


ASSESSMENT TASK NOTIFICATION

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|  | <p>SUBJECT: Technology ICT</p> <p>YEAR GROUP: 8</p> <p>TASK TITLE: Task 1 - Business Logo Design</p> | <p style="text-align: center;">_____</p> <p style="text-align: center;">Student Name</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">Submitted To:</p> <p style="text-align: center;">_____</p> |
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|----------------------|---|---|--------------|---|
| Name of Unit: | Technology (Mandatory) Media Technologies | | | |
| Type of Task: | In Class Project | | | |
| Due Date: | Term: | 3 | Week: | 4 |
| Weight: | 20% | | | |

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| OUTCOMES ASSESSED | <p>4.1.1 applies design processes that respond to needs and opportunities in each design project</p> <p>4.2.1 generates and communicates creative design ideas and solutions</p> <p>4.3.1 applies a broad range of contemporary and appropriate tools, materials and techniques with competence in the development of design projects</p> <p>4.5.1 applies management processes to successfully complete design projects</p> |
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DESCRIPTION OF ACTIVITIES

Design a Business Logo

Students are to demonstrate their knowledge of the **Design Process** to design and create a business logo. Students may choose a business that already exists or make up their own business name and product.

Part A

Design process

Using the **Design Process Scaffold** given in class, you are to describe and explain the steps you took in designing and creating your business logo.

Part B

Business logo

Students are to use computer software to create their business logo. You are to export it as a **jpg** and **png** file.

Part C

Evaluation

You are to write an evaluation of your design process and the finished logo you have created. What was done well, what can be done better and what do you like and not like about your finished product?

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| METHOD OF SUBMISSION | Task is completed and submitted into Moodle during Technology classes |
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MARKING RUBRIC

PART A

| CRITERIA | GRADE |
|--|-------|
| <ul style="list-style-type: none">• Student provides clear description of design process by using the scaffold provided.• Student clearly explains each step of the design process using the scaffold provided | A |
| <ul style="list-style-type: none">• Student provides description of design process by using the scaffold provided.• Student gives general reasons for each step of the design process using the scaffold provided | B |
| <ul style="list-style-type: none">• Student provides basic description of design process by using the scaffold provided.• Student gives some reasons for some steps of the design process using the scaffold provided | C |
| <ul style="list-style-type: none">• Student provides limited description of design process but shows some understanding. | D |
| <ul style="list-style-type: none">• Limited attempt with limited recognition of design process | E |

PART B

| CRITERIA | GRADE |
|--|-------|
| <ul style="list-style-type: none">• Students creates an excellent business logo that is suitable to business or product.• Student displays creativity and good use of colour, shape, and imagery• Student exports file as jpg and png file formats | A |
| <ul style="list-style-type: none">• Students creates a business logo that is suitable to business or product.• Student displays creativity and general use of design principles• Student exports file as jpg and png file formats | B |
| <ul style="list-style-type: none">• Students creates a basic business logo.• Student displays some creativity and some use of design principles• Student exports file as jpg or png file formats | C |
| <ul style="list-style-type: none">• Students creates a limited business logo.• Student displays some creativity and some use of design principles• Student exports the file | D |
| <ul style="list-style-type: none">• Limited attempt. | E |

PART C

| CRITERIA | GRADE |
|--|-------|
| <ul style="list-style-type: none">• Student describes in detail what they did well• Student describes in detail what they did not do well• Student describes in detail what they like and dislike about their finished product | A |
| <ul style="list-style-type: none">• Student describes what they did well• Student describes what they did not do well• Student describes what they like and dislike about their finished product | B |
| <ul style="list-style-type: none">• Student outlines what they did and not do well• Student outlines what they like and dislike about their finished product | C |
| <ul style="list-style-type: none">• Student provides very simple attempted evaluation | D |
| <ul style="list-style-type: none">• Limited attempt | E |