City & Guilds Level 3 Design Software (7574-320)

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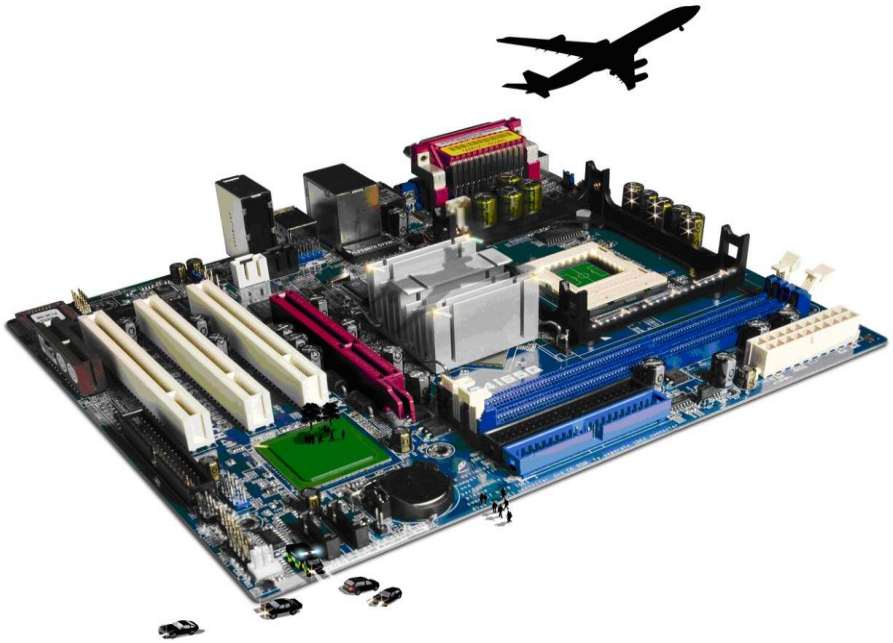
ITQ
Assignment guide for Candidates
Assignment B



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Level 3 Design Software (7574-320) Assignment B

Introduction – Information for Candidates

About this document

This assignment comprises all of the assessment for Level 3 Design Software (7574-320).

Health and safety

You are responsible for maintaining the safety of others as well as your own. You are asked to work safely at all times.

You will **not** be allowed to continue with an assignment if you compromise any of the Health and Safety requirements.

Time allowance

The recommended time allowance for this assignment is **two and a half hours**.

Level 3 Design Software (7574-320)
Candidate instructions

Time allowance: two and a half hours

The assignment:

This assignment is made up of **four** tasks

- Task A - The use of graphics
- Task B - Creating logos
- Task C - File Formats
- Task D - Alternative design

Scenario

You have been commissioned by Millie Clark, the owner of Late Hour Partnership, an international Computer Disaster Recovery Consultancy, to redesign their company's logo.

Create a logo for the company, suitable for printed brochures and reports, website, letterhead etc using the outline design specification below:

1. The logo MUST incorporate the wording 'Late Hour Partnership'.

2. The Helvetica font must not be used in the design.

3. The logo is to be based on four jigsaw pieces (coloured red, blue, yellow and green).

4. The logo should use multi-layers to isolate the different elements of background, images and text in the design.

5. All artwork is to be original and not downloaded from the internet.

Read all of the instructions carefully and complete the tasks in the order given.

Task A – The use of graphics

1	Using your **Answers 320 B**, provided by your assessor briefly explain at least **four** different potential uses of a logo (print, web use etc) affect the design.
2	Provide guidelines for Late Hour Partnership (LHP) briefly explain the possible copyright position of the design work and what rights you as designer and LHP as customer, have.

Continue over page…

Task B – Creating logos

1	Create a logo for LHP conforming to the outline specification and save it as **Logo**.
2	Ensure that all objects placed within the design are accurately placed by using appropriate application guides and/or dimensioning. Take a Screen print of the use of application guides and/or dimensioning and paste it into your **Answers 320 B** document.
3	Demonstrate the originality of the image design by taking at least **three** screen prints and paste them into your **Answers 320 B** document. Annotate where necessary the use of different tools.

Task C – File Formats

1	Save the design in file formats suitable for: • website as **LogoWeb** • high quality printed brochure as **LogoPB** • a letterhead printed using the office colour laser printer as **LogoLetter**.
2	Save the company name 'layer' as **CoName** in a suitable format and that can be inserted as an image into other documents.
3	Using your **Answers 320 B** document, provided by your assessor, briefly record the colour elements used in your design (eg. Pantone colours, CMYK, RGB settings).

Task D – Alternative design

1	Millie Clark has contacted you and has requested that you submit a revised design based on your own interpretation of the name of the company, retaining the formatting of the company name text. Save your revised design as **Logo2**.
2	Take a screen print of your revised design and paste this into your **Answers 320 B**, provided by your assessor.

When you have finished working:

- Sign each document above your name and label all removable storage media with your name.
- Hand all paperwork and removable storage media to your assessor.

If the assignment is taken over more than one period, all paperwork and removable media must be returned to the test supervisor at the end of each sitting.

End of assignment

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