

## Assessment Item 3 Product Range

Product Concept (10%): **Week 4**  
Brand Identity (10%): **Week 7**  
Final Submission (20%): **Week 10**

# 40%

### Assessment Details

Plan, develop and produce a range of products, brand identity, and cause-related marketing campaign. Students are required to critique their work against professional graphic design practice.

This project consists of three parts:

- Product Range
- Brand Identity
- Cause-related Marketing Campaign

The final project outcomes to be published on Behance or similar online platform. Where the outcomes are analogue in nature, students must document them digitally for online publishing.

More information on the above components can be found on the following page.

### Submission Details

Assessment is split into three submissions over the Trimester. All presentations and submissions will occur during regular tutorial class times. Students who do not attend or arrive late without a valid and evidenced reason will be awarded a non-submission for that component.

#### ***Product Concept (10%)***

Week 4 submission items:

- 3 minute in class presentation outlining your Product Range concept, using projected slides.

#### ***Brand Identity (10%)***

Week 7 submission items:

- 3 minute in class presentation outlining your Brand Identity design, using projected slides.

#### ***Final Submission (20%)***

Week 10 submission items:

- Where applicable, 3 items from your Product Range, or details on where they can be ordered.
- 5 minute in class presentation outlining the finished Product Range and Marketing Campaign, using projected slides in your Brand Identity style.
- Behance page showcasing the finished Product Range, Marketing Campaign, and final Brand Identity and applications.

### Feedback Outline

Feedback on Week 4 and Week 7 submissions will be supplied verbally in class. Overall written feedback will be supplied via the Mark Centre after your final submission.

### Criteria & Marking

Assessment mirrors professional processes and the weekly exercises will be assessed against the following professional graphic design criteria and weightings:

25% Planning and Task Development

25% Creativity and Innovation

25% Technical Competencies

25% Gestalt and Resolution.

## Part 1 Product Range

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Design a range of 3–6 items. This range needs to be something you would proudly own and use.

You may either produce the items yourself, or enlist outside production help, but the idea and design elements must be entirely yours.

In order to qualify as a ‘range’ they must be related in some way. The type of product may be the same, i.e. laser cut acrylic badges, but each design may be different, or alternatively, the graphic may be the same i.e. a typographic slogan, but applied to different types of products, such as a t-shirt, phone case, notebook, and so on.

You must produce at least 3 of your items for your final submission in Week 10, or design them in a way that they can be ordered through an online print-on-demand vendor like Redbubble or Threadless.

You are encouraged to investigate alternative means of production like up-cycling, recycling, customisation, or repair when creating your product range. It will also be helpful working backwards by considering the cause or organisation you might link your range with first, as that may suggest an appropriate range and/or production methods.

## Part 2 Brand Identity

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Develop a Brand Identity for your Product Range, based around the Product Name/s and Mood Boards generated in Assessment Item 2: Weekly Learning Journal.

Your Brand Identity should include:

- a brand mark (logo/logotype/symbol)
- 2–5 branded applications

Your branded applications will be informed by your Product Range, but might include a selection of: packaging, labels, instruction manuals, display panels, posters, stationery, invoices, website design, web banners, app design etc.

## Part 3 Marketing Campaign

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Create a cause-related Marketing Campaign concept. This should incorporate 3–6 elements, informed by your Marketing Strategy generated in Assessment Item 2: Weekly Learning Journal.

Research existing examples of cause related marketing and devise a strategy for a suitable partnership with your product range.

The Product (RED) and the Pink Ribbon campaigns are examples of large corporations supporting a cause while furthering their own brand marketing. Product (RED) was created to support The Global Fund to Fight AIDS, Tuberculosis & Malaria. Each company involved produces a (RED) product and donates profits to the Global Fund. Pink Ribbon Products help the New Zealand and Australian Breast Cancer Foundations continue their education, awareness and research programs. Mount Franklin’s pink lids are well-known exponents of this idea.

You are encouraged to develop an interesting and innovative campaign linked to a suitable cause or organisation that would produce a win-win partnership. Your marketing outcomes do not have to be physical outcomes. In the case of a complex or non-traditional marketing outcome (such as a TVC or flash mob) your submission can consist of a storyboard or indicative image mock-up.

Criteria	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
<b>Planning and Development (25%)</b>	<b>85 to 100%</b> Project is very well considered. Process is well developed and documented.	<b>75 to 84%</b> Project is well considered and seeks to challenge expectations.	<b>65 to 74%</b> Project planning and development sits within expectations.	<b>50 to 64%</b> Project planning is rudimentary and underdeveloped.	<b>0 to 49%</b> No planning evident. Lacks depth or imagination. The work is incoherent.
<b>Creativity and Innovation (25%)</b>	<b>85 to 100%</b> Concept and execution challenges the disciplinary expectations. Inspirational.	<b>75 to 84%</b> Concept and execution is thoughtful and meets expectations. Project seeks to challenge conventions and meets the brief.	<b>65 to 74%</b> Concept and execution meets expectations. Design principles have been applied. Work sits within existing visual practice.	<b>50 to 64%</b> Poor application of design principles. Basic understanding of the brief.	<b>0 to 49%</b> No creativity or innovation evident. The work is unimaginative and lacks understanding of what is expected.
<b>Technical Competences (25%)</b>	<b>85 to 100%</b> Comprehensive and effective use of technologies and materials. Shows mastery.	<b>75 to 84%</b> Reasonable display of technologies and materials. Effective use and handling.	<b>65 to 74%</b> Adequate use of technologies and materials. Outcomes would improve with additional skill building.	<b>50 to 64%</b> Poor use of technologies and materials. Below expected standard.	<b>0 to 49%</b> Little or no evidence of technical competence. Below minimum standard.
<b>Gestalt and Resolution (25%)</b>	<b>85 to 100%</b> Highly refined outcome that demonstrates high level understanding of what is expected. Very well resolved. Highly polished presentation.	<b>75 to 84%</b> The work is communicative, and engaging. Strong integration of visual elements. Well presented. Meets professional expectations.	<b>65 to 74%</b> Resolved outcome. With more time and thoughtful execution, work could be improved upon. Acceptable presentation standard.	<b>50 to 64%</b> The work is confused, but demonstrates an attempt to communicate ideas. Underdeveloped overall and unprofessional presentation.	<b>0 to 49%</b> Unresolved outcome. Components of the work remain disparate. No integration to form a cohesive whole. Very poor presentation.