

## Assessment Task Notification

### RICHMOND RIVER HIGH CAMPUS

<b>Task Number</b>	3	<b>Task Name</b>	Cartooning & Illustration Case Study
<b>Course</b>	Yr 11 Visual Design	<b>Faculty</b>	CAPA
<b>Teacher</b>	D.O'Sullivan	<b>Head Teacher</b>	A. Hook
<b>Issue date</b>	24/7/25 Thursday Term 3 Week 1 (A)	<b>Due date</b>	29/8/25 Friday Term 3 Week 6 (B)- In class
<b>Focus (Topic)</b>	Illustration and Cartooning	<b>Task Weighting</b>	40%

### Outcomes

<b>DM1</b>	generates a characteristic style that is increasingly self-reflective in their design practice
<b>DM2</b>	explores concepts of artist/designer, kinds of designed works, interpretations of the world and audience/consumer response in their making of designed works
<b>DM3</b>	investigates different points of view in the making of designed works
<b>DM4</b>	generates images and ideas as representations/simulations
<b>DM5</b>	develops different techniques suited to artistic and design intentions in the making of a range of works
<b>DM6</b>	takes into account issues of Work Health and Safety in the making of a range of works
<b>CH1</b>	generates in their critical and historical practice ways to interpret and explain design
<b>CH2</b>	investigates the roles and relationships among the concepts of artist/designer, work, world and audience/consumer in critical and historical investigations
<b>CH3</b>	distinguishes between different points of view, using the frames in their critical and historical investigations
<b>CH4</b>	explores ways in which histories, narratives and other accounts can be built to explain practices and interests in the fields of design

### Task Description

Design and Making- 30%	Case Study- 10%
<p><b>Students are to illustrate an original story (although you can change an existing narrative by adding original characters).</b></p> <p>It must include text and be suitable for your chosen age group. If you wish to work collaboratively with a friend you may choose the same story but illustrate different parts of the narrative.</p> <p>In your journal you need to show evidence of:</p> <ul style="list-style-type: none"> <li><b>Planning-</b> storyboard, brainstorming, research, inspiration page.</li> <li><b>Process-</b> experimentation with different styles or colour palettes.</li> </ul>	<p><b>Students are to annotate an illustration or comic in class period 4, Friday week 6 on the 29th August.</b></p> <p>You will annotate the image by responding to the following:</p> <ul style="list-style-type: none"> <li><b>Artist/Artwork-</b> What is the name of the image or where is it from and who is the illustrator?</li> <li><b>Artwork-</b> Describe the image and it's content. What is the purpose of this image?</li> <li><b>Structural Frame-</b> How is colour, text, imagery, used. What is done to communicate with the audience and attract attention?</li> <li><b>World-</b> What influenced the artist? (Events, other artists, experiences etc?) What conventions or rules have they adhered to in terms of layout, subject matter, shock value, attitudes, historical context?</li> <li><b>Audience-</b> Who reads this book? How would they connect/react to the story/ message?</li> </ul>

Name:

**Marking Guidelines- Design and Making**

<b>Outstanding – The submission reflects:</b> <ul style="list-style-type: none"><li>• Outstanding exploration of the relationship between image and text to tell a narrative</li><li>• Outstanding technical skill in the chosen medium</li><li>• Outstanding planning and experimentation</li></ul>	A 27 - 30
<b>High – The submission reflects:</b> <ul style="list-style-type: none"><li>• Excellent illustrations that aesthetically enrich the text and convey meaning</li><li>• High level of technical skill</li><li>• Excellent planning and experimentation</li></ul>	B 23 - 26
<b>Sound – The submission reflects:</b> <ul style="list-style-type: none"><li>• Satisfactory exploration of the relationship between image and text to tell a narrative</li><li>• Good technical skill in the chosen medium</li><li>• Satisfactory planning and experimentation</li></ul>	C 19 - 22
<b>Basic – The submission reflects:</b> <ul style="list-style-type: none"><li>• Basic exploration of the relationship between image and text to tell a narrative</li><li>• Technical skill reflects a basic exploration of the chosen medium</li><li>• Basic planning and/or experimentation</li></ul>	D 11 - 18
<b>Limited – The practical submission reflects:</b> <ul style="list-style-type: none"><li>• Submission reflects a lack of engagement with the task</li><li>• Little or no evidence of technical skill</li><li>• Little or no evidence of planning and/or experimentation</li></ul>	E 1 - 10
<b>E range submissions (considered a non-serious attempt)</b> <b>Late submission – no misadventure - Assessment not submitted</b>	0

/30

**Design and Making Feedback:**

## Marking Guidelines- Case study

<b>Outstanding – The submission reflects:</b> <ul style="list-style-type: none"><li>• Outstanding knowledge of the roles and relationships among the concepts of artist/designer, work, world and audience/consumer</li><li>• Comprehensive analysis of the design through the structural frame</li></ul>	A 9-10
<b>High – The submission reflects:</b> <ul style="list-style-type: none"><li>• Excellent knowledge of the roles and relationships among the concepts of artist/designer, work, world and audience/consumer</li><li>• Excellent analysis of the design through the structural frame</li></ul>	B 7-8
<b>Sound – The submission reflects:</b> <ul style="list-style-type: none"><li>• Satisfactory knowledge of the roles and relationships among the concepts of artist/designer, work, world and audience/consumer</li><li>• Satisfactory analysis of the design through the structural frame</li></ul>	C 5-6
<b>Basic – The submission reflects:</b> <ul style="list-style-type: none"><li>• Some knowledge of the roles and relationships among the concepts of artist/designer, work, world and audience/consumer</li><li>• Basic analysis of the design through the structural frame</li></ul>	D 3-4
<b>Limited – The practical submission reflects:</b> <ul style="list-style-type: none"><li>• Limited knowledge of the roles and relationships among the concepts of artist/designer, work, world and audience/consumer</li><li>• Little to no analysis of the design through the structural frame</li></ul>	E 1 - 2
<b>E range submissions (considered a non-serious attempt)</b> <b>Late submission – no misadventure - Assessment not submitted</b>	0

/10

Total Mark: / 40

Case Study Feedback: