**Purpose**

The Student Assessment Guide provides you with information on how the assessment for this unit will be conducted and the assessment evidence you will need to provide that demonstrates your competency in the unit.

**1. Unit and VET Lecturer Details**

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| **Unit Code** | ICTWEB303 |
| **Unit Title** | Produce digital images for the web |
| **VET Lecturer Name** |  |
| **Location** | Casuarina |
| **Phone** |  |
| **Email** |  |
| **Application** | This unit describes the performance outcomes, skills and knowledge required to produce, and manipulate, images suitable for use in website development.  This unit applies to individuals with responsibility for creating graphics for a web environment.  No licensing, legislative or certification requirements apply to this unit at the time of publication. |

**2. Assessment Information**

There is one assessments for this unit.

**Assessment 1 –Logo assessment.**

This assessment is a portfolio of original designs, supplied in various formats and also written business communications.

**Disclaimer**

Charles Darwin University is collecting information for the purpose of assessing students. Only CDU authorised staff have access to this information. If required for audit purposes, your details may be forwarded to officers from Australian Skills Quality Authority, Australian Government’s national regulator for the vocational education and training sector or other technical experts/advisors. If you are an apprentice/trainee, your personal information, attendance details, progress and results will be disclosed to your employer. If you are under the age of 18 years your personal information, attendance details and results may be disclosed to your parent/guardian. Your personal information will not be disclosed to any other third party without your consent, unless authorised or required by law.

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|  | **Project Assessment** | | |
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| **Assessment Task Number:** Logo Assessment | | | |
| **Student Name:** | | | **Student Number:** |
| **VET Lecturer/Assessor Name:** | | | |
| **Unit Code:** | | **Unit Title:** | |
| **Due Date:** | | **Date Submitted:** | **Number of attempts allowed: 2** |
| **Instructions to Student** | | | |
| To successfully demonstrate competency you must:  **You are required to:**  Using any graphics application, like Adobe Photoshop, create an original concept for a logo for one of the below fictional businesses / groups from scratch.  You are to create a business document (using an official business letter format) addressing the client presenting them your ideas / designs for their new logo.  In your business document you must outline what you were / are trying to communicate with the design elements contained in your logo graphic. The design elements must reference your research about current trends for your chosen business group’s industry.  You are also to include in this document a footer reference where you are to create your own copyright information (disclaimer) about ownership of your work and at what point that ownership is transferred from you to the client.  If you have used elements of pre-existing images in your logo, outline the source and copyright requirements of that image and include that information in the above mentioned copyright disclaimer.  The business letter must be saved as businessLetter.docx.  Also, you must answer some questions relating to this activity / topic and include this as a file called ‘questions.docx’ or ‘questions.txt’.  **Submission:** You are to zip the following files into a single archive and email them to your lecturer:   * Cover sheet * Word Doc outlining your communication design idea addressed to the nominated contact. (Professional letter format required) * One PSD files with the original artwork and all variations as separate layers and save this as logoBackup.psd * One image to be used on a website saved in an appropriate format. The logo is to appear in the top left of the website. * Answers to questions document * (5 files in total)   **Business group 1 – Casuarina Costal Reserve Mountain Bike Trail Club**  **(this does not need to be Casuarina, but a location of your choice with a relative contact address)**  **Background:** A group of mountain bike enthusiasts have recently formed a club who primarily use the Casuarina Costal Reserve cycle tracks to hold cycling events.  The events they do are not limited to elite athletes, but are also suited to beginners and cyclists of all ages.  They also conduct events through-out the top end region.  **Requirements:** The CCRMBTC would like a logo designed to fit their current list of activities and also appeal to prospective new members to help attract them to their club. They said they want something which is ‘grungy’ but still promotes their values as a family orientated club.  **Contact:** The club’s president, Peter Smith. Po Box 26, Casuarina 0811  **Business group 2 – KK Racing (Motorsport)**  **Background:** Ken Kalashnikov has been racing his Toyota Corolla for a few years with limited success. Ken has realised that to fund his love of motor racing, he needs to lift his marketable image and make himself more attractive to prospective sponsors.  **Requirements:** Ken requires a brand (logo) to be created which will help him gain new sponsors for his KK Racing team. Ken loves his initials, ‘KK’ and this is his only real requirement for his new brand. The car he drives is lime green, though it would be nice, this is not a requirement of the colour of the new logo. Ken wants his logo to look like the big teams who currently run V8 Supercars.  **Contact:** Ken Kalashnikov. GPOBox 442, Darwin 0800  **Business group 3 – Tabatha’s Ultimate Fertilizer**  **Background:** Tabby has been developing her own special blend of chicken manure based fertilizers for a few years and her product is now gaining the attention of the national hardware chains. Samples of her product are becoming more frequently asked for and Tabby is thinking her current branding does not encompass what her business has developed into. See current logo below:    **Requirements:** This is a re-branding exercise for Tabatha’s Ultimate Fertilizer to give Tabby’s business a fresh new look which will appeal to the national hardware store chains. It needs to be instantly recognisable and set Tabby’s product apart from the rest.  **Contact:** Tabby Green. Lot 2450 Howard Springs Rd, Howard Springs PO, 0835  **Questions**  **Q1.** What Australian legislation covers the copyright of digital images created or used in a digital environment and why does this legislation exist?  **Q2.** List 3 sustainable work practices you could employ in a digital media work place and how they contribute to a better sustainable work practice.  a)  b)  c)  **Q3.** Name 3 digital image formats used on the internet and why would you use these formats?  a)  b)  c)  **Q4.** List and summarise 2 industry standard digital image editing software applications.  a)  b)  **Q5.** Why did you choose the image format and physical size for the image you created for use on a website?   * Submit the assessment to your lecturer via the [ICT.submit@cdu.edu.au](mailto:ICT.submit@cdu.edu.au) email address. * This email should have a subject line: s123123 (your student number); ICTWEB303; Logos; Lecturer name * Your submission must have a standard cover sheet attached. | | | |
| **Reasonable Adjustment** | | | |
| The assessor must record any adjustment made available to the student for this assessment– e.g. written assessment given orally, time extensions, etc. | | | |
| **Student Declaration** | | | |
| I declare that no part of this assessment/assignment has been copied from any other person's work, except where due acknowledgment is made in the text, and no part of this assessment/assignment has been written for me by any other person except where such collaboration has been authorised by the assessor concerned.  **Student Signature: Date:** | | | |

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| **Items to Submit** | | **Requirements** | **S** | **U** |
| 1. | Word Doc outlining your communication design idea addressed to the nominated contact. (Professional letter format required) |  | □ | □ |
| 2. | One PSD files with the original artwork and all variations as separate layers and save this as logoBackup.psd |  | □ | □ |
| 3. | One image to be used on a website saved in an appropriate format. The logo is to appear in the top left of the website. |  | □ | □ |
| 4. | Answers to questions document |  | □ | □ |

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| **Assessor Feedback: Attempt number 1  2**  **Successful  Not Successful** |
| **Assessor Signature: Date:** |
| I have received feedback on my performance:  **Student Signature: Date:** |