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## Sample Assignment: Unit 13 Artwork and Imaging

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### ASSIGNMENT 1 - CHATSWORTH

This assignment will allow you to meet all of the assessment requirements for Unit 13: Artwork and Imaging. You should look at the Assessment Evidence Grid to check what you need to demonstrate in each task to achieve each mark band.

#### Introduction

This assignment is in two parts. Part A requires you to produce a portfolio of images demonstrating your artwork skill and Part B requires you to produce graphic image solutions in response to a client brief.

#### Part A

You should use graphics software to produce and edit a range of images. The initial choice of images is yours, but your portfolio must include at least one example of:

- Simple line drawings
- Simple statistical charts, suitably scaled
- Simple boxed charts, suitably scaled
- Icons
- Background styles
- Repeated patterns
- Scientific material
- Mathematical material
- The use of colour
- Colour inversion
- Colour separation
- Colour balance.

You should include examples to show that you have used manipulation tools to produce different styles of presentation and a comprehensive range of advanced editing and manipulation tools to explore different means of presenting the same image.

You do not have to use the whole range of tools in producing each image, but your final portfolio of work as a whole should evidence the range of skills you have learnt whilst studying this unit.

## **Part B**

You have been asked to produce graphic images in response to the brief outlined below. You need to complete the following tasks:

- (i) Produce initial draft ideas exploring different solutions to the problem. Choose one final solution and explain your choice.
- (ii) Decide on how many and which images you will include in your final submission to the client. Write a short report justifying your choice of which images to include.
- (iii) Apply a wide range of tools available within a graphics package to create, edit and improve each image you choose to include in your final product. You should show that you have explored different effects with each image, but that you have used criteria to decide on a final image.
- (iv) Evaluate the effectiveness of each final product, evaluating how well each meets the requirements of the initial brief. You should also comment on any improvements you made in the light of feedback from others and any further improvements you would make.

## **The Brief**

A magazine publisher has asked you to produce images to be used in an eight-page booklet about Chatsworth House in Derbyshire. The booklet is to be used within the European Community to advertise attractions within Derbyshire. The target audience for the booklet is family groups.

Your client has given you 28 photographs from which to choose. These show a range of images, some of which are of the main house, but others are of the other visitor attractions within the grounds, which include an adventure playground and a working farm.

The publisher also requires you to produce a design for the front cover of the booklet. This should consist mostly of graphic images – not necessarily photographs. For example, it could include line drawings or edited scanned images that reflect the style of Chatsworth House.

Finally, the publisher requires designs for a poster to advertise the booklet alongside a similar one for a visitor attraction near where you live. This should include images of both attractions.

## **Assignment Due Date:**