

## **Student Sheet Task 3: MAJOR PRODUCTION 'SAFE STEETS' CAMPAIGN**

### **Overview:**

In this task, you (the student) will design a media campaign to reduce public criminal and anti-social behaviour resulting from alcohol abuse:

- Violence and assault
- Loss of control and negligence
- Property damage
- Driving under the influence
- High noise levels
- Abusive language
- Sexual aggression

You will design a poster campaign intended to reduce the above crime and anti-social behaviour in streets and other public spaces. The poster campaign will be based on CPTED and DESIGN OUT CRIME approaches and communication theories. The final product will be delivered as a large billboard, a poster and flyers. Your design must either be flexible enough to meet the needs of all these media or separate designs must be produced for each.

### **How long will you need?**

7 weeks, including work out of school and teacher instruction time.

### **What you need to do:**

1. Identify locations in your town with higher levels of alcohol-related crime and anti-social behaviour. Identify places where protective signage and information may be useful. Create two mood boards of the locations and possible ideas for billboard, posters and flyers.
2. Using theories of CPTED and Design Out Crime in brainstorming create thumbnails (digitally or as sketches) showing alternate ideas. Show alterations and refinements identifying your use of CPTED and Design Out Crime ideas along with typography, information, aesthetics, legibility at distance, cultural and social implications.
3. Develop your final solution(s) for large billboard, poster and flyer (using photographic compositing if needed).
4. Create a pdf file of less than 10Mb containing your outputs and reasoning

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## What needs to be in your folio for assessment?

**Due dates:**

- Your two mood boards and visuals showing the detail of your design process with annotations.
- Evidence of drawn and digital refinements based on semiotics and CPTED and Design Out Crime theories and shown through annotations
- 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 3: 'Major Production'

NAME:

Assessment item	Available marks
<b>Brainstorming, thumbnails, annotations and local research (6 marks)</b>	
<ul style="list-style-type: none"> <li>Thorough exploration, broad range of ideas, well resolved.</li> <li>Good exploration of concepts, easily understood, 3 or 4 solid ideas, well drawn.</li> <li>Well produced, but limited range of thumbnails, 2 or 3 ideas, showing promise.</li> <li>Single concept; poorly drawn ideation with no attempt to push ideas.</li> </ul>	<p>5-6 3-4 1-2 0</p>
<b>Application of CPTED OR DESIGN OUT CRIME theories (5 marks)</b>	
<ul style="list-style-type: none"> <li>Annotation used for the project demonstrates high level of application of key CPTED strategies with the potential for incorporation of multiple strategies.</li> <li>Annotation involves the clear application of a CPTED theory.</li> <li>Some good annotation though with limited application of CPTED theory.</li> <li>Annotation is weak and largely ignores or misinterprets CPTED theory.</li> <li>No annotation or discussion of CPTED theory integration.</li> </ul>	<p>5 3-4 2 1 0</p>
<b>Design process and refinements (12 marks)</b>	
<ul style="list-style-type: none"> <li>Refinements clearly detailed, showing multiple iterations of different ideas in a well presented form based on solid research.</li> <li>Development refinements shown based on good local research, but some stages jump or skip steps.</li> <li>Basic refinement development process, not clearly demonstrating relationship between steps or with refinements based purely on one factor.</li> <li>Little evidence of refinement or process often with basic association to the brief.</li> <li>No evidence of design process/ refinements.</li> </ul>	<p>10-12 7-9 4-6 1-3 0</p>
<b>Evidence of media testing (5 marks)</b>	
<ul style="list-style-type: none"> <li>Media testing evident in each stage of the project including drawn and digital efforts well represented.</li> <li>Good media testing generally, though some gaps are demonstrated.</li> <li>Basic media testing process, with testing being fairly arbitrary rather than focused on achieving a specific goal in the brief.</li> <li>No evidence of media testing</li> </ul>	<p>5 3-4 1-2 0</p>
<b>Final product (7 marks)</b>	
<ul style="list-style-type: none"> <li>Final product looks of professional quality and clearly answers the original brief.</li> <li>Final design is of a good standard though shows some inconsistencies.</li> <li>The final design does not incorporate a major aspect of the brief or does so in a poor way.</li> <li>No evidence of a final product.</li> </ul>	<p>6-7 4-5 1-3 0</p>
<b>Total</b>	<b>/35</b>

<p><b>Teacher comment</b></p>
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