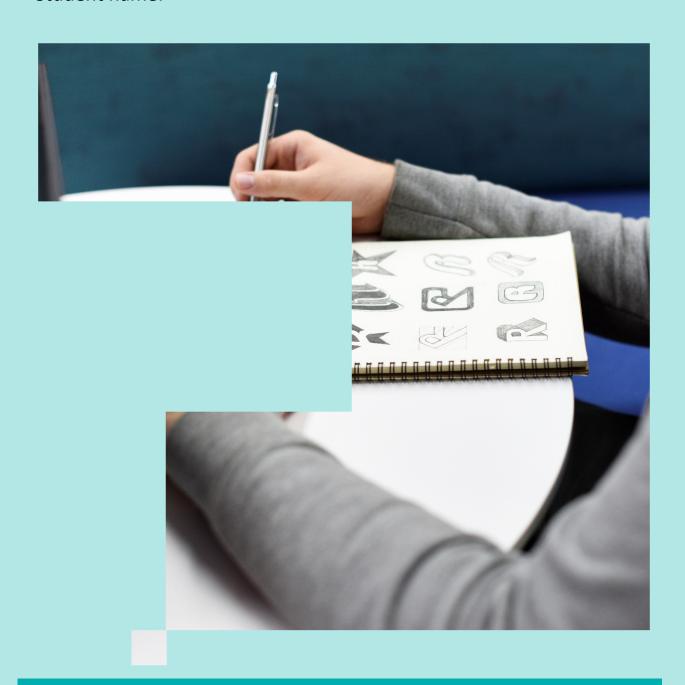# Student workbook

Unit code: **CUAPRP401**

Unit name: **Realise a creative project**

Student name:

TAFE NSW would like to pay our respect and acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Custodians of the Land, Rivers and Sea. We acknowledge and pay our respect to the Elders, both past and present of all Nations.

Contents

Icon legends

Icons	Descriptions
	Practice activity Learning activities are the tasks and exercises that assist you in gaining a clear understanding of the content in this workbook. It is important for you to undertake these activities, as they will enhance your learning. Activities can be used to prepare you for assessments. Refer to the assessments before you commence so that you are aware which activities will assist you in completing your assessments.
	Collaboration Whether you discuss your learning in an online forum or in face-to-face environment discussions allow you to create and consolidate new meaningful knowledge.
	Self-check A self-check is an activity that allows you to assess your own learning progress. It is an opportunity to determine the levels of your learning and to identify areas for improvement.
	Readings (Required and suggested) The required reading is referred to throughout this Student workbook. You will need the required text for readings and activities. The suggested reading is quoted in the Student workbook; however, you do not need a copy of this text to complete the learning. The suggested reading provides supplementary information that may assist you in completing the unit.
	Assessment task At different stages throughout the workbook after you have completed the readings and activities you will be prompted to complete one or more of your assessment tasks.
	Video Links to videos will be give you a deeper insight into subject matter discussed in this workbook. If you use the student workbook in a digital format you will be able to click on the link to the video. If you are working from a printed version you will need to look these up using the URL provided.

Topic 1

Developing ideas

Photo by Ian Schneider on unsplash.com under Creative Commons CC0

Sourcing inspiration

You are currently working in a design studio and your boss has given you and exciting design project for an important client.

Before you begin a design project, the best practice is firstly, to develop ideas. This stage is sometimes rushed or even overlooked due to a number of factors, for example, your enthusiasm for the project or a looming deadline.

Looking at similar design projects can help you recognise what is on trend and give you the inspiration you need to get your project off the ground.

✏️ Practice activity

Activity: Sourcing inspiration for a project

Choose a project in your design field that you would like to work on or use a project brief provided to you by your teacher.

Source three inspiring images related to your design brief. For example, if you are a graphic designer, one image could be the latest poster for an upcoming exhibition. In fashion inspiration may come from the latest run way show.

Now identify what techniques and materials were used in the three inspirational images. For example, does the designer use illustration, photography manipulation, typography? What fabrics, technique is used on an outfit? If it is a 3D project, what materials were used?

Inspirational image one

Link:

List a minimum of five techniques and/or materials used:

Describe why you like this inspirational image:

Include an image or screen grab.

Inspirational image two

Link:

List a minimum of five techniques and/or materials used:

Describe why you like this inspirational image:

Include an image or screen grab.

Inspirational image three

Link:

List a minimum of five techniques and/or materials used:

Describe why you like this inspirational image:

Include an image or screen grab.

Idea generation

Now that you have some inspiration for your design project, the next step is to generate your own ideas.

Some examples for idea generation are brainstorming, mind-mapping and thumb-nailing.

Brainstorming

When you brainstorm, you allow your mind to freely explore different ideas and concepts. There are no wrong answers when brainstorming, just the opportunity to come up with some great ideas.

The aim is for quantity not quality, so weird and wacky ideas are welcome without judgement or criticism.

Reading list

The links below offer information on brainstorming for creative projects:

[11 best ways to brainstorm creative ideas](#)
A creative blog by creative bloq on making sense of the brainstorming process.

Creative Bloq (July 2014). *11 best ways to brainstorm creative ideas.* [online]. Available at: https://www.creativebloq.com/graphic-design-tips/tips-brainstorming-inspiration-12359-10 [Accessed 15 Jan 2019].

[7 techniques for more effective brainstorming](#)
By Brianna Hansen, provides some techniques for effective brainstorming. Duration: 10 minute read.

Brianna Hansen (May 16, 2018). *7 Techniques for More Effective Brainstorming*. [online] Available at: https://www.wrike.com/blog/techniques-effective-brainstorming/ [Accessed 15 Jan 2019].

✏️ Practice activity

Activity: Brainstorming an idea

Gather together a team of two or more people. You will need a white board or a large sheet of paper and/or posted notes to record ideas. You will also need a facilitator. Your Trainer/Assessor could do this or alternatively, nominate a member of your team.

Brief: You are required to come up with a name and a slogan for a new startup design business.

For example: Figure that – Designer outfits for all sizes

Time limit: 15 minutes

Let everyone have their say on the matter and only one conversation at a time. Keep to the topic.

List three of the best ideas below:

1.
2.
3.

Mind-mapping

Mind-mapping is a great way to get your thoughts out of your head and onto paper. It can help you put your ideas down in order as soon as they pop into your head. All you need is a pen and some paper.

If you enjoy this creative process technique, there are many great software programs out there to help you organise your thoughts and put them into ordered lists.

Photo by Rawpixel on unsplash.com under Creative Commons CC0

Just imagine a city centre and all of the roads extending out from here. To produce a mind-map, you put the subject into the centre of the page and expand in all directions around with your thoughts.

Watch

Video: mind-mapping

https://www.linkedin.com/learning/drawing-vector-graphics-3?replacementOf=drawing-vector-graphics-2012

A video by Von Glitschka on Linkedin Learning that takes you through the steps on how to create a mind map. Duration: 1m 55s

Glitschka,V (2015) *Mind mapping from Drawing Vector Graphics | Linkedin Learning.* [online]. Linkedin Learning. Available at: https://www.linkedin.com/learning/drawing-vector-graphics-3?replacementOf=drawing-vector-graphics-2012

✏️ Practice activity

Activity: Mind-mapping for ideas

You now have three good ideas for a business name and slogan. You now need to come up with some ideas for a product or item that will communicate to the world that this new enterprise means business. It could be a logo, a character, an outfit.

From the three ideas, choose your favourite. In a small group or working on your own create a mind map. Place an image related to the business name in the centre of the page and from there branch out with thoughts and ideas. Allow 10 minutes.

From these thoughts and ideas, write down three possibilities for the appearance of the product:

1.

2.

3.

Thumb-nailing

Thumb-nailing is a very important step in the creative process. By using thumb-nails you can eliminate ideas that you don't like or won't work and you may discover a feature or a new perspective that you do like.

You don't have to be a great illustrator to create thumb-nails. It is a way to force you into thinking about what you are creating without the restrictions on attention to detail. That comes later.

Activity: Creating thumb-nails and refining

With ideas for your product in mind, sketch a creative idea into each box below. Allow a maximum of 2 minutes for each sketch.

Describe how this activity helped you in coming up with some ideas for your product.

Refining ideas

Moving forward, choose two logo sketches and refine them in the boxes below so they are ready to present to other students in your class or your teacher for feedback:

Idea one:

Idea one feedback:

Refining ideas

Idea two:

idea two feedback:

Seeking feedback and providing feedback is a very valuable step in the creative process. Feedback can improve design work for yourself and others and ensure that it is understood by other people, not just yourself.

Provide feedback to another student or work colleague on their design ideas:

Idea one:

Feedback:

Idea two:

Feedback:

 # Watch

The video below offers information on thumbnail sketches:

What are thumbnail sketches?

In this Linkedin Learning tutorial, John Craig Smallish discusses thumbnail sketches and how to product them.

John Craig Smallish on Linkedin Learning. *What are thumbnail sketches from designing a print ad* [online]. Available at: https://www.linkedin.com/learning/designing-a-print-ad/what-are-thumbnail-sketches.

Reading list

The link below offers information on seeking feedback for creative projects:

[How to ask for design feedback](https://webflow.com/blog/how-to-ask-for-design-feedback)

A post by Neil O'Grady which gives some handy tips on how to seek design feedback.

Neil O'Grady, May 6 2015 on webflow.com *How to ask for design feedback* [online]. Available at https://webflow.com/blog/how-to-ask-for-design-feedback. [Accessed 15 January 2019]

Self-check

How did you go?

Check the boxes for the tasks you feel confident you could complete.

☐ I can develop ideas through sourcing inspiration.

☐ I can develop ideas through brainstorming, mind-mapping and thumb-nail sketching.

☐ I can refine ideas, give, seek out and receive feedback.

Topic 2

Planning a creative project

Before you start a creative project, it is vital that you have all of the information you require to design a product that is functional or meaningful and fulfils the brief. It might be tempting to 'hit the ground running' but without planning you could waste precious time, money and resources.

Misinterpreting a brief or discovering half way through the project you don't have all the required resources will put your project behind.

Planning is the way to go for a successful end product.

✏ Practice activity

Activity: Asking questions to confirm requirements

Looking at a brief and determining what information you need to begin a project will help you get into the habit of asking questions to confirm the requirements.

Let's go back to the product design. Just imagine the client is happy with one of your refined ideas and now wants to see the product developed further.

The brief: The client would like to see the business name, slogan and product work together and how it will appear on their marketing material.

The client is really keen to see how all of this will come together as the launch is due in three months' time.

List the questions you would need to ask of the client below before proceeding with the project.

1.

2.

3.

4.

5.

Add more questions if you wish.

Time management

Most projects have a deadline. That is why it is so important to manage your time. If you lose sight of your project tasks, you will waste a lot of time and risk not meeting deadlines.

Setting goals which are specific to your project and tracking your progress against these goals at the end of each day or week is a good way to check if you are on track to achieving your deadline.

Practice activity

Activity: Time management strategies

View 10 essential time management strategies

List and describe four time management strategies you could take on board to help you stay on track with your project:

1.
2.
3.
4.

Activity: Time planning your project

Look at the client brief and work out a time schedule for your project in the table below.

#	Steps	Completed by
1.	For example: brainstorming, thumbnails	Week 1
2.		
3.		
4.		
5.		

Being organised

Prior to beginning your project, it is important to have all your resources organised, recognise any possible risks, and take responsibility for your own health and safety. You could do this by creating a list of questions and addressing them.

Some examples of questions you could ask yourself:

- Are you able to source all necessary resources?

- Do you have enough space to work with?

- Will you need to purchase equipment? What will it cost?

- Do you have all of the necessary computer programs?

- What type of backup systems do you have in place?

- Will you have to contract some of the work out? What will this cost?

- Are your resources sustainable? If not, could you use an alternative product? Will it cost more?

- Are there any risks involved? Is the client difficult to please? Will you need to spend more time on the project than anticipated?

✏️ Practice activity

Activity: Organising your project

Have a good look at your design brief.

1. Make a list of the resources you require to complete your project.

#	List of resources required	Comment
1	For example: computer at work and home	Yes can work from office and on laptop at home
2		
3		
4		
5		

2. Make a list of the risks involved.

#	List of potential risks	Comment
1	For example: client is late in giving feedback	Need to provide client with a timeline to sign off on. If any delay, I can refer back to this for an extension on the deadline.
2		
3		
4		
5		

3. Do you see the advantages of being organised and identifying risks before proceeding with a project? Provide a short explanation:

Sustainable work practices

In any business it is important to consider the environmental impacts your work and the life-cycle of your projects will have on the planet.

Below are some websites for you to look at that provide ideas on how you can apply workplace sustainability:

📑 Reading list

The links below offer information on sustainable work practices:

[10 fresh ways you can approach workplace sustainability](https://www.greenstreet.net.au/articles/10-fresh-ways-you-can-approach-workplace-sustainability.html)
A website designed and sponsored by people who believe in grassroots action to live more sustainably. Duration: 5 min read.

Green Street (2019). *10 fresh ways you can approach workplace sustainability | Green Street* [online]. greenstreet.net.au. Available at: https://www.greenstreet.net.au/articles/10-fresh-ways-you-can-approach-workplace-sustainability.html. [Accessed 15 January 2019]

[Fashion industry embraces sustainability and ethics as consumers demand: "who made my clothes?"](https://lens.monash.edu/2018/04/26/1348210/fashion-industry-embraces-sustainability)
In this article, Amrik Sohal discusses sustainability and ethical production in the fashion design industry. Duration: 5 min read.

Sohal, A. (2018). *Fashion industry embraces sustainability and ethics as consumers demand: "Who made my clothes?"| monash.edu* [online]. Available at: https://lens.monash.edu/2018/04/26/1348210/fashion-industry-embraces-sustainability. [Accessed 15 January 2019]

[A beginners guide to sustainable graphic design](https://99designs.com.au/blog/tips/a-beginners-guide-to-sustainable-graphic-design/)
In this article, Kaitlyn Ellison helps you to get started in making design practice more environmentally friendly. Duration: 4 min read

Ellison, K. (2013). *A beginners guide to sustainable graphic design | 99designs.* [online] 99designs.com.au. Available at: https://99designs.com.au/blog/tips/a-beginners-guide-to-sustainable-graphic-design/. [Accessed 15 January 2019]

[5 principles of sustainable interior design](https://medium.com/@ECONYL/5-principles-of-sustainable-interior-design-b390503a5176)
A story by ECONYL brand about how designers can reduce negative environmental impact by following some sustainable interior design principles. Duration: 7 min read.

Econyl Brand (2017) *5 principles of sustainable interior design | Econyl Brand* [online] medium.com. Available at: https://medium.com/@ECONYL/5-principles-of-sustainable-interior-design-b390503a5176. [Accessed 15 January 2019]

✏️ Practice activity

Investigate ways you can reduce the impacts of your design industry on the environment and list five steps you could take in your practice.

1.
2.
3.
4.
5.

Add more rows if you wish.

Documenting your work

Documenting your work can help your design accomplish the goals of the design project brief.

Taking photos and screenshots, keeping pdf files and emails can help you tell a story. Thorough documentation can prove that your work is original and thoughtful. This will go a long way with future employers and clients. It shows the process behind your project and that you care enough about your work to spend time on the planning process.

▶️ Watch

The links below offer further information on documenting your creative process:

[Document and show your creative process – here's how in 3 minutes](#)
A video by The Futur about the importance of documenting your creative process. Duration: 2m 47s. [Accessed 7 Feb 2019]

Thefutur (2017). *Document and show your creative process – here's how in 3 minutes* [online] youtube.com. Available at https://www.youtube.com/watch?v=JErxMo-Ja84.

[Document your idea](#)
A video by Jesse Freeman on Linkedin Learning. Jesse walks you through the importance of properly documenting a game idea. Duration: 7m 38s.

Freeman, J. (2016). *Document your idea | From 2D Game Design and Development Essential Training.* [online] Linkedin Learning. Available at: https://www.linkedin.com/learning/2d-game-design-and-development-essential-training/document-your-idea.

✏️ Practice activity

Activity: Project work plan and monitoring

This activity will assist you monitor and document your design project.

Go back to your project plan earlier in this workbook and adjust it if necessary and use it to monitor your progress and plan your documenting:

Fill out the table below:

#	Steps	Completed by	Actual complete and details for delays	How I will document this
1	Concepts to client for approval	To client: End of week 1 Feedback to me: Beginning week 2	End of week 2. Client was unavailable due to ill health.	Scan concepts into work folder, keep all corresponding emails and feedback with dates.
2				
3				
4				
5				

Add more rows if you wish.

Remember designers – keep all of your old presentations. Clients often say, "that change I requested doesn't really work. I think I prefer the first or second option!"

☑ Self-check

How did you go?

Check the boxes for the tasks you feel you could confidently complete.

☐ I feel confident in asking questions to confirm the requirements of my design brief.

☐ I will be able to manage my time using time management skills.

☐ I will be able to manage the resources required to complete my project.

☐ I can confidently plan and document my creative project from start to completion.

▤ Assessment activity

Assessment Event 1: Part 1. Research and plan a creative project, and Part 2. Create and evaulate a creative project

If you have checked all of the above boxes for topics one and two then you are ready to begin assessment Part 1, research and Part 2 – create the project. This event asks you to plan, problem solve and complete a project within a specified timeline.

Before you begin the assessment make sure you have fully reviewed the following documents:

- CUAPPR401 Unit Assessment Guide
- CUAPPR401 AE 1 Project Assessment

Topic 3

Completing a project

Photo by Mimi Thian on unsplash.com under Creative Commons CC0

After refining your ideas and choosing one concept, it is now time to revise your design so that it meets the end goal.

Do you have the skills to complete the project? Do you need to adapt or extend your existing skills to meet the brief?

Adapting and extending your skills

Adaptability is the ability to be able to change your course or approach to suit the situation. Just say you have been asked to create a product and you have always worked in a particular way but the client is wanting the product produced in a more innovative way.

If you can acknowledge the fact that changes are bound to occur in your design discipline, and you are willing to adapt to these changes by extending your skills, you will always be in high demand in your design field.

Practice activity

Activity: Monitoring trends and adapting your skills

Look at you design field. What changes in technology or techniques have occurred in your field over the past 12 months?

1.
2.
3.
4.

Add more points if you wish.

Do you need to learn or extend any of your existing skills to keep up to date in your design practice?

#	Skills required	My skills	How will I acquire these skills
1	Photoshop montage	Limited. Need to learn how to overlap images.	Do online Adobe tutorial
2			
3			

Add more rows if you wish.

Do you need to gain more knowledge to keep up to date in your design practice?

#	Knowledge required	My knowledge	How will I acquire this knowledge
1	Retro style design	Limited	Research styles, library
2			
3			

Add more rows if you wish.

Analysing your own work

Being critical about another's work is easy. *'The colours are too bright', 'that photo is ugly', 'I could have whipped up that logo in half an hour'*. But when it comes to criticising your own work, the project you have spent days on, it can be really tough.

How do you analyse your own work? You need to keep this in mind before sending your work to anyone.

You need to not connect your project with you. You need to connect your project back to the project brief.

✎ Practice activity

Activity: Evaluating and adjusting your project

Let's do some evaluating of your project from the project brief.

Be the admirer of your work

Make a list of the things you love about your work:

1.
2.
3.
4.

Add more points if you wish.

Now be the critic of your work

Ignore the list above and now be as critical as you can. It is important not to connect your work with you.

Make a list of the things you don't like about your work:

1.
2.
3.
4.

Add more points if you wish.

Now look at your work objectively

Write a minimum of one sentence for each question below:

1. Describe which aspects of your design ensures that your project will fit the brief?

2. Describe two key pieces of feedback from others that confirm they believe your design fits the brief.

1.   2.

3. List and describe three ways you could have improved the design.

1.   2.   3.

Seeking input from others

Seeking input from others before you present your project to a client can help you identify any issues with your design.

If you are uncertain on some elements of your project, don't hesitate to ask other classmates, work colleagues or your teacher for their opinion.

Try not to let negative feedback put you off. Instead, ask the question, why?

For example, if someone says to you, "I don't like the green you used for the heading on your poster." Ask the question, "Does everyone else agree?" "Why don't you like the green heading?" The answer might be, "because I have a problem with my sight and therefore, I can't read green so well."

Seeking feedback, but more importantly asking the question, *'why?'* will help you get to the bottom of any issues and develop more effective design solutions.

✏️ Practice activity

Activity: Seeking input and feedback from others

This activity is to help you gain the confidence to seek input and feedback from others.

1. Ask two people their opinion (two questions) on your design project:

Q 1:

Feedback person 1:

Feedback person 2:

Q 2:

Feedback person 1:

Feedback person 2:

2. Now ask for feedback and respond to the feedback on the project overall:

Feedback person 1:

Your response:

Feedback person 2:

Your response:

3. In what ways was this activity helpful?

4. Describe any issues with your design that has been identified through feedback.

Identifying areas for future improvement

You have completed your design. Now it is time for you to identify areas for future improvement. What could you do better? What extra training could you complete to make your next project more successful and less stressful?

Activity: Identifying areas for improvement

Completing this activity will help you identify areas of self-improvement in your skills, knowledge and work processes.

1. Make a list of areas you need to improve in and how you will go about making these improvements. For example, could you work more efficiently, do you need to improve your time management or your technical skills:

#	Area of improvement	How I will make this improvement
1	For example, have problems meeting deadlines because I procrastinate	Set up a timeline calendar. I have to meet specific targets.
2		
3		
4		
5		

Self-check

How did you go?

Check the boxes for the tasks you feel you could confidently complete.

☐ I feel confident that I have the skills and knowledge to complete my project.

☐ I can adapt my skills to complete my project.

☐ I feel confident in my ability to research new techniques or seek guidance from others to extend my skills to complete my project.

☐ I am confident in asking for input and feedback on my project.

☐ I am happy to move forward on other challenging projects by identifying areas I can improve in.

Assessment activity

Assessment: Evaluation

If you have checked all of the above boxes for topic three then you are ready to complete your assessment event and provide evaluation evidence.