



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

2008

Internal Assessment Resource

Subject Reference: **Information Management 1.4**

Internal assessment resource reference number:
IM/1/4_Z6

Kindergarten Logo

Supports internal assessment for:

Achievement Standard: 90033 v3

Apply a decision-making model to produce a solution from a given brief

Credits: 4

Date version published:

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**Ministry of Education
quality assurance status**

For use in internal assessment
from 2008

Teacher Guidelines:

The following guidelines are supplied to enable teachers to carry out valid and consistent assessment using this internal assessment resource.

Context/setting:

This assessment resource is based on logo design. The given brief requires the detailed design of an appropriate logo for a kindergarten, to be used on both signage and the kindergarten's publicity material/correspondence.

Conditions:

The assignment is to be carried out over *(teacher to insert relevant number)* hours of classroom time under supervised conditions. Students will use the equipment they normally use for timetabled lessons. Teachers will need to ensure that there is a system in place to save and identify students' work. Students will need to hand in a portfolio of items, including hardcopies of their designs.

Resource requirements:

Students will need access to the equipment they normally use in timetabled lessons.

Additional information:

There are no requirements for the use of any specific equipment or programmes in carrying out this assignment. It is assumed that teachers and schools will ensure that equipment and programmes are appropriate for the tasks within the assignment.

Factual content such as names and figures can be easily substituted. It is recommended that this be done in any case to improve authenticity of performance. The same process and a similar schedule can be applied to similar contexts.

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Student Instructions Sheet

Before you start work, read through all the information given to you. Make sure you understand what you are being asked to do. Make sure you know what level you must perform at to obtain achievement, achievement with merit or achievement with excellence for this Standard.

You will need to complete this assignment (***teacher to insert relevant details relating to time allocation***).

When the assignment is due you should present a portfolio to your teacher which clearly shows how you have applied a decision-making model to produce a solution for the given brief. This portfolio should contain:

- 1 Evidence of planning (eg plan of action, timeline, Gantt chart, mindmap) showing the steps you intend taking.
- 2 Materials/information/notes produced at each step. This could include:
 - sketches, flowcharts
 - process diagrams
 - plans (computer generated or handwritten)
 - word-processed reports
 - samples of materials
 - designs/document formats.
- 3 A log or diary outlining key stages and ongoing evaluations of your design decisions. (*This is not directly assessed, but will provide clarifications that could affect your grade.*)

Remember that the range of information management techniques used throughout your portfolio, and their effectiveness, will influence your final grade.

Situation

A new kindergarten called 'Alphabet Soup' is starting up next to your school and the Head Teacher needs a logo that is to be used on the kindergarten newsletters, advertisements and signage.

Given brief

You are required to design and produce an appropriate, appealing logo for 'Alphabet Soup' kindergarten with the aim of helping to publicise it and to attract new enrolments.

Specifications

- it must have a kindergarten-related theme
- it must include the name of the kindergarten—*Alphabet Soup*
- it must be suitable for reproduction on newsletters, advertisements and signage
- it must be eye-catching and demonstrate effective use of shape, font and colour.

Steps to be followed

- 1 **Planning:** Plan what you are going to do by writing a plan of action (flow chart) showing the key steps involved in producing the solution to your brief. You will need to consider such things as the significance of colour and shape, types of kindergarten activities, the aims of pre-school education etc. Include with your plan an appropriate timeline for the completion of tasks. For each step write brief notes which clarify:
 - what you will do (and by which date)
 - resources required.
- 2 **Investigation and research:** Investigate the need/opportunity outlined in the situation and brief and produce an idea for a logo for the kindergarten. You are to produce investigation and sketches for the idea that will give an indication of:
 - the font style, size, shape and colour used for the name of the kindergarten
 - the structure and overall shape of the logo
 - the shapes used within the logo
 - the colour/colour combinations used in the logo.
- 3 **Selection:** Evaluate the design ideas investigated. You will need to make notes describing the pros and cons of these. Select those design ideas you wish to develop further into a finished logo and give reasons for your choices.

- 4 **Designing and production:** Produce a detailed design of your logo, fully explaining the design decisions you have made about each of its components. Re-evaluate for suitability and effectiveness, making any necessary alterations, explaining your reasons for making them.

Produce a final copy of your selected logo.

- 5 **Evaluation:** Evaluate the finished logo against the original specifications. (*Note the evaluation in the earlier steps too: evaluation is ongoing.*)

Collate your information to produce a portfolio. Check that you have included all your documentation (including your log or diary) in your portfolio and hand this in to your teacher.

Time allowance

You will be given (**teacher to insert details**) hours of class time. You are expected to work in your own time also. Your finished portfolio is to be presented on (**teacher to insert date**).

To achieve a high grade, you need to:

- give reasons (justify) key decisions
- include ongoing evaluation throughout the process
- clearly demonstrate information management knowledge and skills.

Assessment Schedule: IM/1/4_Z6 - Kindergarten Logo**AS90033 v3 – Apply a decision-making model to produce a solution from a given brief**

Evidence: The student has produced a portfolio including a plan, materials for each step of their process and a log or diary showing what they did. For merit, a range of information management techniques must be evident throughout the portfolio, and for excellence, the effective use of information management contributes to a well-presented portfolio and final solution. *Note: Evidence should be considered holistically.*

Evidence	Achievement	Achievement with Merit	Achievement with Excellence
<p>Planning: Evidence of planning is produced which shows intended steps with associated notes</p>	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> a list of steps or an outline which leads to the production of a final solution some resource ideas 	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> a clear list with steps (at least) for investigation, design, evaluation (one evaluation step at least) and production of a final solution clear evidence of resource ideas 	<p><i>Planning shows:</i></p> <ul style="list-style-type: none"> a clear list of steps that covers investigation, design for selected idea, production of a final solution, evaluation of the solution clear evidence of resource ideas
<p>Investigating: Research and ideas are produced showing investigation into design elements, the planned size and shape of each logo, and the layout of text and graphics on them</p>	<ul style="list-style-type: none"> Some investigation is produced of design elements eg fonts, backgrounds, colours, images. etc. An indication of the size and shape of the logos and the layout of text/ graphics showing the use of IM techniques. Some explanatory notes on ideas are provided. 	<ul style="list-style-type: none"> Investigation is produced of design elements eg fonts, backgrounds, colours, images etc. An indication of the size and shape of the logos and the layout of text/graphics on them showing the use of different IM techniques Explanatory notes on each main idea are provided. 	<ul style="list-style-type: none"> Detailed investigation is produced of design elements eg fonts, backgrounds, colours, images etc. Appropriate indications of the size and shape of documents and detailed layout of text/graphics which show the effective use of IM techniques. Detailed explanatory notes for each idea are provided.
<p>Selection: <i>Evaluation</i> of ideas is made leading to a selection for further development.</p>	<ul style="list-style-type: none"> Some investigation is evaluated on suitability for inclusion in final design – strengths and weaknesses. A selection is made for further development. 	<ul style="list-style-type: none"> Investigation is evaluated for suitability for inclusion in final design – strengths and weaknesses. A selection is made and at least one reason given for each idea. 	<ul style="list-style-type: none"> Investigation has detailed evaluation for suitability for inclusion in final design – strengths and weaknesses. Final selections are clearly justified with reference to the other design idea.
<p>Design and Production: Selected idea is designed (<i>with design decisions justified</i>), drafted and produced (<i>must include name, appropriate theme, be easily re-produced, eye-catching and show effective use of shape, font, colour</i>)</p>	<ul style="list-style-type: none"> IM techniques are used in producing both a draft and finished design of the selected idea. Comments on design choices are included. Logo includes name of kindergarten and relates to small children. 	<ul style="list-style-type: none"> A range of IM techniques is used in producing both a draft and a finished design of the selected idea. Reasons are given for the choice of some important design components. Logo includes name of kindergarten, has appeal and has an appropriate theme. 	<ul style="list-style-type: none"> A range of IM techniques is used effectively in producing both a draft and a finished design of the selected idea. Logo includes name of kindergarten, is appealing, has an appropriate theme and makes effective use of shape, font and colour.

Ongoing Evaluation:	<ul style="list-style-type: none">• Some comments made on the suitability/ effectiveness of the final design.	<ul style="list-style-type: none">• Relevant comments made on the suitability and effectiveness of the final design in relation to the specifications.• Comments made on the process and any difficulties encountered.	<ul style="list-style-type: none">• Relevant comments made justifying all key decisions and why they were made in comparison with the alternatives in terms of meeting the brief.• Clear comments made on problems experienced/changes required during the production process and how these have been resolved.
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