

Unit Assignment

BA (Hons) Graphic Branding & Identity

Unit: Major Project Studio (PU001698)

Assignment Information

Assignment Title: Major Project Studio	Assignment Type: Holistic	Weighting: 100%
Submission Deadline: Friday 20 th May 2022 by 3.00pm (15:00 BST) Adjusted Assessment Deadline*: TBC by 3.00pm (15:00 BST) If you are using additional time please notify us using the following email: bdi@arts.ac.uk	Submission Method: Electronic submission via Moodle Max file size: 100MB Max no. of files: 10 files/submission link	Anonymous Marking: No: It is not possible for this assignment to be marked anonymously, however it will be internally moderated in line with UAL policy to maintain rigour and fairness in assessment.
Date to expect feedback by: TBC All feedback is indicative until formally confirmed at an Exam Board. You will be informed of your results and when these will be published by email and Moodle.	How you will receive feedback: Via Moodle and the Assessment Feedback tool.	Submission Queries: If you have any difficulties submitting your assignment contact: bdi@arts.ac.uk before the deadline.

*The Adjusted Assessment deadline is for students with Individual Support Agreements (ISAs). See Assessment Guidance at the end of this document for further information.

Your Assignment

In negotiation with tutors, you will undertake two projects - one medium, one large, to build a portfolio of completed project work for final submission. The projects should reflect your design interests over the course to date. You can propose a self-initiated project, or select from live briefs or a competition briefs that are appropriate to the level of study.

The projects should be responsive to your ambitions and aims as a future creative practitioner and emerging graphic and brand identity designer.

Assessment requirements

A body of evidence related to the Major Project(s) which include sketchbooks and documentation outlining research undertaken, approaches explored and project rationales.

You will be required to submit four outcomes for this unit:

1. Completed design work for your two projects. Any elements that are print-based or 3D produced to date, should be photographed and submitted as PDFs.
2. A Process Document that summarises your large project – maximum 2000 words: If you have undertaken this project in a team you must include reflection and evaluation of the collaborative process and your role and contributions within it. The document's narrative should be largely driven by imagery developed during the project (e.g. research images, sketchbook drawing, diagrams, notes, digital development, prototypes and artwork, etc). Your supporting text should offer key points of analysis, reflection and evaluation as annotations to the imagery. Your process document should be produced as PDF.
3. All sketchbooks, digital development and developmental prototypes – scanned or photographed for digital PDF hand in.
4. Your complete A3 portfolio of third year work including a minimum of 3 x A3 designed portfolio sheets for each of the two projects undertaken in this unit. Submit as a PDF.

The Design School is committed to ecologically and socially responsible design. You can refer to the Responsible Design Framework and talk to your tutor about how your research and practice for this assignment can follow sustainable processes and have positive impact.

Learning Outcomes

This assignment will be assessed against the five UAL assessment criteria: **Enquiry, Knowledge, Process, Communication, and Realisation**. See: arts.ac.uk/assessment

On completion of this unit you will be able to:	How the learning outcomes are to be evidenced in this assignment
Demonstrate expertise in engaging in sustained, in-depth and relevant research from diverse sources that include relevant social, cultural, political and environmental contexts (Enquiry);	Evidence a wide range of in-depth, appropriate contextual research—in relation to both theory and practice—in your process document.
Exhibit expertise in applying critical and analytical skills and synthesis of ideas from research materials in the realisation of project work (Enquiry);	In your process document, articulate the synthesis and analysis of your body of research and how this has led to the development of appropriate project strategies and design ideas. Evidence the analysis undertaken via the iterative process of visualising and prototyping your design ideas.
Demonstrate competence and confidence in applying expert subject knowledge to a final digital portfolio of work (Knowledge);	In both your designed outcomes and your process document, demonstrate an in-depth understanding of the context of your projects, and the application of a design and branding approach to communicate appropriate messages to your audience.
Identify, thoroughly explore, develop and process appropriate media and techniques using a resourceful and considered approach (Enquiry; Process);	In your process document, clearly articulate and illustrate a range of ideas and the experimentation you have undertaken to progress your projects to a final solution. In your body of work evidence your iterative process of analysis and experimentation through the inclusion of a range of prototypes
Fully showcase substantial technical and craft skills that reflect the principles of responsible design practice (Realisation);	Successfully utilise relevant technical skills and demonstrate appropriate media use in relation to the development and execution of your submission.
Demonstrate a high level of expertise in selecting and applying appropriate communication, design and presentation models (Realisation; Communication);	Evidence the selection of appropriate media and information in the communication of your ideas and solutions in relation to audiences, clients and project contexts.
Confidently select and describe strategies for managing projects, deadlines and consultation with appropriate sources (Process);	Evidence independent reflection and project management throughout the unit and articulate the key stages of these within your process document for your large project.

Demonstrate and apply knowledge of the appropriate professional context for the work (Process).	Demonstrate independence, initiative and appropriate time management throughout the unit. Evidence your ability to collaborate with others/contribute to critical debate through the tutorial process
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Costs associated with this Unit & its assessment

Work presented for assessment will be evaluated against unit learning outcomes using UAL's Assessment criteria. Increased expenditure on materials to realise your assignment will not equate to increased grades in your assessment.

The college provides a broad range of resources to support your studies and to produce work for assessment. However the additional costs you might incur whilst studying this unit, depending on personal choice, could include:

- Materials and associated production & finishing costs;
- Hiring of additional equipment, venues and other resources;
- Printing, framing, installation, binding of work;
- Travel and fees associated with trips & visits or location working.

Due to the individual nature of your solutions it is difficult to specify costs for this unit. However, students should note that creative and appropriate solutions with high production values can often be achieved without resorting to expensive materials/facilities. Exploration of such possibilities should be undertaken during the prototyping phase of the project.

Assessment Guidance

- The **UAL Assessment** webpage has detailed explanations of the five UAL Assessment Criteria and the University's assessment policies: arts.ac.uk/assessment
- The **LCC Student Guide to Assessment** provides a step-by-step guide to the assessment process at LCC. The guide is in the Moodle site for your course: moodle.arts.ac.uk
- Guides for online submissions are available in the Moodle site for your course: moodle.arts.ac.uk
- Guides to Adjusted Assessment can be found on the Disability Service site: [Disability Service](#)