



**ASSESSMENT 3 :
REFLECTIVE REPORT
CAGD390**

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PART ONE: IDENTIFY CRITICAL INCIDENTS

1. Identify and describe three critical incidents from your design project. Discuss why you believe these incidents are particularly significant

FIRST CRITICAL INCIDENT:

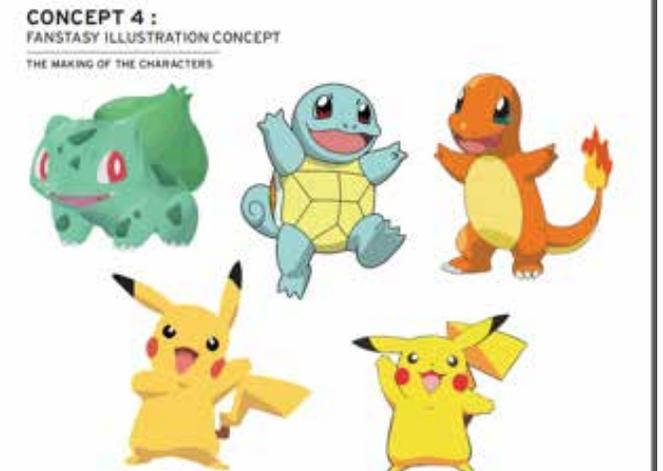
Change of direction / concept
Wk. 7 & 8

My first big significant incident during this project was changing my concept direction from parody to fantasy. These notions arose when the concept of parody wasn't working within my chosen theme of Disney. In which I had to step away from the previous concept and draw my direction of my project to fantasy and super hero characters instead. This concept improved and fixed my project intention, by using fantasy characters that would support and advocate pill testing in Australian music festivals, thus drawing my project back to its main communication objective of harm prevention. This new direction also allowed my project to bring awareness to pill testing, making it easier for the viewer / audience to identify with the topic, by creating a references within their popular culture. This was a particularly significant incident to my project, as I believe the final outcome would have been completely different from the final project today. If I chose to follow through in this direction and theme of parody, the project would not have reached the same success and outcome.

BEFORE



AFTER

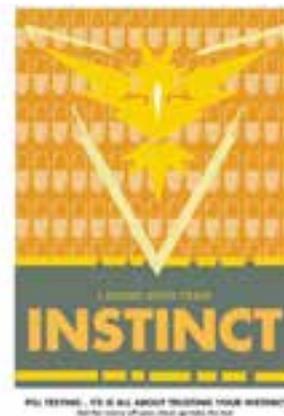
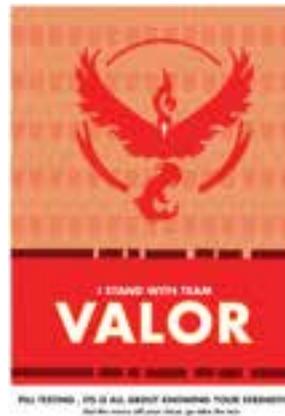


SECOND CRITICAL INCIDENT:

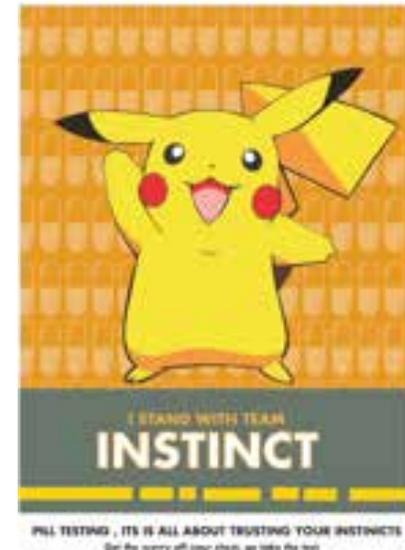
Changing the design to include Pokémon characters Wk. 10

A second critical incident that arose within my major project was the decision to step away from the three-team logos, in order to add three Pokémon characters found within these teams. This would ensure that the viewer/ target audience would be able to identify and take note of the posters contents and communication message. This was done by changing the posters main focus to Pokémon characters, allowing the project to create symbolism between the viewer, the Pokémon game and the topic of pill testing, by displaying pill capsules in the background. Thus following the critical design point illustrated by David Crow in his text "Reading pictures" (2003), who emphasis the notion of understanding the importance of semiotics in design. This was particularly a significant critical incident within my major project, as it allowed myself as a designer to explore all options within the Pokémon game and the topic of pill testing. It enabled the project to follow its objective of creating a catchy and retable advertising campaign, one that is designed to create attention and bring notice to the issue of pill testing within music festivals in Australia.

BEFORE



AFTER



THIRD CRITICAL INCIDENT:

Adding pill capsules and fixing campaign copy in order to use a more appropriate tag line to reference the prevention of harm. Wk. 9 & Mid Recess

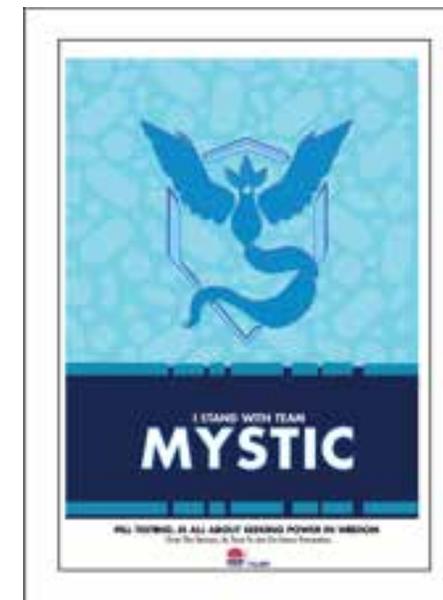
The third critical incident during my major work was to include the icons of pill capsules into the background of the poster designs. Aiming to create a clear message and references towards the notion of pill testing and drug use within music festivals. It was brought to my attention through presentations that my Pokémon posters needed to have a clear direction and link towards pill testing. Recommending that I should create better campaign copy, in order to make the image work within the poster design. Illustrating the importance of following the project main objective of creating a clear communication message on harm prevention. Claiming that by working on campaign copy first, will allow my designs to have a clear path to move forward, enabling my text to work within the image provided. The main campaign copy chosen was "I stand with team Valor", "I stand which team Instinct" and lastly "I stand with team Mystic". This enabled the project to bring a common link between the

qualities found within pill testing and the Pokémon game. Secondly, the second tag line links pill testing back to the communication message, for example the tag line found on team Mystic "Pill Testing is all about, seeking power in wisdom". However, a critical incident arose when I needed to change the sub tag line "get the worry off your chest, go take the test" to "over the tension, its time to act on harm prevention". This was a significant incident, as it allowed my project to carry the main message that pill testing is a way of preventing further harm within music festivals. That pill testing can be used as a way for harm prevention, despite the public worries and concerns. I believe that this change allowed my project to clarify the poster communication message, making the message clear of its purpose and its audiences.

BEFORE



AFTER



PART TWO: : **LEARNING FROM THE DESIGN EXPERIENCE**

1a. Identify and describe three things you have learnt from your design project

1b. How might you apply this learning to future design projects?

1. LEARNING THE IMPORTANCE OF FOLLOWING A STRUCTURED DESIGN PROCESS.

During my major design project I have come to realise the importance of following a structured design process, in order to have a logical, coherent and thought-out design. This was only achievable by following Ambrose and Harris (2015) 7 stages of design thinking for visual communication, in order to achieve the right success and tone of voice for my design major. This was particularly shown through the research stage, where all design choices such as colours, typefaces, images and campaign copy where all decisions made upon knowing the topic background information. Highlighting the importance of following a series of steps in order to make the right choices for your final design outcome. These steps helped me as designer to cover all bases of design thinking in order to move on to the next stage. This type of thinking allowed me to know what stage I was up to and how far I still needed to go, giving me a good indication on how much was left to do in order to finish the project on time, intentionally creating a

timeline. Thus teaching me of the importance of choosing the right design process that will enable you, as a designer to finish your design project smoothly, logically and coherently.

By applying a structured design process in the future will help me tackle upcoming design projects, in order to achieve successful and thought-out designs. Particularly by acknowledging that each stage of the design process is important to cover in every design project, making sure not to skip over or rush any stage of the process, as this will limit my future projects outcomes.

2. LEARNING NEW METHODS AND STRATEGIES FOR AN ADVERTISING CAMPAIGN

A significant learning experience from this design project is learning the importance of applying new methods and strategies for an advertising campaign. This has helped me to understand and design new tactics of advertising in order to create a successful campaign for my major project. Allowing me as a designer to think outside the box in order to create clever and catchy advisements, in a world already cluttered by marketing and advertising. This has allowed me to further my knowledge and skills around designing advertising campaigns, making sure that I am choosing the right platforms to use for my design major. A critical learning point that has helped me to explore design on a digital level, by creating designs to be featured on apps like Snapchat and Instagram, allowing my project to be reached on a national level.

This learning experience will help me in the future, when being approached for a job in the field of advertising and marketing. Making sure to use

the skills and techniques learnt from this design project in order to create clear and catchy designs that can be featured onto a digital platform for future projects. Teaching me of the benefits of applying modern technology to future advertising campaigns, in a world run by smartphones and modern platforms. The skills and knowledge I have learnt from this major project, has prepared me for future jobs based on advertising and marketing, preparing me to apply these essential skills needed to conduct similar job projects in the future.

3. LEARNING HOW TO HANDLE AND PRODUCE LARGE-SCALE DESIGN PROJECTS ON A PROFESSIONAL LEVEL

This project has allowed me to acquire the right skills needed to produce and conduct a project on a large industrial scale. Proving to myself that I can meet a project deadline, while producing a high standard of design work that is required at a professional level for graphic designers in this industry. Thus teaching me of the importance of creating and following a project time line to ensure all aspect of the design process is met. Therefore providing each design stage with the right amount of time needed to explore all options of the project, before the deadline approaches, a technique that has been proved to be significant learning outcome of this design experience. Secondly conducting a project on this scale has given me the skills and confidence to move forward to work in a professional industry; from this design experience I have learnt how to deal with challenging topics in order to find design solutions, an essential skill in which I can use in my future practices.

These are both two technique in which I will be sure to apply in future practices of graphic design, making sure to follow the design brief within the certain time period given. Enabling me to think of design solutions when the problem arises. Allowing future projects not be rushed or items to be forgotten due to running out of time, or the stress of handling an industry size projects. Thus enabling myself to produce high standard of work on a professional level for future jobs.

PART THREE: : THINKING ABOUT DESIGN PRACTICE

1. Now you have completed your project, describe 2 alternative outcomes, and discuss your rationale

1. TO EXPLORE THE DESIGN ISSUES USING SOCIAL MEDIA AS THE MAIN PROJECT FOCUS, PRIMARILY THROUGH DEVELOPING A SERIES OF CREATIVE GIFS.

Another alternative outcome for this project would be to focus the main project form through designing a series of creative Gifs. This approach will look at using social media as the main communication platform, in order to reach the target audience aimed at the youth and young adults. By using their main form of communication as the design point. These series will look at using fantasy characters of Pokémon in a sequence of scenario evolved around pill testing in Australian music festivals, with the purpose to highlight the benefits of conducting pill testing to prevent future harm. Thus achieving the design brief of creating an attractive, reachable and noticeable campaign through the use of Gifs as the primary focus of the communication message of harm prevention. Thus teaching and educating the general public on the benefits of pill testing, by taking away the fear and negative stigma that is focused around pill testing in our society and government today.

2. CREATING A PRE-FESTIVALS INFORMATION BOOKLET.

Another alternative outcome for this project would be to develop a small pre-package information booklet that gets sent out with each purchase of a festival ticket. The main objective of the booklet would be to advise each individual of designated areas in which they can go to find help or where to test there unknown substance, if they choose to take the risk of taking a unidentified drug. By providing these individual with facts and knowledge about different drugs that are famously known within music festivals. Hoping to educate the individual on the potential side affects and risk associated with taking that particular drug, in order to know when to seek for help. Thus, by creating a pre -festival package educates the viewer in how they can prevent further risk and harm at music festivals in Australia, with the main objective to watch out for a mate. This booklet could incorporate the design elements of illustration and humor to make the booklet interesting, noticeable and shareable within the festival grounds and community.

PART THREE: : THINKING ABOUT DESIGN PRACTICE

2. Based on your experiences from this project, how might you now approach a similar design situation in the future, why do you think this?

Using my experience from this design project, I would apply my knowledge and skills learnt during this experience, to be able to approach a similar design situation in the future. I would do this by following a structured design process used in this project to help me guide my designing process in the future, by making sure to cover all necessary stages in order to achieve similar results and outcomes. Learning the importance of researching is a crucial design factor in the design process. It allows you to forward your thinking process, enabling your designs to be pushed in the right direction in order to think and find creative solutions to a challenging topic, an important strategy to use when conducting a similar design situation in the future. Thus, when approached with a similar advertising campaign project, I will be well equipped to tackle the design challenge,

by following the skills learnt from this experience. For example, making sure to research the tactics of advertising which will help form the branch of the project, while also making sure to stick to a production timeline in order to finish the project on time. All skills that will ensure that in the future I can produce high standard of design work on a professional level when conducting a similar job in the future.

PART THREE : THINKING ABOUT DESIGN PRACTICE

3. Based on your experience from this project, how might you now approach a different design situation in the future? Why do you think this?

4. How might the final outcome and /or the thinking to emerge from your design project prepare you for industry or post-graduate study?

3. When approached by a different design situation in the future, much like before, I will still try to use Ambrose and Harris design thinking process (2015), to be able to conduct and produce future design works of a high professional standard. This particular knowledge that I have learnt from this design experience, will help me in the future to apply these stages of design thinking in order to finish the job professionally, and within the projects deadline. The ability to research and think outside the box on challenging subjects will help aid my designing thinking, when approaching a different design situation in the future. It will help me as a designer to be able to tackle a design problem or topic in an area I haven't done before, but because of this design experience It has given me the skills and the confidence to be able to learn something new and apply that knowledge to my design works in order to to tackle different jobs in the future.

4. Through applying the 7-stage design thinking progress towards my final project outcome for my design major, will help to prepare me to emerge within the industry of working within a design firm that specializes in advertising and marketing. Showing to future employees that I can handle industrial scale projects, while maintaining a professional level of advertising and marketing designs. Demonstrating that as a designer I can think outside the box in order to push my designing thinking and creative design solution to create unique designs. Thus displaying my skills and knowledge needed to design on a professional advertising level.