

Project: BDP Brand book	Date: 8th December
Name of tutor: Sarah Mansell	Name of student:

Sketchbook/s

	Weak	OK	Good	Great
Range and variety of research/methods (Enquiry; Process);	E	D	C	<u>B</u> A
Idea generation Iteration & prototypes (Enquiry; Process);	E	D	C	<u>B</u> A
Reflection, critique and analysis of information (Enquiry; Process);	E	D	<u>C</u>	B A

Brandbook/s

Organisation of information, overall Layout/communication (Realisation, Communication, Knowledge);	E	D	<u>C</u>	B A
Word mark (Knowledge)	E	D	C	<u>B</u> A
Secondary typeface (Knowledge)	E	D	C	<u>B</u> A
Symbol (Knowledge)	E	D	<u>C</u>	B A
Manifesto/Tone of voice (Enquiry; Process)	E	D	C	<u>B</u> A
Colour palette (Knowledge)	E	D	C	<u>B</u> A
Illustration/Photography (Enquiry, Process, Knowledge)	E	D	C	B A
Use of format/Binding (Enquiry, Process, Knowledge)	E	D	<u>C</u>	B A

Work/research/issues discussed (e.g., strengths, weaknesses, recommendations, etc.):

- Add some notation and your opinion about the things you have found on your padlet, tell us what you think there is no right or wrong answer
- Add some images/illustrations you've created to your padlet for your personas and your padlet in general, try to make it image led
- Brand story and manifesto are very thorough
- Great concept, used to create your book format and colour palette
- Add in decision making process for choice of typefaces in the book
- Chosen photography and already taken images for this
- Has 3 options of thumbnail sketches for layout – collect together and add all to padlet
- Had a layout for Brand book but now rethinking the book design with 2 signatures, make a mockup of final design
- Not thought about binding yet but has an interesting concept which will celebrate binding
- Contact GF Smith about the eg of self-folding mailer she brought in
- Yet to order paper samples
- Perhaps add more notation into padlet – later stages of the project
- Symbol needs a bit more thought

Aims for next tutorial (e.g., work/research to be undertaken

- Some excellent work, now finalise your format especially your lovely binding idea. I Will look forward to seeing the final book and layout.

Learning Outcomes and how to achieve them

Demonstrate an awareness of differing research methodologies the use of sketchbooks to record research and the developmental process of ideas and concepts (Enquiry);

Evidence the use of a range of different research methods and materials in your sketchbooks.

Demonstrate the utilisation of research material in informing outcomes (Enquiry);

Evidence the analysis of your research materials in your sketchbooks.
Utilise this analysis to develop and test a range of ideas and prototypes.

Demonstrate an awareness of fundamental principles of branding and graphic design (Knowledge);

Display your understanding of branding and design principles in your final designed solutions.

Experiment with a variety of media in the realisation of ideas (Enquiry; Process);

Evidence a range of experimentation with a variety of media in your sketchbooks and prototypes.

Organise and present outcomes using appropriate techniques (Realisation; Communication);

Select and present information and use media in a way that is appropriate to your audience and brand.

Demonstrate an ability to engage with the subject areas and manage your time (Process).

Evidence your personal and professional development through continued attendance and engagement with tutorial, presentation and feedback sessions, and meeting interim and final deadlines.