Stage 2 Information Processing and Publishing

Assessment Type 3: External Assessment 30%

Product and Documentation

Wellbeing or healthy lifestyle magazine

Assessment Task

As an individual, you are required to complete, for an identified audience, a text –based product that demonstrates understanding and use of the four parts of the design process: investigating, devising, producing, and evaluating.

The use of automated publishing software or supplied template is not recommended.

Scenario for the Product and Documentation

The product and documentation is based around a new wellbeing or healthy lifestyle magazine that is entering the Australian market targeting young adults. It needs to be on trend and connect with the targeted audience. This genre of magazine is the flavour of the month and your publishing company wishes to enter the market. The magazine is both print and digital edition – you can select which will be your focus of production.

The wellbeing or healthy living magazine needs to include the following:

1. Identify your magazine genre– Wellbeing or Health lifestyle
2. Identified theme for this publication which you are producing in relation to your selected genre
3. Magazine front cover – name of the magazine, photo or illustration , text – highlighting the feature articles reflecting the theme for this edition , issue number or date , bar code , price ( optional )
4. Content Page – indicates the sections in the magazine and the feature articles included with corresponding page numbers.
5. 5 inside pages of the magazine with the following specific requirements included
* one page feature article including photos and illustrations
* one page from a section of the magazine including photos or illustrations

Product

The final product should be at least five pages or equivalent for a 20-credit subject. There must be sufficient text in the final product to demonstrate use of design elements.

The text may be given to, or generated by, the student and should be approximately 1500 words for a 20-credit subject.

A word dump from the final product must be submitted of approximately 1500 words.

Documentation

The design process must be covered in separate documentation which is submitted with the final product. The documentation is a maximum of 1500 words for a 20-credit subject. The documentation includes investigation, evaluation of the product and of the design process used (devising).

Also, you will need to attach a Bibliography.

Please note that on each page of documentation and the bibliography that the following will appear in the header: your SACE Registration number.

Assessment conditions

* This task will be undertaken in class and for homework time.
* Time needs to be balance between producing and documentation.
* Drafts of your work will need to be viewed as part of the verification process.

The following specific features of the assessment design criteria for the product and documentation:

* understanding – U1 and U2
* development and application – DA1, DA2, DA3, and DA4
* analysis and evaluation – AE2

Due date: [ insert due date]

Notes for students

These notes describe what is required for each of the four stages of the designing process: Investigating, Devising, Producing and Evaluating.

You may find it useful to keep notes as you proceed through the steps of this process. These notes will provide you with the information needed for the formal documentation of the designing process. If word-processed, you could copy, paste and edit appropriate sections from your notes into your Evaluation report.

Investigating

This includes such activities such as:

Clarify the task,

Understand the specification requirements of the task

Due date to submit your product and documentation task

Identify who is the intended audience for your final product

Undertake research into current magazines available noting your trends in regard to style, font, colours, layout, photo or illustrations angles and content to inform your final decision for your product.

Defining or refining the focus of your magazine after this research.

Collecting and annotating samples

You should collect 1 example of the proposed product and annotate these with regard to design principles of Contrast, Repetition, Alignment and Proximity (CRAP).

These annotated documents should be submitted, together with a concise summary describing effective elements, that you might want to use and others that you want to avoid.

Acknowledging the source of examples referenced.

Investigation summary

Below are some guiding questions that will support you in the writing of your Investigation Summary which should be approximately 450 words. Cleary indicate the word count at the bottom of the investigation summary.

* **Discuss the task specifications** – What is the design brief? What products will be produced?
* **Discuss the target audience** – Which group of people is this product aimed at? Discuss the characteristics of this target audience. How will this affect the product?
* **State the due date** – When is the task due? Are there any interim due dates that you need to follow?
* **List hardware investigated** – Discuss why this hardware has been investigated.

Use a table to list hardware investigated including the purpose of each piece of hardware and where it can be accessed.

* **List software investigated** – Discuss why this software has been investigated. Use a table to list software investigated including the purpose of each software application and where it can be accessed.
* **Overview of annotated samples** - When annotating samples, you came across common design elements. Discuss common design techniques that showcased each of the design principles (CRAP) in each product. Discuss how these techniques might be used in your final products.
* **State the focus of your final product.**

Devising

This includes such activities such as:

* *seeking imaginative, innovative outcomes, using information processing or publishing skills and software*
* *preparing layout and design plans that may incorporate visual and sound images as well as print, numerical and graphical representations*

You should create one **design plan** for each page of the intended product. Design plans can hand drawn or computer generated. Each design plan needs to provide sufficient detail that the design could be recreated using them.

The design plans should show the layout of each page including fonts selected, text enhancements or effects, graphics and colour scheme. Also, to show evidence of image manipulation including before and after images.

Include a brief summary containing details of the proposed format, themes, fonts, graphics, colours and justification for the decisions made. Write a summary of your ideas for your final product.

Devising summary

Below are some guiding questions that will support you in the writing of your Devising Summary which should be approximately 450 words. Cleary indicate the word count at the bottom of the devising summary.

* **Discuss the product** that will be produced. Include any specifications e.g.: page numbers
* **State the name** of the product and why it was chosen.
* **Discuss the target audience**. Include characteristics and how this may impact on the design and layout of the final product.
* **List magazine pages** and type of content that will be included and why the content was chosen.
* **Discuss colour scheme**, what it is and why it was chosen. How will help show the design principles.
* **Discuss placement of page** elements and why they are going there e.g.: titles, images etc.?
* **Discuss font styles and sizes**. Why were they chosen how will they help show the design principles?
* **Discuss enhancers**. Why have they been chosen, where will they be placed, type of information placed inside shapes etc.?
* **Discuss techniques**
* **Discuss images/ graphics** chosen and where will they be placed. Why were they chosen?
* **Discuss page layout**
* **Discuss any other** elements that will be included in your design and why they have been chosen.

Producing

This includes such activities such as:

* *implementing the layout and design plans*
* *using computer hardware, software, and peripheral equipment*
* *developing and applying skills of manipulation and organisation*
* *displaying and communicating information*
* *using skills in the composition or selection of elements to be used in the task*
* *managing the input, storage, retrieval and output processes and procedures involved in publishing and disseminating information.*

This is where you implement your layout and design plans and create the final product. The only documentation required for Producing is in the form of annotated drafts. These should be kept to a minimum - only reflecting **major changes** using the language of the CRAP design principles to explain why these changes were being made. Keep all the printed copies you want to discard.

The final product must be clearly identified. It is recommended to have a page with the heading: Final Product so that it is easy to identify.

Do a word dump of your final product word count to show that you have included approximately 1550 words in your final product.

Evaluating

In this section you evaluate the effectiveness of both the designing process and the final product.

Undertake a survey to seek feedback from your targeted audience on your final product, the magazine. This will form evidence that you will be able to refer to in the Evaluation summary.

Evaluation summary

Below are some guiding questions that will support you in the writing of your Evaluation Summary which should be approximately 600 words. Cleary indicate the word count at the bottom of the evaluation summary.

Final product

How well were the requirements of the task met?

How well does the final product meet the task specification of the task?

How did your investigating prior to devising inform your development of ideas and vision for the final product?

How effective was your design plan? What changes did you need to make and why with reference to the CRAP design principles?

How easy was it to follow the design plan when producing?

How appropriate was the choice of hardware?

How appropriate was the choice of software?

How effectively did you use your time?

How well does the final product communicate the message to the intended audience? This is where you can refer to the survey results evidence to support your comments.

What have learned by undertaking this task?

What would you do differently or change if you had to do this task again?

 This section should be approximately 600 words.

Bibliography