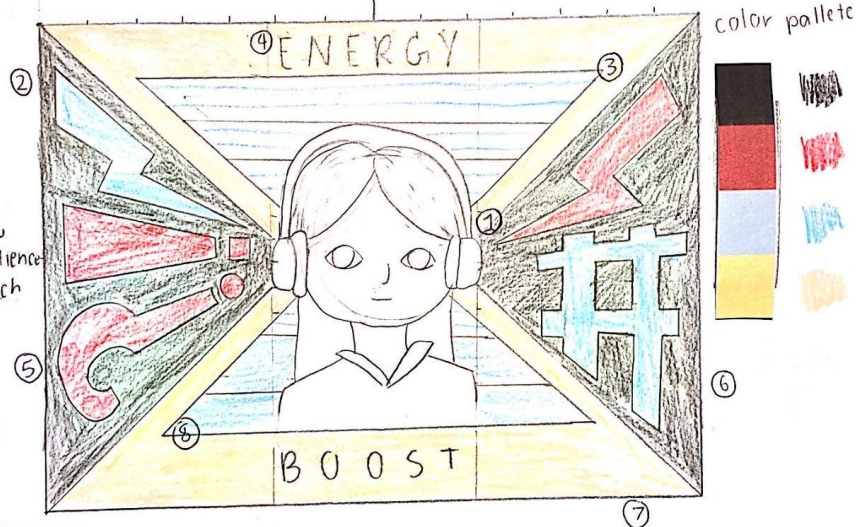⑥ Although the drawing doesn't show this. I plan to make a pose by looking up and lift my hand to emphasize the waves.

Jaya

*THIS WAS DONE ON PAPER (I scanned it).*

# Jaya Rough Sketch 2

**inspiration context:**
I was inspired to follow the same format of two triangles meeting at the focal point. In this case, I used the triangles as the music coming out of my headphones (while the focus is still on me.

color pallete

④ ENERGY

② ③ ①

**main message:**
to show the audience how much I love music.

⑤ ⑥

⑧ BOOST ⑦

**inspiration:**

ПРОФСОЮЗ
ПО ЖЕНСКОМУ РАБСТВУ УДАР

ПРОФСОЮЗ
ЗАЩИТНИК ЖЕНСКОГО ТРУДА

**font:**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

the text will be in this "molot" font

**annotations:**

① the headphones were purposely aligned with the triangle to create the illusion that it's the music within the headphones.

② the lightning symbol resembles how energetic my music is. as for the ! ? and # symbols, they represent how the music keeps me alert & awake.

③ the blue triangles represent one big battery that is "charging" me.

④ the term "energy boost" represents how I become energized and happy with music

⑤ the black is used to pull the audience's focus to me and the symbols.

⑥ the symbols are in red & blue because people can notice it more (they contrast).

⑦ the yellow is used to balance out the funky pattern

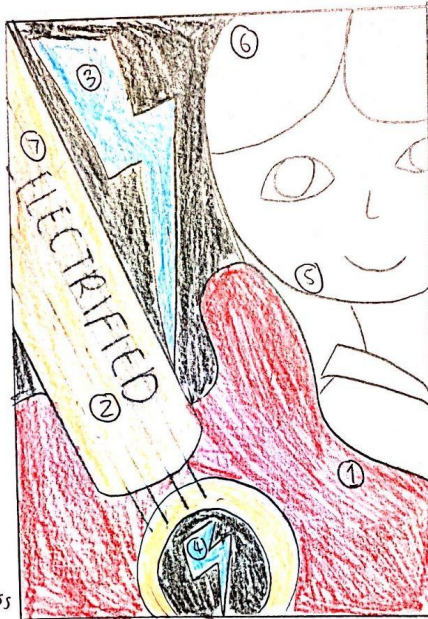⑧ some sections are fully colored blue while the rest is lined to represent a charging battery.
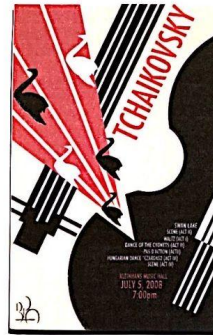
# Jaya Rough Sketch 3

## Color pallete

**main message:**
to show the audience that my hobby is playing the bass guitar

ELECTRIFIED

**inspiration:**

I got inspired by this poster to make the guitar sized at a large scale (just like how the poster did it with the violin.

## font:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

the font of the text will be "molot"

## annotations

① the bass guitar is intentionally red because it represents the energy and passion I have for the instrument, it is also the most vibrant color so the audience can focus on it more.

② I chose the caption "electrified" because 1) the guitar is electric 2) it can also mean I am full with energy, which is the mood I'm trying to convey.

③ there are 2 lightning bolts to emphasize the "electric" feel I have when with my guitar.

④ the color of the lightning is blue to contrast with the bass.

⑤ Since the bass is big, I have to make my picture big too because its the focal point.

⑥ I will also be smiling to further enforce how happy I feel.

⑦ the text is tilted to be more dynamic.

# Jaya Rough Sketch 4

inspiration:



MY DUAL PERSONALITY

BLA - BLA BLA

I took inspiration from Hana's poster and divided my poster into 2 contrasting tones.

② ⑥

MUSIC GIVES LIFE

⑦ ④ ⑤ ③

color pallete



main message: to show the audience how important music is in my life.

font:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
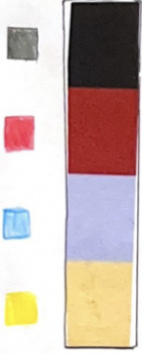!@#$%^&*()

the "molot" font will be used for the text.

annotations:

① the pitch black background is used to describe how dark & gloomy I would feel without music.

② the yellow line is used as a clear divider between the 2 sides. it is also tilted to be more dynamic.

③ the blue is used as the background to convey how "cool" and calm I feel with music in my life.

④ the 🎵 symbol is to emphasize music. the ? ! and # symbols represent how I'm always easy to engage on things with music in my life.

⑤ the red is used to make the symbols contrast with blue.

⑥ typography is used. the 5 represents the energy in my life

⑦ I will be sad on the left & smiling on the right to emphasize the impact music has on me

*Krabane*

A2 size    59.4 cm

42 cm

Color scheme

Red catches people's attention and deliver strong emotions.

Blue represents peace, serenity, calmness.

Yellow represents knowledge, hope, happiness.

Black can represent power, importance, and strength.

Description:

This style or the lanes that appears within the darkness represents the things or ideas I randomly discover or the things that people don't know about me. The dark areas symbolizes how the things that people don't know about me are hidden from them, somewhat like a shadow that is merely keeping these things as a secret from everyone whereas the lanes are what lead my hidden interests out from the shadow and to unveil.

• The main message is that I have numerous Interest kept behind these "shadows" that are awaiting to be expressed.

Annotations:

- The text "Interests hidden beneath the shadow, awaiting disclosure" talks about all my interests ideas and secrets that are just hidden beneath that are waiting for me to share to others.

- The symbols such as the music symbols represents how I tend to express my music taste and how I enjoy. While the compass (architect) and leaf (nature) represents my other interests.

- The circles represent positivity, happiness, and wholeness. Whereas triangles represents power, mystery and steadiness, while diagonal lines creates the feeling of energy, motion, and movement.
- These shapes represents the done and feelings of my interests and myself.
- The texts are positioned randomly along the lanes and is also curved according to the shape of the lanes. This creates a more lively feel to the poster.

Fonts:
"Molot"

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

The idea behind the use of this font is to have a bold and eyecatching font. Because this font is capitalized and larger, the text will stand out from the poster, will deliver a strong and impactful message and will be easy for the audience to read.

- As seen in the meanings of each meanings of the colors, the lanes sometimes are blocked by another color or changes into another color. The change in colors represents how my ideas first arise and evolved into another meaning. Otherwise, it's the change in importance of the interests when the color changes.

- I decided to use color black as the background behind the lanes as it contrasts with the color of the lanes and fits in with the theme of my message

Interests

Hidden

Beneath

The

Sh a d ow

awaiting

disclosure

A2 size

59.4

42 cm

Color scheme
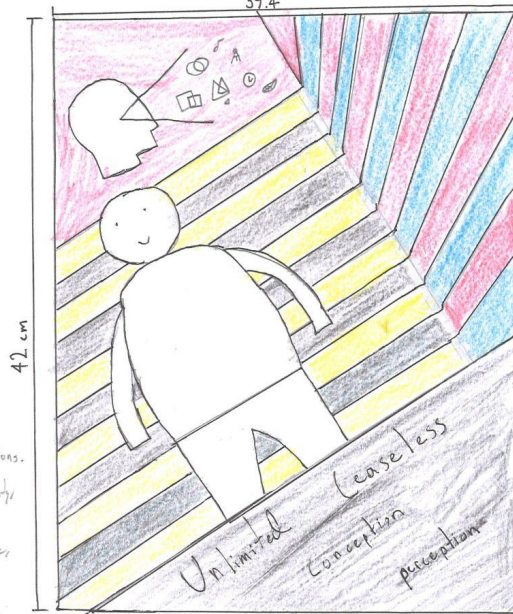
Red expresses strong emotions.

Blue represents peace, serenity, calmness.

Yellow represents knowledge, happiness, perception.

Black represents importance, power, strength.

Unlimited    Ceaseless    Conception    perception

Font:
Molot

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

The font is big and bold, catching the audience's attention thus fitting in with the context of our goal to speak out.

Inspiration:

**Description:**

This poster talks about how I have constant flowing ideas, thoughts, and perception about random things which doesn't stop. Otherwise, I'm trying to explain how I often overthink and often think about different scenarios of different events that has yet to occur, such as the future.

The main message is that I have a thorough perception, insight, or deep and long thoughts about different interests, ideas, events, friends, meanings, thoughts, and the future which can make me feel unconfident at times.
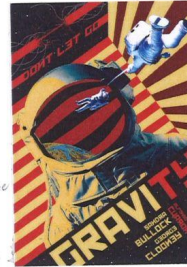
**Annotations:**

• The 3D background lines makes the poster feel more dynamic and visually appealing. Thus making the audience feel like they are a part of the poster.

• The symbol on the top left corner represents perception which helps the audience understand more about the context and message of my poster, thus my interests, from the small symbols.

• The way you can see most of my body allows the audience to see my posture, gesture, and expression. Allowing author to interpret the poster more thoroughly.

• The black and yellow colored lines that stands off behind me, before transitioning upwards and changing color to either red blue represents the ideas, subject, thoughts (background lines) before I start to think thoroughly with deep insights and long thoughts about what could happen (lines that rises out from the poster). The color transition also tells how the feelings, importance, emotion of these subjects changes.

The background feels 3D and makes the audience feel like they're a part of the poster, catching the audience's attention.

Moreover making the poster more visually appealing.

→ The lines also represent perception of the future as the lines seems to continue its path out the poster, symbolising how my thoughts goes ahead or out through time.

A2 size paper
59.4 cm

42 cm

Color scheme

Red expresses strong emotions and catches peoples attention.

Blue represents peace, serenity, and calmness.

Yellow represents knowledge, happiness and perception.

Black represents importance, power, strength.

**Description:**

This poster is about how I tend to have a short amount of focus times for things such as schoolwork, sometimes games as I can often get bored from repitition, and even some interests as I can easily become bored or become attracted or indrested in other subjects easily. But yet, I have an infinite amount of flowing ideas and dreams that comes and go. Otherwise the message is that I have so many flowing ideas and new topics or interests which causes me to get bored quickly over things or have a small/short focus time for things. Or in other words, I have too many interests that topples over each other interms or how attracted i am to them.

Limited
Focus
Illimitable
Ideas
Ambition

Font:
"Molot"

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

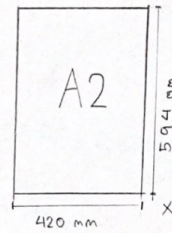The font is big and bold, which will stand out.

Inspiration:

The text makes the poster feel and seem more vibrant and three-dimensional, thus more aesthetically appealing. The background behind the bottom texts may as well represent banners, and therefore, be a sign of announcement or calling to attention for the audience. While the circles emphasizes the subject of the poster, making it stand out.

**Annotation:**

• The circle is the center of attention and draws the audiences attention. Therefore making it a perfect spot to picture of me in, which will allow the audience to understand the message and context of the poster, thus the meaning of the circles.

• The text will be three dimensionally positioned as well as the lines that will be in a diagonal angle. This will make the poster feel more engaging, aesthetically apealing, and more lively or less 'stiff.'

→ Ideas, topics, interests, thoughts etc.        more movement

• The color ranking in the circles and the main background represents the ranking of the different ideas or things of my interests that occurs the most or I value the most.

• The shapes represents different meanings in relation to the message of my poster. Circles represents positivity, happiness, and wholeness. Triangles represents mystery, energy, and balance. Squares represent stability and strength. While curved lines represents comfort, easiness, and serenity. The shapes also have somewhat their own shadow as well for aesthetics.

Mona 09B

Rough Sketch #1

dimensions:

A2

594 mm
420 mm
X

The lines beneath the phone shows that it is a 3D object, adding depth & visual interest

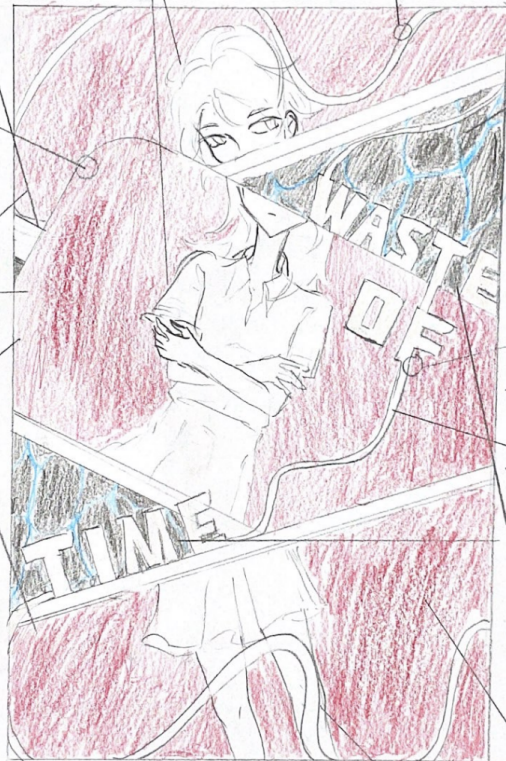The cut up image of me shows how being absorbed in the digital world seperates me from the real world temporarily

① I need to practice using the pen tool more cleanly

The water texture on the black background represents how time & feeling feels different & almost 'floaty' at night, since it is when i am on my phone the most

② The overlapping phones requires me to practice using layers & groups

The different screens represent how disorganized & scattered my mind is

③ Need to practice editing text

The wire running across the poster shows my messy time management

The bright red screen contrasts from the dark background, imitating a real phone's light in a dark room.

It captures viewers attention

The black background creates sharp triangle shapes

The red rectangles create bold shapes that is eye-catching

Inspiration Image:

Font:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

Color pallete:

I plan to put a multiply mode layer over my picture to show that this problem is overwhelming me, & also to create more depth & some cohesion by using the same black as the background

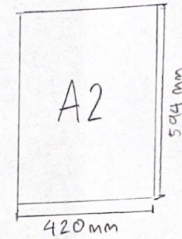Materials / software:
- Affinity designer
- Printer
- Card paper A2

Mona

Mona 69B          Rough Sketch #2          dimensions

The light lines on the phone show
light reflecting are strong diagonal lines
which contrast the photos, showing the
contractivism style

There may be images of real
phones at the front, representing
a gateway out of reality

The slowly darkening background
creates contrast between colors
& values

A2
594 mm
420mm

The slanted text shows
the constructivism style,
making it more dyanmic
& visually interesting

The twisting
geometric design
creates a spiralling
feeling which catches
interest

I need to practice using
layers and making sure
everything is proportional

The sharp triangles
created by the
stacked phones
utilizes the
constructivism style

They may also represent
mystery or danger

The phones must be on
different layers so my
photo can be put in-between

The dark back-
ground represent

I need to use lines
as shading or as an
outline to show to
overlapping phones,
as the colors are
limited

WASTING TIME

Inspiration Image:

Font:
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

Color pallete:

Materials/Software:
- Affinity design
- Printer
- Card paper A2

Mona G9B                    Rough Sketch #3          dimensions:

The lines & the
dark triangle shows
the constructivist
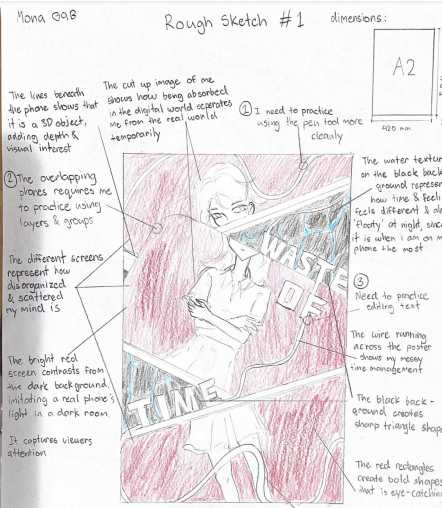style of using
bold shapes

The yellow lines contrasting the black
lines imitate light leaking into a dark
room, representing my escape from
reality: the yellow light

A2

594 mm

420 mm
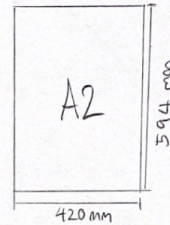
I need to practice
photo editing
& lighting/shading
to add a blue light
effect to my face

I also must learn
to use layers well
so that I can
incorporate the
vector screen
graphic into my
photo

I must use the
align & distribute
tools & shape tools
to create & properly
space the lines out
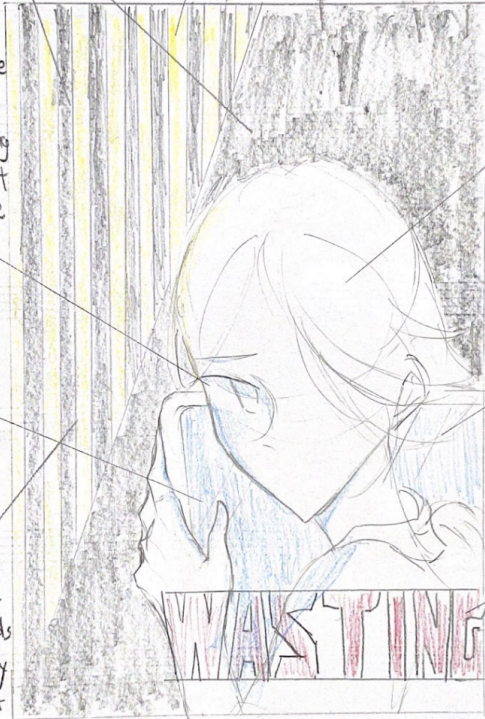
My face close up
takes up the majority
of the poster, catching
people's attention

The blue light from
the screen
symbolizes loneliness
or isolation

The bold red will
contrast well against
the paler blue
& yellow

This also makes the text
& message clearer
to the viewer

WASTING

Inspiration Image:

Font:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
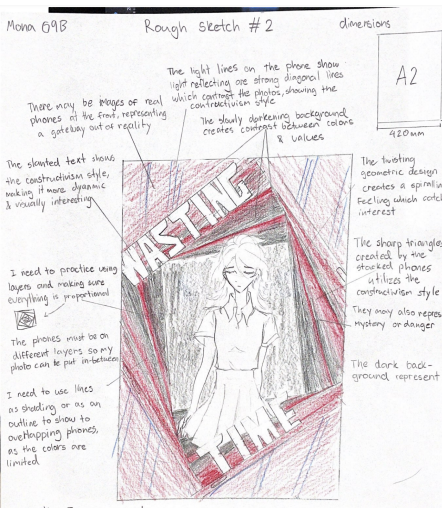!@#$%^&*()

Color pallete:

УХАБЫ

Materials/software:
- Affinity Designer
- Affinity photo (maybe)
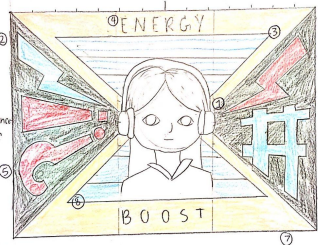- printer
- A2 card paper

*insert scan or screenshot of 1 rough sketch here*

# B.3 Present and justify the chosen designs

| Attribution | Design Rough Sketch - 1 per team member | Pass or Fail Design Specification? | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| *Jaya* |  | P | P | P | P | P | P | P | P | P | P | P | P |
| *Jaya* |  | P | P | P | P | P | P | P | P | P | P | P | P |

| Jaya |  | P | P | P | P | P | P | P | P | P | P | P |
|------|------|---|---|---|---|---|---|---|---|---|---|---|
| Jaya |  | P | P | P | P | P | P | P | P | P | P | P |

| Mona | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Mona* |  | P | P | P | P | P | P | P | P | P | P | P | P |
| |  | P | P | P | P | P | P | F | P | P | P | P | P |

| | | P | F | P | P | P | P | P | P | P | P | P |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Row 1 (Mona G9B):**

Mona G9B   Rough Sketch #3   dimensions:

A2   594mm   420mm

The lines & the dark triangle shows the constructivist style of using bold shapes

The yellow lines contrasting the black lines imitate light leaking into a dark room, representing my escape from reality: the yellow light

I need to practice photo editing & lighting/shading to add a blue light effect to my face

My face close up takes up the majority of the poster, catching people's attention

I also must learn to use layers well so that I can incorporate the vector screen graphic into my photo

The blue light from the screen symbolizes loneliness or isolation

I must use the align & distribute tools & shape tools to create & properly space the lines out

The bold red will contrast well against the paler blue & yellow

This also makes the text & message clearer to the viewer

WASTING

Inspiration Image:

Font:
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

Color pallete:

Materials/software:
- Affinity Designer
- Affinity photo (maybe)
- printer
- A2 card paper

УХАБЫ

---

**Row 2 (Krabane):**

| *Krabane* | | P | P | P | P | P | P | P | P | P | P | P |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

Krabane   Rough Sketch 1   Jan 20 2022

A2 size   594 cm

Color scheme

Fonts
"Molt"

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()

The idea behind the use of this font is to have a bold and eyecatching font. Because this font is capitalised and larger the text will stand out from the poster, it will deliver a strong and impactful message and will be easy for the audience to read.

Red symbolizes painful attention and distress-strong emotions.

Blue represents peace-serenity, calm-ness.

Yellow represents knowledge, hope, happiness.

Black can represent power, importance, and strength.

Description:

Annotations:

- The text "Indirectly hidden beneath the shadow" awaiting existence & talks about all my indirect ideas and secrets that are shed hidden beneath that are waiting for me to share to other.

- As seen in the meeting of each meeting of the colors, the lines sometimes are blocked by another color or changes into another color. The change in color represents how my ideas twist, mix and combine into another meaning. Otherwise, it'd the change in importance of the subjects when the color changes.

- I decided to use color black as the background behind the lines as it contrasts with the colors of the lines and fits in with the theme of my meetings.

•The main message is that I leave messages "Indirect" kept behind these "Shadows" that are awaiting to be exposed.

| Krabane | *(rough sketch 2 with color scheme, font, annotations — largely handwritten)* | P | P | P | P | P | P | P | P | P | P | P |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Krabane | *(rough sketch 3 with color scheme, font, annotations — largely handwritten)* | P | P | P | P | P | P | P | P | P | P | P |

# B.4 Develop planning drawings/diagrams

| Annotated rough sketch - 1 per team member | Attribution |
|---|---|

| | |
|---|---|
|  | *Krabane* |
|  | *Jaya* |

| | Mona |
|---|---|
| Mona G9B    Rough Sketch #1    dimensions: A2 (594 mm × 420 mm)<br><br>The lines beneath the phone shows that it is a 3D object, adding depth & visual interest<br><br>The cut up image of me shows how being absorbed in the digital world seperates me from the real world temporarily<br><br>① I need to practice using the pen tool more cleanly<br><br>② The overlapping phones requires me to practice using layers & groups<br><br>The different screens represent how disorganized & scattered my mind is<br><br>The bright red screen contrasts from the dark background, imitating a real phone's light in a dark room. It captures viewers attention<br><br>The water texture on the black background represents how time & feeling feels different & almost 'floaty' at night, since it is when I am on my phone the most<br><br>③ Need to practice editing text<br><br>The wire running across the poster shows my messy time management<br><br>The black background creates sharp triangle shapes<br><br>The red rectangles create bold shapes that is eye-catching<br><br>I plan to put a multiply mode layer over my picture to show that this problem is overwhelming me, & also to create more depth & some cohesion by using the same black as the background<br><br>Inspiration Image:<br><br>Font:<br>ABCDEFGHIJKLM NOPQRSTUVWXYZ<br>ABCDEFGHIJKLM NOPQRSTUVWXYZ<br>0123456789<br>!@#$%^&*()<br><br>Color pallete:<br><br>Materials / Software;<br>- Affinity designer<br>- Printer<br>- Card paper A2 | |
| *insert scan or screenshot of sketch here* | Justin |

# Peer Feedback & Self Assessment

Give & apply feedback for the work in this document

1. Go to the end of this document and read the grade descriptors for this criteria.
2. Give feedback for each objective to 1 other team member in their unit response sheet. Add a comment to each objective in this section. You should make a total of 4 comments.
3. Give yourself a grade based on the grade descriptors at the end of this document.

What grade does the work on this criteria deserve? Think about the feedback you received, go look at the relevant criteria and then give yourself a defensible "grade" from 1-8. The criteria & grade descriptors are available at the end of this document. Defensible means that you have read the grade descriptors very carefully, understand all the command terms (look at the "Prize Winning Design Terms" illustration) and can defend your grade to both peers and faculty.

| Name | Jaya |
|---|---|
| **What I learned from the feedback** | When my teammates looked at my final draft, they said that the message behind the poster is too vague. |
| **What I need to do as a result** | Instead of only using ! ? and # symbols on the poster, I could use other ones to further empower my message for it to be relevant to me. For instance, I can use a symbol of a boat to represent my hobby for sailing. |
| **The 1-8 result my work merits for this criteria**<br>Defend your answer using the grade descriptors on ManageBac | I believe that my work merits a 7-8 for this criteria. Firstly, I was able to form a descriptive design specification (additionally I added an extra specification). I was also able to develop 25 thumbnail sketches, and 4 rough sketches. My rough sketches included the font, color palette, inspiration photo, and multiple annotations. My annotations include justifications for each element of the poster. |

| Name | Mona |
|---|---|
| **What I learned from the feedback** | I learned that I have enough images to help show what I am trying to explain in visual form. However, I should add more to my points to go the extra mile. For example, I should explain why the target audience are our families and friends. |

| What I need to do as a result | I will better explain my responses for the design specifications. For my final poster design, I should add more icons and more clear visual language to enhance the message of how I spend too much time on my phone to distract myself. |
|---|---|
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | I think my work merits a 7-8 since I gave detailed responses to the design specifications and added many images as well. I made several thumbnail sketches and my 3 rough sketches had extensive annotations explaining a range of my design choices. I also added inspiration images, fonts, color pallet, and other needed images to better show how I will make the final poster. |

| Name | Krabane |
|---|---|
| **What I learned from the feedback** | What I learned from the feedback is that I should summarize what I meant about the size of our thumbnail sketches. And I should also add pictures for illustrations of the size of the papers/posters and how to properly hold a cutter knife. |
| **What I need to do as a result** | I should be more specific or clear with my writing and I should try to always add images for illustrations for better justifications. |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | I think my work merits a 7-8 as I developed detailed design specifications, which explains the success criteria for the design of a solution, develops a range of poster design ideas, using relevant information/illustrations and detailed annotation. And I also have three complete rough sketches. |

| Name | |
|---|---|
| **What I learned from the feedback** | |
| **What I need to do as a result** | |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | |
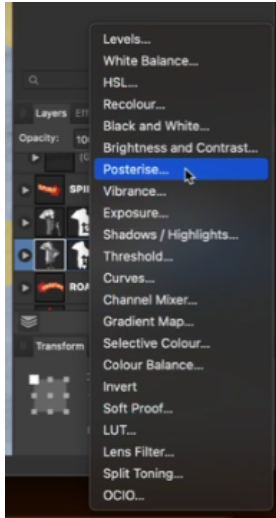
# Criteria C - Creating the Solution

## C.1 Construct a logical plan
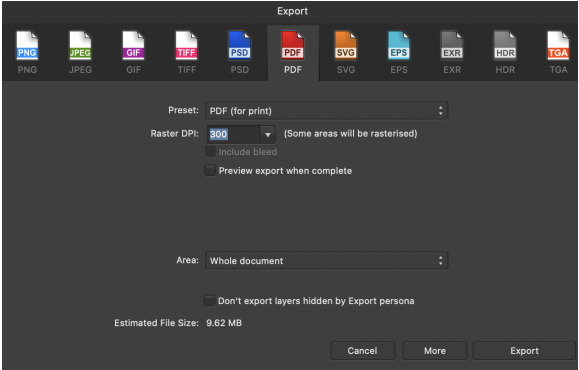
| Task - 2 per team member | Date - Duration | Notes | Attribution |
|---|---|---|---|
| Form groups, choose color pallet | **January 12** | Log it into affinity designer, and using the color sample tool, create a color pallet on Affinity from the available options that can be shared to other team members. | Mona |
| Complete Crit a | **January 18** | We have to fill out the tables in Criteria A for Inquiring and Analyzing<br>- Identify the design problem: people don't know the real us<br>- Prioritize research:<br>  - Constructivism<br>  - Color psychology<br>  - Vector design<br>  - Affinity designer<br>- Analyze a range of constructivism posters<br>- Create a design brief | Mona |
| Thumbnails ideas brainstorming | **January 26** | Each has a dimension of about your thumb<br>- Rectangle<br>- Using pencil<br>  - No colors<br>- No details, just the general arrangement and shapes<br>- Face can just be a circle<br>- Title position as "Title"<br>- Simple shape designs<br>- Some elements that you are considering<br>- Each should be made within 1 minute<br>- At least 10 ideas, up to 30 | Jaya |

| | | | |
|---|---|---|---|
| | | Jaya's Thumbnail Sketches (25) | |
| Rough sketches | **January 30** | Dimensions<br>¼ of A4 paper<br>  - Detailed design<br>    - Face<br>    - Text<br>    - Title<br>    - Shapes<br>    - Symbols<br>    - Images<br>  - Using labels or arrows, annotate each element and part of the poster explaining your own thought process and the meaning and purpose behind each element.<br>  - The following elements that should or can be annotated are the<br>    ● Colors<br>    ● Title/Message<br>    ● Shapes (lines, square, triangle, etc)<br>    ● Symbols/Icons<br>    ● Font<br>    ● The meaning behind the poster as a whole<br>  ● Inspiration | Krabane |
| Choose the design | | Choose the rough sketch/design that best fits with the design specifications by using the checklist in step B.3 | Mona |

| Begin designing it in Affinity designer | | 1) Firstly, one teammate will upload the color palette to Affinity Designer and send it to their teammates. | Jaya |
|---|---|---|---|
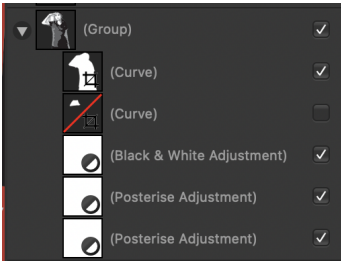
Color:



HEX
Yellow: #FCDD90
Blue: #B7CEE2
Red: #C71F23
Black: #231F1F

2) Secondly, make sure the MOLOT font is uploaded for everyone. It is accessible from dafont.com.
   a) Here is the link
      https://www.dafont.com/molot.font

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!@#$%^&*()**

3) Once the color palette is accessible to everyone, start designing.
   a) Follow the final draft of the rough sketch as a guideline.
   b) Before doing anything, make the background one of the colors from the palette.
   c) A tip is to create the shapes by using the shape tool.



4) Once the main setup is completed, take a photo.
   a) Take a photo at home or at school.
   b) Upload it to Affinity Designer
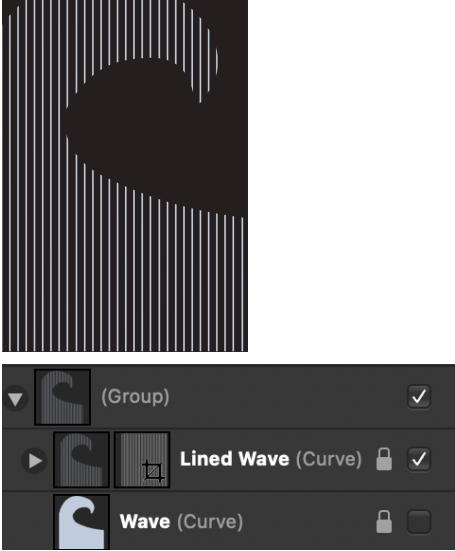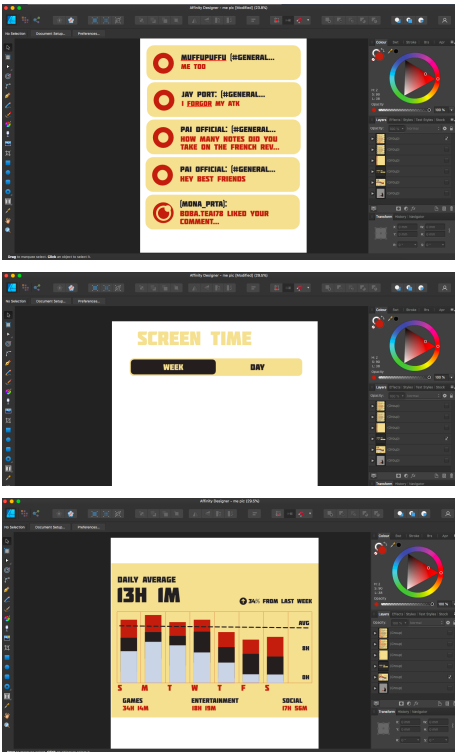
| | | and | |
| | | c) Add effects and filters onto the photo using the bottom two buttons. | |
| | |  | |
| | | d) Here are the following effects available, click on them to explore different textures. The recommended ones are black & white, posterize, threshold, and many more. | |
| | |  | |
| Receive feedback | | Once the first draft of the poster is done, paste a screenshot of it into the Poster Critique doc, in this document. | Jaya |
| | | 1) Paste the photo on the left hand, and insert your name on the right. | |
| | |  | |

| | | | |
|---|---|---|---|
| | | 2) Everyone else would've done the same, so scroll through until you find an intriguing poster and give them constructive criticism.<br>    a) Constructive criticism is feedback that is not meant to hurt people, but to help them improve.<br><br>**ST Julia Leona (Julia) Dela Cruz**<br>9:40 AM Mar 2<br>LOOKS SUPER COOL but maybe you should cut out the empty space between your arm so we can see more of the boat. It stands out a bit<br><br>Reply or add others with @<br><br>An example could be seen in Julia's comment. Start with a compliment, something you like about it, then the adjustments that should be made. | |
| Make changes to the design based on the feedback | | After receiving feedback in this document, make edits based on Mr. Phillips verbal feedback, as well as comments from our peers, make adjustments on the:<br>  - Composition<br>  - Color usage<br>  - Strength of message: is the message clear?<br>  - Function: if the poster tells the viewer about a hidden aspect about us<br>  - Typography/fonts<br>  - Contrast<br><br>Screenshot the areas that have been changed and justify why in section C.4: Justify changes made to the design.<br>For example: "I changed the text color from black to white because black text on a red background had too little contrast, making it harder to read and therefore weakens the message" | Mona |

| Export your final work as a pdf file | |  When the poster is finished, export the file as a pdf for print 300 dpi and submit it to google classroom for Mr. Philip to print | Mona |
| --- | --- | --- | --- |

# C.2 Demonstrate technical skills

| Specific skill I wished to develop - 1 per team member | How this evidence demonstrates technical skill | Attribution |
| --- | --- | --- |
| Photo Manipulation<br>- I want to be able to add textures and effects to mask my pictures in order to fulfill the constructivism aesthetic.<br>  - This is because constructivism has this vintage and rustic aesthetic, because everything had to be produced cheaply.<br>  - The quality of the pictures are not supposed to be extremely crisp, which is why I added the following filters.<br>- I was able to do this by pressing on the effects button on the bottom right corner.<br>  - I was able to explore different types of filters and adjust it to my liking. |  | Jaya |

| | | |
|---|---|---|
| Mask shapes on top of each other<br>- I want to be able to mask my lines to form a shape (I am planning to create a wave made up of separate lines.<br>- I was able to create a shape out of the lines by moving the lines on top of the shape.<br>- I used lines because I found it in one of my inspiration posters. |  | Jaya |
| - I added texture on the poster using different texts<br>  - I did this to create more depth within the text. |  | Jaya |
| Line manipulation to create my own graphics<br>- I want to better use the nodes from the pen and shape tool to create images on my phone<br>- I was able to create the graphics of the screentime menu in apple showing my high screentime, as well as my notifications page by using shapes and converting them to curves.<br>  - That allowed me to move individual nodes and change their shape, and I made very detailed graphics by doing this.<br>  - In the bottom photo, I also used the photo manipulation tool to skew the graphic and |  | Mona |

| | | |
|---|---|---|
| make it fit in with the phone on my actual poster. |  | |
| Pen tool for cropping images<br>- I want to develop my skill with the pen tool when crop imaging so that when cropping pictures, the cropped picture will look more realistic and professional; and so that the edges and corners are smooth and not irregular.<br>- I was able to demonstrate this technical skill by using the pen tool to create straight vector (cropping) lines when part of the image is flat or straight (horizontal or vertical). I was able to do this by connecting the vector lines to each corner of the image by left-clicking with the pen tool. **Refer to fig.1**.<br><br>- When there are corners or edges, I use the pen tool to trace around the edges by placing connecting the lines at each corner and adjusting the shape of the line by curving it inwards or outwards accordingly to the shape of the image using the node tool. **Refer to fig.2**<br><br>-  Using the node tool, I also adjust the shape of the lines and curves on the corners to | <br><br><br><br>(Fig.1) | Krabane |

| | | |
|---|---|---|
| make the cropped image more realistic. The end product can be seen in **fig.3**. | 

(Fig.2)



(Fig.3) | |

# C.3 Follow the plan to make the solution

| Task - 2 per team member (copy & paste from the logical plan) | Date completed | Issues, inspirations & insights | Attribution |
|---|---|---|---|
| Form groups, choose color pallet | **January 12 11:55AM** | Our group chose this color pallet as we agreed it would be the most flexible since it had the most colors:

Yellow: #FCDD90
Blue: #B7CEE2
Red: #C71F23
Black: #231F1F | **Mona** |

| | | | |
|---|---|---|---|
| | |  | |
| Complete Crit a | **January 18 6:23AM** | The hardest part is always starting the project. We took a lot of time brainstorming our likes and dislikes. For instance, I liked crystals and no one else knew that.<br>- We searched through constructivism posters and found multiple inspirations.<br>  - We used their techniques and applied it to our own poster.<br>    - For instance, the use of repetitive lines and bold shapes. | **Jaya** |
| Thumbnails ideas brainstorming | **January 27 2:41PM** | - We all did at least 20 thumbnail sketches<br>- Some of us made a template for the thumbnail sketches on Affinity design first so that we wouldn't have to draw out the rectangles ourselves, making the process more efficient | **Mona** |
| Rough sketches | **30 January** | - All group members completed at least 3 or more rough sketches and included the required annotations of explaining the meaning behind the different elements of our poster, the meaning, and printing out and displaying our color pallet, text font, and the inspiration that inspired our rough sketch design as well.<br>- The rough sketches of the designs are detailed and are aesthetically appealing. | **Krabane** |
| Choose the design | **2nd February** | - Among the three or more rough sketches will be your final one.<br>  - It took some time to | **Jaya** |

| | | choose which poster would be the best as I weighed down the pros and cons.<br>- For instance, if one of the posters don't convey a strong enough message, cut it out from the final.<br><br>- It was very hard for everyone to choose a final because they loved all of their sketches. | |
|---|---|---|---|
| Begin designing it in Affinity designer | **3rd Feb** | - Our chosen design was edited and changed a few times as we figured out that some of our elements within the poster didn't fit in with our message or didn't make sense.<br>- Some of us changed their designs e.g. shapes, color, photo, message, patterns etc, and some of us changed their design to another final rough sketch as the message was stronger or the design was more appealing. | **Krabane** |
| Receive feedback | **March 2nd 10:10 AM** | - My teammates and I were happy that Mr. Philip was impressed with our crit. A and B. | **Jaya** |
| Make changes to the design based on the feedback | **March 10th** | - Some of my team members made minor adjustments to the poster following the feedback, however, Jaya decided to redo her entire poster<br>- During her experimentation, she found more creative ways to communicate her true self, and the best way to do this was simply to redo the poster, as the composition was changed completely and her message was also edited<br>- My poster and Krabane's poster only had to go through small adjustments to the | **Mona** |

| | | contrast and some shapes to make the poster more visually appealing<br>    - Our message did not change too much | |
|---|---|---|---|
| Export your final work as a pdf file | **March 10th** | - We exported our final design of the posters as a pdf, while labeling the file with our names e.g. "Krabane-9C-Poster.PDF".<br>- We don't have to write down the type of file before downloading. | **Krabane** |

# C.4 Justify changes made to the design

| Change - 1 per team member | Justification | Attribution |
|---|---|---|
| Added gaussian blur shadow to the text, darkened shadows on the photo, and replaced text saying 'time' with a simpler graphic | 1.   Added gaussian blur shadow to the text<br>**BEFORE:**<br><br>**AFTER:** | Mona |

- At first, I had an opaque and unblurred shadow to help make my text more readable.
- However, this failed since the yellow colors surrounding the yellow text made the text not stand out as much, despite the black shadow
- To fix this, I made a copy of the shadow text layer and put it on multiply and applied gaussian blur to it
  - Although this slightly takes away from the constructivism style, as constructivism seldom uses gradients or blurry shapes, it is only a minor adjustment that helps make the poster more readable, which is a worthy exchange.

2. Darkened shadows on the photo
**BEFORE:**

**AFTER:**



- Originally, my photo was too light which decreased the contrast between it, the yellow notifications in the background, and the text saying "time"
- This made my poster appear too cluttered and hard to read, with many elements but not enough contrast between them.
- I made an adjustment to the photo by turning up the shadows. This made my photo darker without turning down the exposure.

3. Replaced text saying 'time' with a simpler graphic

**BEFORE:**
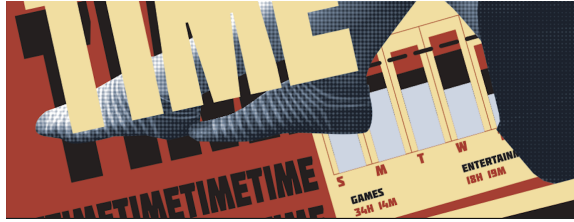
**AFTER:**
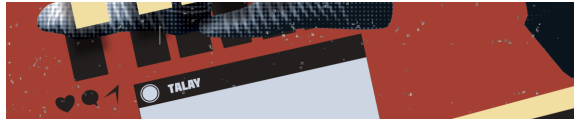


- In the lowest phone, the background was a graph of my screen time that I already showed in a larger area somewhere else in the poster
- Because of this, the graph below was unnecessary as well as distracting, as the bottom of the poster is not meant to be the focus
- I changed it to be an instagram post with less colors and shapes to make it less distracting.
    - However, by making it an instagram post I can show to the viewer that I spend too much time on my phone, and the use of icons helps communicate this

Full poster:
**BEFORE:**

**AFTER:**

| |  | |
|---|---|---|
| Edited title and added more background shapes for the title. | <br><br>• The original design or rough sketch was planned to have the title: "Unlimited, Ceaseless, Conception, and Perception." I decided to change the title as I felt that the complex and wordy use of vocabulary would make it hard for the readers to clearly understand my main message about who I am. Therefore I changed | Krabane |

the title to "Ceaseless, Perception (Overthinking), thoughts" which sounded more simple and straightforward.

• Another change I made was to add more background shapes instead of the one big triangle at the bottom of the poster.

• I added two more triangles at the bottom of the poster with the triangles outlined in black and overlapping each other to add more movement to the poster to make the poster seem less boring and somewhat more abstract or aesthetically appealing.



| Changes Made: | Justify Changes Made: | Jaya |
|---|---|---|
| 1. The color of the boat.<br>2. The background (wave).<br>3. The color of the text highlight.<br>4. The photo.<br><br>Essentially, I changed almost everything about the poster. | 1. Boat<br>Before                    After<br><br><br>- I changed the color of the boat because the pastel blue and yellow have a low contrast, which does not fit the constructivism aesthetic.<br>   - Constructivism is a style that should be bold.<br>   - Additionally, when the contrast is low, the boat may not be noticeable in a 50m distance.<br>      - The contrast between the boat and the background needs to be high because | |

the boat is one of the focal points of the poster.
- Which is why I changed the boat to be dark red.

2. Background
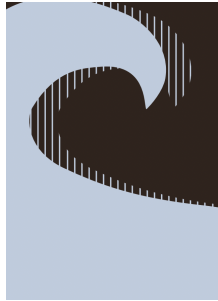
Before                After
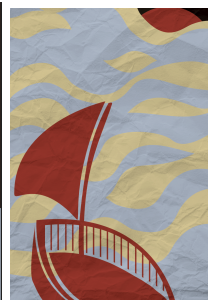


- I changed the big wave into smaller waves because the original idea was too plain and it was hard to create strong contrasting elements.
    - It was too plain because it lacked the patterns and contrasts that a constructivism poster includes.
    - The original poster served as a problem because if I made the boat red with that background, it would not be noticeable because of the black. But if I make the boat yellow, it will not be noticeable in the blue.
        - This is why I decided the background to be more patterned, artistic, but still convey a strong message.

3. Text



- I changed the color behind the text, and the words itself.
    - I changed the background of the text because red and black have a very low contrast, which will make it hard to read from afar.
        - The purpose of this

poster is to be bold, which means to have high contrast.
- I solved this problem by removing the background all together, then adding a drop shadow to the text instead, in order to create more depth.
- Secondly, I changed the text from "Roaring Spirit" to "Set Sail".
  - The reason why I changed it is because "Roaring Spirit" does not convey a strong message that I can sail. Additionally, If I followed that caption, I would have to make a really strong facial expression (which isn't the idea i'm trying to send).
  - Which is why I changed the text to "Set Sail", because the message is very straightforward that I can sail.

4. Photo

Before                          After



- I changed the photo because it did not look realistic enough.
  - When I mean by realistic, it doesn't look like I'm in the middle of the ocean because there the pose seems forced.
    - Which is why I changed

the photo to when I was actually at the beach. The newer photo is a lot better because there is wind blowing my hair.

**Full Poster Before**

**Full Poster After**

# Peer Feedback & Self Assessment

Give & apply feedback for the work in this document

1. Go to the end of this document and read the grade descriptors for this criteria.
2. Give feedback for each objective to 1 other team member in their unit response sheet. Add a comment to each objective in this section. You should make a total of 4 comments.
3. Give yourself a grade based on the grade descriptors at the end of this document.

What grade does the work on this criteria deserve? Think about the feedback you received, go look at the relevant criteria and then give yourself a defensible "grade" from 1-8. The criteria & grade descriptors are available at the end of this document. Defensible means that you have read the grade descriptors very carefully, understand all the command terms (look at the "Prize Winning Design Terms" illustration) and can defend your grade to both peers and faculty.

| Name | Krabane |
|------|---------|

| **What I learned from the feedback** | |
|---|---|
| **What I need to do as a result** | |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | I think my work merits a 7-8 because I've constructed a detailed and logical plan, demonstrates excellent technical skills, and justifies the changes made to the chosen design and plan when making the solution. |

| **Name** | Mona |
|---|---|
| **What I learned from the feedback** | I have to add a bit more detail to the plan that we followed, as well as add a full before and after image of my poster with all of the changes made to it to better document our design process and thinking. |
| **What I need to do as a result** | I will add more details to my justification of relevance as well as following the plan to create the solution. |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | My work merits a 7-8 because I have written a detailed plan that is logical to follow, I have shown my technical skills, and I comprehensively documented and justified all the major conscious changes made to my poster. |

| **Name** | Jaya |
|---|---|
| **What I learned from the feedback** | I'm lacking reasonable justification for the changes made in the poster. |
| **What I need to do as a result** | I've re-edited my justification of changes, and included more details. |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | My work merits a 7-8 for this criteria. This is because I have constructed a clear and logical plan (I made sure not to write too long, as it may end up being more vague instead). Secondly I have explained that I demonstrated 3 technical skills when making this poster. Lastly, I believe that I have fully justified the changes I made to the poster. (Not only did I write the changes, I showed them by adding screenshots from before and after). |

| **Name** | |
|---|---|

| | |
|---|---|
| **What I learned from the feedback** | |
| **What I need to do as a result** | |
| **The 1-8 result my work merits for this criteria** <br> Defend your answer using the grade descriptors on ManageBac | |

# Criteria D - Evaluating

## D.1 Design testing methods

*You must have a design test for ALL specifications. Each team member must document an equal number of the specifications.*

| Specification | Test | Evidence to be collected | Attribution |
|---|---|---|---|
| **Target market** | Test with a variety of age group to see whether they understand our poster's message. | Is the poster appropriate or easy to understand for family, students and teachers? | Krababe |
| **Function of the presentation or product** | Present the poster to an audience of family, friends, and others who are close to us and have them say the hidden aspect about us by only looking at the poster.<br><br>This can be done face to face (via google meet or in person if they are family), or done through a google form | What was their statement and was it correct?<br>- What lead them to believe in that statement<br><br>Did they have difficulty assessing the poster? | Mona |
| **Material or Software** | Make sure to use the design software: Affinity Designer to design our poster | Did we complete our final poster design with aAffinity Designer? | Krabane |
| **Overall dimensions or Total run time** | Make sure that the size of the poster before exporting the file is A2 paper which is 420 x 594 mm (42cm x 59.4cm). | Is it A2 size? | Krabane |
| **Manufacturing process, quantity or production method** | Finish making the poster | Did we follow the steps specified in Criteria C? | Mona |
| **Equipment or Hardware** | Make sure the poster is getting printed from the correct printer<br><br>200 GSM High Jet Matte Paper | Is the poster getting printed from the correct printer? | Jaya |

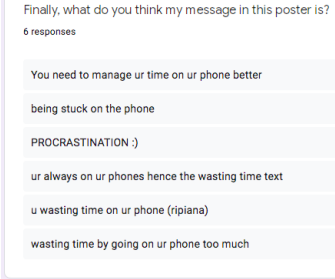| | | | |
|---|---|---|---|
| | A large printer (Hp Designjet z5600)<br><br><br><br>Additionally, check the measurements if it's A2. | | |
| **Aesthetic appearance** | The elements of aesthetics to assure the quality of the aesthetic includes:<br>- Bold and capitalized text (the MOLOT font will be used).<br>- A clear big image of ourselves.<br>- Vibrant and contrasting colors (These below).<br>- Basic shapes will be put to use. (Triangles, squares, circles, etc.)<br>- And a creative poster that is engaging and attractive for the audience.<br>- We can test this buy surveying people, asking them for a rating of our | Out of 20, what would you rate our poster? | Krabane |

| | poster out of 10. | | |
|---|---|---|---|
| **Quality assurance** | Readability:<br>Is the poster recognizable in a 50m distance? Can they read the text?<br><br>Message:<br>Ask teammates if the message of the poster is clear enough to convey. | Since this is assurance, the testing with a group of people will be conducted in the quality control.<br><br>So instead, talk amongst teammates to see if the poster is in it's best shape.<br><br>I will see if my poster is at its best by making them send me written feedback. | Jaya |
| **Quality control** | Readability: Place the poster 20 meters away from the viewer and see if our face is recognizable, or if the message is readable. Or if this is not possible, shrink a png of the poster greatly.<br><br>Message: Ask the viewer to interpret the poster and to say what they think the message is<br><br>Constructivism Aesthetic: Ask them what style/era the poster reminds them of<br><br>Eye-catchingness: Place the poster in a lineup of other recent posters and ask the viewer which one they saw first/caught their eye.<br><br>Check that there are no other colors than the ones in the pallet, and that the only text is in the font Molot. | Can they read the message?<br><br>Can they recognize my face?<br><br>Does the poster remind them of constructivism/propaganda from that era?<br><br>Was the poster eye-catchinge enough to be looked at first?<br><br>Did I use the correct font? Did I use colors outside of my limited pallet? | Mona |
| **Health and safety** | Make sure everyone is using a trimming ruler. Make sure everyone gets a break from the computer every 30 minutes to prevent any | Did anyone get injured?<br><br>We will make sure by conducting a survey to see if anyone has been injured when cutting the poster, and | Jaya |

| | eye strain or headaches. | to see if anyone experienced headaches or eye strains throughout the design class. | |
|---|---|---|---|
| **Environmental considerations** | Make sure everyone uses both sides of the paper when doing the rough sketches. | Conduct a poll on social media to see if the class used both sides of the paper when making their rough drafts/sketches. | Jaya |
| **Optional for extra credit** | Print the posters at school | Were the posters printed from the Hp printer in the design lab with quality card paper? | Mona |
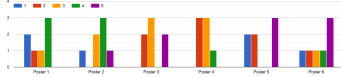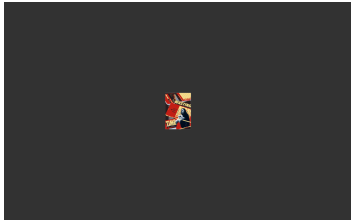
# D.2 Evaluate the success of the solution
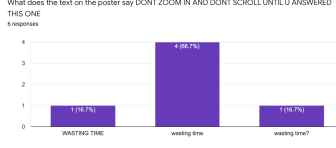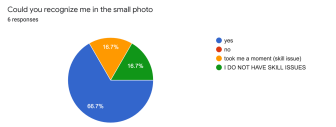
*You must have a design test evaluation for ALL specifications. Each team member must document an equal number of the specifications.*
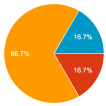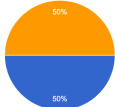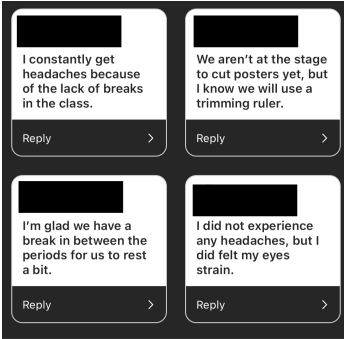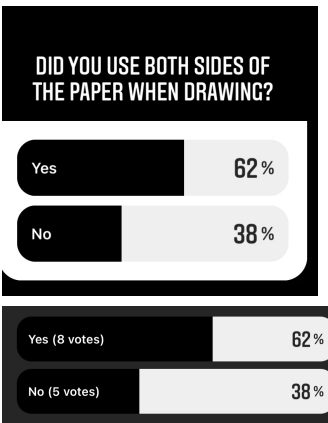
| Specification | Test Results | Evaluation of the results | Attribution |
|---|---|---|---|
| **Target market** | **My little sister:** Somewhat understands but has difficulties understanding the vocabulary (she isn't fluent with english)<br><br>**My friend (Prin):** He understands the message clearly but thinks the sequencing of the message could be improved for easier interpretation of the message.<br><br>**My Dad:** He understands the message.<br><br>**My Grandma:** She understands the message well | This shows that my poster's message can be understood by people around my age and above, but those younger than me may have a hard time trying to process and understand the message clearly. | Krabane |

| Function of the presentation or product | Finally, what do you think my message in this poster is? 6 responses<br><br>You need to manage ur time on ur phone better<br><br>being stuck on the phone<br><br>PROCRASTINATION :)<br><br>ur always on ur phones hence the wasting time text<br><br>u wasting time on ur phone (ripiana)<br><br>wasting time by going on ur phone too much<br><br><br>"Finally, what do you think my message in this poster is?:<br><br>You need to manage ur time on ur phone better<br><br>being stuck on the phone<br><br>PROCRASTINATION :)<br><br>ur always on ur phones hence the wasting time text<br><br>u wasting time on ur phone (rip)<br><br>wasting time by going on ur phone too much" | The message of my poster went through clearly and all the viewers were able to understand what I was trying to say. However, I believe that the message communicated was too surface level, and I could've added more elements to hint to a wider story than simply using my phone too much, such as how it can affect my grades, which affects my mental health. | Mona |
|---|---|---|---|
| **Material or Software** |  | This is a screenshot evidence of me creating the final poster design using the design software, Affinity Designer. | Krabane |
| **Overall dimensions or Total run time** |  | This is a screenshot evidence showing the dimensions and type of poster, matching the A2. | Krabane |
| **Manufacturing process, quantity or production method** | Everyone in the group followed the same manufacturing process, and one poster will be printed by Mr. Philip | Although we did follow the process, some team members were able to finish the poster faster than others. For instance, Jaya decided that the best way to implement all the improvements based on the feedback was through redoing | Mona |

| | | | |
|---|---|---|---|
| | | the poster, which paid off, although it took longer for her to finish. | |
| **Equipment or Hardware** | We will use it. | Yes, we did use it. | Krabane |
| **Aesthetic appearance** |  "oww its so good a bit too soft lookin tho"<br><br>"I think your poster is fantastic. I really like the texture you used on your poster."<br><br>"Like the text and the picture as well as the texture overlay. But something you could add is a more rustic print overlay as well, like if you put it on certain sections of your poster and turn the opacity down thru anifity.<br>I think it looks really good, if you want to enhance the quality then maybe maybe add a bit more text and colors, also try typography maybe, just a suggestion. Add some shapes/lines if u can too." | I found out that my poster generally fits the constructivism aesthetic. But, it may appear to be too calming for that style as well. | Jaya |

| | | | |
|---|---|---|---|
| | "I'd say that it's a constructivist poster, it has very good texturing and there's not much to change about it, however you can add some dynamism (lines going out like image 4) or some explosion to make some excitement in the poster." <br><br> "I think it's rlly good but u should make yourself look more bold ig through like contrasting ur background and urself?? idk if it works though" <br><br> "idk what to add bro but it feels kinda empty but i think its fine" | | |
| **Quality assurance** |  ST Krin (Krabane) Sitakalin <br><br> I think your poster is amazing. However, maybe you can change the photo to enforce the idea that you can sail. <br><br> ST Pirata (Mona) Temsiripong <br><br> I think the message of your poster is very clear and quite straightforward. Your face is recognizable, but if it was far away you may be a bit harder to identify. While the colors and font match the constructivism style, it feels a bit too calm to exactly fit into the propaganda style | The results made me realize that my poster may be a bit too calming for the constructivism aesthetic. This is because the patterns I used are mostly curved and not sharp. Having sharp edges will make my poster look more bold. However, my message is clear and straightforward. Discussing with my teammates helped me prevent any possible "defects" in the poster. | Jaya |
| **Quality control** | Readability <br><br>  | All the participants were able to read what the poster said without zooming into the first photo, albeit with slight difficulty <br><br> 83.4% of participants could recognize me from the small poster <br><br> 16.7% took a while to recognize me but eventually did <br><br> This made me realize that if I wanted to maximize the strength of my message and the | Mona |

What does the text on the poster say DONT ZOOM IN AND DONT SCROLL UNTIL U ANSWERED THIS ONE
6 responses



Could you recognize me in the small photo
6 responses



- yes
- no
- took me a moment (skill issue)
- I DO NOT HAVE SKILL ISSUES

## Message

Finally, what do you think my message in this poster is?
6 responses

You need to manage ur time on ur phone better

being stuck on the phone

PROCRASTINATION :)

ur always on ur phones hence the wasting time text

u wasting time on ur phone (ripiana)

wasting time by going on ur phone too much

"Finally, what do you think my message in this poster is?:

You need to manage ur time on ur phone better

being stuck on the phone

PROCRASTINATION :)

ur always on ur phones hence the wasting time text

u wasting time on ur phone (rip)

wasting time by going on ur phone too much"

Constructivism Aesthetic

clarity of the poster, I would have to make the font and my body take up the majority of the poster, which interferes with the original composition and concept I wanted.

Although it is less readable from a distance, the message was very clear with a full size image of my poster, and everyone understood my message. However, I believe my message could be further dissected in this poster, but I do not expect anyone to go to such lengths.

The constructivism style was also relatively clear, with 66.7% of participants saying that my poster follows the constructivism design style. The rest said it reassembled a mix of constructivism and pop art, a similarly bright and eyecatching style, however it lacks the hard shapes and simplicity of constructivism.

To follow up, 50% said the poster akin to soviet propaganda that constructivism was born from, and 50% was unsure.

Aside from these criteria, one of the participants suggested I make myself bigger, and the rest said it looked very aesthetically pleasing.

| | | | |
|---|---|---|---|
| | What era/style does my poster remind you of?<br>6 responses<br><br>Impressionism<br>Pop art<br>Constructivism<br>Art deco<br>Abstract<br>pop art and Constructivism<br><br>Does the poster remind you of Soviet propaganda from the 1900s?<br>6 responses<br><br>Yes<br>no<br>Maybe | | |
| **Health and safety** | I constantly get headaches because of the lack of breaks in the class.<br>Reply ›<br><br>We aren't at the stage to cut posters yet, but I know we will use a trimming ruler.<br>Reply ›<br><br>I'm glad we have a break in between the periods for us to rest a bit.<br>Reply ›<br><br>I did not experience any headaches, but I did felt my eyes strain.<br>Reply › | There are mixed reactions in this aspect of poster making.<br><br>- Some people say they aren't experiencing any headaches, but they do feel their eye strain.<br>- They said the break between the two periods will not be enough.<br><br>So as a result.<br>1. We should have a 5 minute break every 30 mins to mitigate the headaches and eyestrain students may experience.<br>2. We are already doing a good job informing people to use trimming rulers when cutting the poster. | Jaya |
| **Optional Environmental Considerations** | DID YOU USE BOTH SIDES OF THE PAPER WHEN DRAWING?<br><br>Yes 62%<br>No 38%<br><br>Yes (8 votes) 62%<br>No (5 votes) 38% | I conducted the survey and 14 people answered. The results show that 62% of the people used both sides of the paper when making the rough sketch, while 38% did not.<br><br>This means that the majority of the people are environmentally conscious, while the other 38% aren't. | Jaya |

| | | This shows that we should raise more awareness about how we shouldn't waste our resources. | |
|---|---|---|---|

# D.3 Explain how the solution could be improved

| Issue - 1 per team member | Possible Improvement | Attribution |
|---|---|---|
| The clarity of the message may not be strong enough. | Since people tend to be more biased towards their own work, they may not be able to make a clear judgment on the poster. To make sure that the message of the poster is strong enough, we would need to conduct surveys. A survey using google form with our poster attached onto it, asking them to explain what message the poster is trying to convey. It is important to conduct a survey because they are our audience and we have to appeal to them | *Jaya* |
| My picture may be too small to be recognizable from afar | The main design problem we are solving comes from us, and how people don't know our real self. Therefore, it makes sense for an image or likeness of us to be the central focus of the poster. To make sure this happens, the composition should be made to put the focus on ourselves with contrasting colors helping our image be more visible, and to take it further, all the elements could lead the viewer's eyes to our face. To test this, all the design posters from different students can be placed together on a wall, and the target audience will have to identify the designer's poster from their face out from the crowd. | *Mona* |
| My message and use of vocabularies may be hard | My message within my poster was written as individual words rather than in a sentence. This may have caused the readers some confusion and thus the way the words were arranged or sequenced may or may not be clear. Moreover, I had to add the word "Overthinking" under "Perception" so that the audience could understand the message more clearly. This proves how my message is confusing and ineffective at communicating my message clearly. Therefore, an improvement would be to either change the message into a proper sentence, change the sequencing of the words, or change the words so that they are more simple and easier to understand. An example may be "Endless thinking leads to my Overthinking." | *Krabane* |

| | | *Your name* |
|---|---|---|

# D.4 Explain the impact of the solution

| Question | Answer - 1 per team member | Attribution |
|---|---|---|
| What else could you design now that you have completed your product? | We can make and design additional posters that convey the same or similar message as our original poster, but using different methods, elements, and tools with the focus of trying to improve our poster. Moreover, we can use our experience and skills of designing and using different elements and tools from affinity designers to create other products in the future such as infographics, posters, or art, photo crop, etc for other classes or for outside of school things. | *Krabane* |
| How did your design solve the design "problem"? | | *Your name* |
| How could your product be refined if you went through the design cycle again? | The poster could be greatly refined if it went through the design cycle again. The design specification will be even more strict, for example giving specific do's and don'ts, and the poster would be able to convey the message more clearly than before, better achieving the design solution needed. After seeing the ways the current poster falls short, such as a small photo or possibly unclear message, we gain a better idea of what our final product has to achieve and what specifications it needs. | *Mona* |
| How did your product impact the intended audience? | This poster conveyed a strong message about our identities. The professionally-made posters allow the audience to take us more seriously. This is because we are not kids anymore, we are young adults that want to be heard. | *Jaya* |

# Peer Feedback & Self Assessment

Give & apply feedback for the work in this document

1. Go to the end of this document and read the grade descriptors for this criteria.
2. Give feedback for each objective to *1* other team member in *their* unit response sheet. Add a comment to each objective in this section. You should make a total of 4 comments.
3. Give yourself a grade based on the grade descriptors at the end of this document.

What grade does the work on this criteria deserve? Think about the feedback you received, go look at the relevant criteria and then give yourself a defensible "grade" from 1-8. The criteria & grade descriptors are available at the end of this document. Defensible means that you have read the grade descriptors very carefully, understand all the command terms (look at the "Prize Winning Design Terms" illustration) and can defend your grade to both peers and faculty.

| Name | Mona |
|---|---|
| **What I learned from the feedback** | I evaluated my poster with good detail, however, I should explain with more detail how we could refine the product if it went through the design cycle again in D.4. |
| **What I need to do as a result** | I need to explain further in D.4 |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | My work merits a 6-7 because I designed relevant and detailed testing methods in the form of showing people my poster as well as a google form. I also explained how the poster could be improved |

| Name | Jaya |
|---|---|
| **What I learned from the feedback** | My writing lacks detail in D.2 |
| **What I need to do as a result** | I need to include more justification and detail on how I will test my design specifications. |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | My work merits a 7-8 because I was able to develop testing methods for almost all of my chosen specifications. Additionally, I was able to collect the data and evaluate it. I was able to present a solution to a problem, and explain the impact of my poster to the audience. |

| | |
|---|---|
| **Name** | |
| **What I learned from the feedback** | |
| **What I need to do as a result** | |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | |

| | |
|---|---|
| **Name** | |
| **What I learned from the feedback** | |
| **What I need to do as a result** | |
| **The 1-8 result my work merits for this criteria** Defend your answer using the grade descriptors on ManageBac | |

# Criteria & Grade Descriptors

## Criteria A Inquiring & Analyzing

| 0 | The student does not reach a standard described by any of the descriptors below. |
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| 1 − 2 | The student states the need for a solution to a problem for a specified client/target audience, develops a basic design brief, which states the findings of relevant research. |
| 3 − 4 | The student outlines the need for a solution to a problem for a specified client/target audience, outlines a research plan, which identifies primary and secondary research needed to develop a solution to the problem, with some guidance, analyses one existing product that inspires a solution to the problem, develops a design brief, which outlines the analysis of relevant research. |
| 5 − 6 | The student explains the need for a solution to a problem for a specified client/target audience, constructs a research plan, which identifies and prioritizes primary and secondary research needed to develop a solution to the problem, with some guidance, analyses a range of existing products that inspire a solution to the problem, develops a design brief, which explains the analysis of relevant research. |
| 7 − 8 | The student explains and justifies the need for a solution to a problem for a client/target audience, constructs a detailed research plan, which identifies and prioritizes the primary and secondary research needed to develop a solution to the problem independently, analyses a range of existing products that inspire a solution to the problem in detail, develops a detailed design brief, which summarizes the analysis of relevant research. |

## Criteria B Developing Ideas

| 0 | The student does not reach a standard described by any of the descriptors below. |
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| 1 − 2 | The student lists some basic design specifications for the design of a solution, presents one design, which can be interpreted by others, creates incomplete planning drawings/diagrams. |
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| 3 − 4 | The student lists some design specifications, which relate to the success criteria for the design of a solution, presents a few feasible designs, using an appropriate medium(s) or annotation, which can be interpreted by others, justifies the selection of the chosen design with reference to the design specification, creates planning drawings/diagrams or lists requirements for the creation of the chosen solution. |
| 5 − 6 | The student develops design specifications, which outline the success criteria for the design of a solution, develops a range of feasible design ideas, using an appropriate medium(s) and annotation, which can be interpreted by others, presents the chosen design and justifies its selection with reference to the design specification, develops accurate planning drawings/diagrams and lists requirements for the creation of the chosen solution. |
| 7 − 8 | The student develops detailed design specifications, which explain the success criteria for the design of a solution based on the analysis of the research, develops a range of feasible design ideas, using an appropriate medium(s) and detailed annotation, which can be correctly interpreted by others, presents the chosen design and justifies fully and critically its selection with detailed reference to the design specification, develops accurate and detailed planning drawings/diagrams and outlines requirements for the creation of the chosen solution. |

## Criteria C Creating the Solution

| 0 | The student does not reach a standard described by any of the descriptors below. |
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| 1 − 2 | The student demonstrates minimal technical skills when making the solution, creates the solution, which functions poorly and is presented in an incomplete form. |
| 3 − 4 | The student constructs a plan that contains some production details, resulting in peers having difficulty following the plan, demonstrates satisfactory technical skills when making the solution, creates the solution, which partially functions and is adequately presented, outlines changes made to the chosen design and plan when making the solution. |
| 5 − 6 | The student constructs a logical plan, which considers time and resources, sufficient for peers to be able to follow to create the solution, demonstrates competent technical skills when |

| | making the solution, creates the solution, which functions as intended and is presented appropriately, describes changes made to the chosen design and plan when making the solution. |
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| 7 − 8 | The student constructs a detailed and logical plan, which describes the efficient use of time and resources, sufficient for peers to be able to follow to create the solution, demonstrates excellent technical skills when making the solution., follows the plan to create the solution, which functions as intended and is presented appropriately, fully justifies changes made to the chosen design and plan when making the solution. |

# Criteria D Evaluating

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| 0 | The student does not reach a standard described by any of the descriptors below. |
| 1 − 2 | The student designs a testing method, which is used to measure the success of the solution, states the success of the solution. |
| 3 − 4 | The student designs a relevant testing method, which generates data, to measure the success of the solution, outlines the success of the solution against the design specification based on relevant product testing, outlines how the solution could be improved, outlines the impact of the solution on the client/target audience. |
| 5 − 6 | The student designs relevant testing methods, which generate data, to measure the success of the solution, explains the success of the solution against the design specification based on relevant product testing, describes how the solution could be improved, explains the impact of the solution on the client/target audience, with guidance. |
| 7 − 8 | The student designs detailed and relevant testing methods, which generate data, to measure the success of the solution, critically evaluates the success of the solution against the design specification based on authentic product testing, explains how the solution could be improved, explains the impact of the product on the client/target audience. |