

RESUB Unit Assignment

BA (Hons) Graphic Branding & Identity

Unit: Self-Initiated Project (PU001701)

Assignment Information

<p>Assignment Title: Self-Initiated Project</p>	<p>Assignment Type: Holistic</p>	<p>Weighting: 100%</p>
<p>Submission Deadline: Monday 30th October by 3pm (15:00 GMT)</p> <p>Adjusted Assessment Deadline*: Monday 13th November 2023 by 3pm (15:00 GMT)</p> <p>If you are using additional time please notify us using the following email: bdi@arts.ac.uk</p> <p>Date to expect feedback by: 20th November 2023</p> <p>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.</p>	<p>Submission Method: Electronic submission via Moodle (PDF 200MB)</p> <p>How you will receive feedback: Via Moodle and the Assessment Feedback tool.</p>	<p>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.</p> <p>Submission Queries: If you have any difficulties submitting your assignment contact: bdi@arts.ac.uk before the deadline.</p>

*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

You will undertake an in-depth project of your own instigation and be required to plan and manage your own schedule through to project completion. The project you will develop will emphasise research and the identification of appropriate intellectual and practical methodologies to support your outcomes.

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

1. Completed design work for your SIP submitted digitally as a PDF.
2. All sketchbooks and developmental prototypes submitted digitally 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.

Related Project Briefs

Any assignment related material can be accessed on Moodle and will be followed up in session briefings.

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
<p>LO1 Demonstrate expertise and initiative in engaging in sustained and in-depth specialist research and experimentation, synthesising and applying a range of critical and analytical skills. (Enquiry)</p>	<p>Evidence in-depth, appropriate contextual research in relation to both theory and practice in your sketchbooks and utilise this in relation to developing appropriate project directions</p> <p>Display the synthesis and analysis of your body of research within the development of appropriate project strategies, design concepts, prototypes and final project solution.</p> <p>Through your sketchbooks and prototypes evidence the range of ideas and the experimentation you have undertaken to progress the project to a final solution.</p>
<p>LO2 Thoroughly apply approaches that demonstrate intellectual rigour, subject and contextual expertise, while committed to social justice, sustainable practices and awareness of impact on planetary health (Knowledge)</p>	<p>In your sketchbooks and designed outcome, demonstrate an in-depth understanding of the context of your project, and the application of an appropriate design and branding approach.</p>
<p>LO3 Take responsibility for instigating, managing and progressing project work, demonstrating professionalism in the management of your own work and in exchanges of knowledge across peer groups (Process)</p>	<p>Demonstrate independence, initiative and appropriate time management throughout the unit.</p> <p>Evidence your ability to collaborate with others/contribute to critical debate through the tutorial process.</p>
<p>LO4 Solve problems applying considered use of materials in the realisation of outcomes, demonstrating appropriate technical and craft skills to a professional standard (Realisation)</p>	<p>Demonstrate your personal and industry-standard professional qualities throughout the successful completion of a designed outcome.</p>

	Successfully utilise relevant technical skills and demonstrate appropriate media use in relation to the development and execution of your submission.
LO5 Present and communicate finished ideas to an industry standard that reflect the principles of responsible design practice (Communication)	Clearly communicate your project context, concept and development to industry standard to a specific audience.

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.

You should discuss your choices and likely costs with your unit leader prior to starting your work.

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](#)