1 plan to design an innovative identity package for a new sushi bar opening at Glenelg. The bar is located on Jetty Road, Glenelg, near Mosely Square. The logo must be fresh, vibrant and appeal to all age groups who enjoy sushi. The logo will be applied to standard applications of a business but also unique features of a take-away restaurant like packaging and menus. Requirements are that the logo or chosen name features on all products promoting the sushi bar. The restrictions that apply in the design process include that the font and image must be legible and it must be exclusively Japanese in style and easily identifiable with sushi. Some considerations that must be taken into account are the possible Japanese imagery and words that can be used and the consistency of the logo design across all formats.
**Practical Application**
- Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

**Knowledge and Understanding**
- In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.
- In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.
- Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.
Analysis and Synthesis
Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.

Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.
Practical Application

Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.
Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.
Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.

Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.
Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.

Practical Application
Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.
Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

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Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.
Knowledge and Understanding

In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.

Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis

Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.
Knowledge and Understanding
Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis
Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.

Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.

Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.
Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.
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Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.
Practical Application
Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

IDEATION
Packaging Sticker.

BAM ECO
Doesn’t stick to my square trim

BAM BOO
Not much I can do on this area

BAM ECO
simple but still looks good

BAM BOO
cut image and place on other side just to change top label

BAM ECO

BAM BOO
already been used for menu

BAM BOO

low opacity.
Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.
Practical Application
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Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

This was my final but it just wasn't too flat and and they need to adjust the layout of the menu.

New Layout

Fold-out brochure style.
It makes the menu look a lot more interesting than just being plain Front and Back.
<table>
<thead>
<tr>
<th>Logo</th>
<th>Text</th>
<th>Logo</th>
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### Practical Application

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.

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Practical Application

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Insightful and thorough documentation of creative visual thinking and problem-solving processes.
Practical Application
Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.
Practical Application
Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.
Practical Application

Comprehensive exploration to refine technical skills and use different media, materials, and technologies.

Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.
Knowledge and Understanding
Some depth of knowledge of selected visual arts concepts, forms, styles, and conventions, and a sound understanding of their practical application.

Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.

Analysis and Synthesis
Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.
Practical Application
Thoughtful and organised documentation of creative visual thinking and/or problem-solving processes.

Knowledge and Understanding
Clear understanding of aesthetic and/or functional qualities in several different works of art or design.
## Performance Standards for Stage 2 Visual Arts

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<th>Analysis and Synthesis</th>
<th>Inquiry and Exploration</th>
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<tr>
<td>Initiation of complex or challenging and well-planned conceptualisation and development of innovative, imaginative, or personally relevant visual ideas.</td>
<td>In-depth knowledge of selected visual arts concepts, forms, styles, and conventions, and a clear understanding of their practical application.</td>
<td>Highly perceptive critical analysis and interpretation of a variety of works of art or design from different contexts.</td>
<td>Productive and thorough use of research skills and a clear understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment, and develop perceptive and clear insights into a range of aspects of the visual arts.</td>
</tr>
<tr>
<td>Comprehensive exploration to refine technical skills and use different media, materials, and technologies.</td>
<td>In-depth knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Extensive and sophisticated use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and/or questions.</td>
<td>Astute exploration and self-analysis in development of a personal aesthetic through the visual arts.</td>
</tr>
<tr>
<td>Insightful and thorough documentation of creative visual thinking and problem-solving processes.</td>
<td>Insightful and discerning understanding of aesthetic and/or functional qualities in a variety of works of art or design.</td>
<td>Discerning evaluation of own work and connections or comparisons with other practitioners’ work.</td>
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<tr>
<td>Highly effective application of refined technical skills and sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
<td></td>
<td>Insightful evaluation of, and conclusions about, visual arts learning.</td>
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<tr>
<td><strong>B</strong></td>
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<td>Thoughtful and well-planned conceptualisation and development of imaginative or personally relevant visual ideas.</td>
<td>Some depth of knowledge of selected visual arts concepts, forms, styles, and conventions, and a sound understanding of their practical application.</td>
<td>Well-informed and well-considered critical analysis and interpretation of several works of art or design from different contexts.</td>
<td>Systematic use of research skills and a sound understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment and develop mostly clear insights into different aspects of the visual arts.</td>
</tr>
<tr>
<td>Thorough exploration to refine technical skills and use media, materials, and technologies.</td>
<td>Some depth of knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Proficient use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</td>
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<td>Thoughtful and organised documentation of creative visual thinking and problem-solving processes.</td>
<td>Clear understanding of aesthetic and/or functional qualities in several different works of art or design.</td>
<td>Thoughtful evaluation of own work, and connections or comparisons with other practitioners’ work.</td>
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<td>Effective application of some refined technical skills and some sensitive use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
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<td>Thoughtful and well-explained evaluation of, and conclusions about, visual arts learning.</td>
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<tr>
<td>Considered conceptualisation and development of imaginative or personally relevant visual ideas.</td>
<td>Appropriate knowledge of selected visual arts concepts, forms, styles, and conventions, and some understanding of their practical application.</td>
<td>Informed and considered critical analysis and interpretation of two or more works of art or design from different contexts.</td>
<td>Competent use of research skills and considered understanding of inquiry methods to locate and appropriately acknowledge sources, explore, experiment, and develop some insights into different aspects of the visual arts.</td>
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<td>Considered knowledge and understanding of visual arts in different cultural, social, and/or historical contexts.</td>
<td>Competent use of visual arts language to interpret, respond to, and synthesise thoughts on visual arts, including issues and questions.</td>
<td>Some considered exploration and self-analysis in development of a personal aesthetic through the visual arts.</td>
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<td>Organised documentation of creative visual thinking and/or problem-solving processes.</td>
<td>Appropriate understanding of aesthetic and/or functional qualities in different works of art or design.</td>
<td>Considered evaluation of own work and connections or comparisons with other practitioners’ work.</td>
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<td>Competent application of technical skills and elements of sensitivity in the use of media, materials, and technologies to communicate visual ideas in resolved work(s) of art or design.</td>
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<tr>
<td><strong>D</strong>&lt;br&gt;Elements of conceptualisation and some development of visual ideas.&lt;br&gt;Some exploration of technical skills using media, materials, and technologies.&lt;br&gt;Disjointed or partial documentation of creative visual thinking and/or problem-solving processes.&lt;br&gt;Partial application of technical skills and some use of media, materials, or technologies in developing a work of art or design.</td>
<td>Some basic knowledge of selected visual arts concepts, forms, conventions, and styles, and an emerging understanding of their practical application.&lt;br&gt;Some reference to knowledge or understanding of visual arts in a cultural, social, or historical context.&lt;br&gt;A superficial understanding of aesthetic or functional qualities in works of art or design.</td>
<td>Some basic consideration and interpretation of at least one work of art or design with superficial reference to their context.&lt;br&gt;Restricted use of visual arts language to interpret, respond to, and describe thoughts on visual arts, including issues or questions.&lt;br&gt;Some description of own and others works, with some tenuous connections or comparisons.&lt;br&gt;Some basic summary and description of visual arts learning, with elements of evaluation.</td>
<td>Some use of basic research skills and awareness of inquiry methods to locate one or more sources (with attempted acknowledgment), explore, and experiment.&lt;br&gt;Superficial recognition of the role of visual arts in personal development.</td>
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<tr>
<td><strong>E</strong>&lt;br&gt;Emerging skills in the conceptualisation and development of visual ideas.&lt;br&gt;Attempted exploration of technical skills using media, materials, or technologies.&lt;br&gt;Limited documentation of creative visual thinking or problem-solving processes.&lt;br&gt;Attempted application of technical skills to develop a work of art or design.</td>
<td>Limited knowledge or understanding of concepts, forms, or styles in visual arts.&lt;br&gt;Emerging awareness of different visual arts contexts.&lt;br&gt;Some awareness of the need to understand aesthetic or functional qualities in works of art or design.</td>
<td>Emerging awareness of connections between at least one work of art or design and the context.&lt;br&gt;Limited use of visual arts language for interpretation or response in the visual arts.&lt;br&gt; Attempted description of own and others' work.&lt;br&gt; Attempted description of aspects of visual arts learning.</td>
<td>Attempted engagement in a directed research process.&lt;br&gt;Emerging awareness of the role of visual arts in personal development.</td>
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