Student Sheet Task 1: MAJOR PRODUCTION
'URBANSAFE' INFORMATION DESIGN SYSTEM

Overview:

In this task, you (the student) are asked to create a system of information designs called **'Urbansafe'**.

This 'Urbansafe' information design system is intended to assist people to seek assistance. Its target groups are those who may be at risk, feel threatened, or who have been victims of crime.

The intended audiences may or may not speak English and the information system needs to rely on semiotics rather than words and be developed based on concepts from **CPTED and Designing Out Crime** such as Crowe's 3D approach.

The **'urbansafe'** information system is intended as a series of signs that will appear around urban centres and suburbs to identify locations such as:

- Locations of police assistance
- Locations of medical assistance
- Locations of homeless shelters
- Locations of citizen's advice centres
- Locations of women's help centres
- Locations of safe houses
- Locations of taxi ranks

A **virtual or physical 'mock-up** of your 'urbansafe' system of signs must be created to demonstrate how they might appear in a public space. A **pamphlet** must also be created using the signs to show the above locations on a map of a local town centre. The outputs and your reasoning **must be recorded in a pdf file of not more than 10Mb**.

How long will you need?
7 weeks, including work out of school and teacher instruction time.

Cont. /

What do you need to do?

- Identify the locations of the listed services in your town centre and create two mood boards (use your own photographs) with the locations and possible images for the signage.
- Using semiotics and theories of CPTED and Design Out Crime such as Crowe's 3D approach create a series of brainstorms/ thumbnails (digitally or as sketches) showing alternate ideas for the signage with annotations. Show alterations and refinements of your signs, identifying crime prevention aspects and issues of size and uniformity, aesthetics and legibility at distance, cultural and social implications.
- Create a virtual or physical mock-up of your final semiotic 'urbansafe' sign system and a pamphlet using the signs showing location of services on a town centre map.
- Make a **pdf file** (maximum 10Mb) containing your outputs and reasoning

What needs to be in your folio for assessment?

Due dates:

☐ Your mood boards and visuals on paper showing the detail of your design process with annotations.

☐ Evidence of drawn and/or digital refinements based on semiotics and CPTED and Design Out Crime theories, with annotations describing your reasoning.

☐ Your final pamphlet and images showing the signs in situ (these can be photo-composited)

☐ Pdf file (max 10Mb) containing your designed outcomes and reasoning

Marking Key Task 1: 'Major Production'

NAME:

Assessment item	Available marks
Brainstorming, thumbnails, annotations and local research (6 marks)	
• Thorough exploration, broad range of ideas, well resolved.	5-6
• Good exploration of concepts, easily understood, 3 or 4 solid ideas, well drawn.	3-4
• Well produced, but limited range of thumbnails, 2 or 3 ideas, showing promise.	1-2
• Single concept; poorly drawn ideation with no attempt to push ideas.	0
Application of CPTED theories (5 marks)	
• Annotation used for the project demonstrates high level of application of key CPTED strategies with the potential for incorporation of multiple strategies.	5
• Annotation involves the clear application of a CPTED or Design Out Crime theory.	3-4
• Some good annotation though with limited application of CPTED theory.	2
• Annotation is weak and largely ignores or misinterprets CPTED theory.	1
• No annotation or discussion of CPTED theory integration.	0
Design process and refinements (12 marks)	
• Refinements clearly detailed, showing multiple iterations of different ideas in a well presented form based on solid research.	10-12
• Development refinements shown based on good local research, but some stages jump or skip steps.	7-9
• Basic refinement development process, not clearly demonstrating relationship between steps or with refinements based purely on one factor.	4-6
• Little evidence of refinement or process often with basic association to the brief.	1-3
• No evidence of design process/ refinements.	0
Evidence of media testing (5 marks)	
• Media testing evident in each stage of the project including drawn and digital efforts well represented.	5
• Good media testing generally, though some gaps are demonstrated.	3-4
• Basic media testing process, with testing being fairly arbitrary rather than focused on achieving a specific goal in the brief.	1-2
• No evidence of media testing	0
Final product (7 marks)	
• Final product looks of professional quality and clearly answers the original brief.	6-7
• Final design is of a good standard though either the semiotic devices or pamphlet design (or both) show some inconsistencies.	4-5
• The final design does not incorporate a major aspect of the brief or does so in a poor way.	1-3
• No evidence of a final product.	0
Total	**/35**

Teacher comment