



ASSESSMENT GUIDELINES

MA (Hons) Marketing and Advertising (Extended Degree)

Design for Marketing
Fall Semester, 2021

ASSESSMENT 2: Concept Development

Weighting: 40%

Date and method of submission: week 10 via NeoLMS and as a PDF

Word count or equivalent 1500 - 2000: The students have to develop a range of ideas or brand identity concepts by creating a Mood board.

Assessment2: Concept Development– Development of Mood board

You have to develop a range of ideas or brand identity concepts. You need to Identify/ find THE BIG IDEA? THE BIG IDEA is aligning the brief with a visual identity. You will present their BIG IDEA by creating a mood board. The mood board has to reference back to the aims and objectives developed in the creative brief.

KEY POINTS TO BE INCLUDED ARE:

- **Trends Analysis.** Insight gained from exploring new directions. Visualize key themes that may be relevant to the project.
- **Personal Visual Ideas.** Hand drawn sketches of initial ideas to show progress from idea to some sort of development. Ideas from books, magazines, really anything that sparks an idea.
- **Typography Ideas and Design.** Showcase existing style against your own and explain why and what you have changed.
- **Colour.** Showcase existing colour scheme against your proposed change of colour scheme.
- **Use of Imagery.** Showcase existing style against your own and explain why and what you have changed.
- **Mood board.** All the creative elements added together to create the feel for the Great Idea.
- **The great idea.** An explanation of how the mood board reflects the Great Idea and the points made out in the learning outcome.

Remember that the mood board and the written explanation is a professional document that also acts as, or supplements, a contract between the client and the



ASSESSMENT GUIDELINES

design agency. It should be written in a clear and precise manner, using appropriate language.

You will be assessed on the clarity of the submitted document. Students should put emphasis on clearly communicating the process.

You can find the step-by-step instructions below.

Assessment criteria for Assessment2:

1. **KNOWLEDGE AND UNDERSTANDING (25%):** How well does the mood board communicate the aims and objectives to the audience/consumer. How effective does the design capture the tone of voice?
2. **COGNITIVE SKILLS (25%):** How successfully does the mood board communicate the product or service being branded? How clearly does the mood board reflect the USP?
3. **PRACTICAL AND PROFESSIONAL SKILLS (25%):** How strongly does the design of the mood board stand out from its competition? How creative or unique is the design.
4. **TRANSFERRABLE AND KEY SKILLS (25%):** Students need to present their work in a clear and coherent manner in writing and explaining their mood boards. The student must showcase the design issues which have been considered and resolved.

ASSESSMENT 2 GUIDELINE STEPS:

1. Students will start work on creating the mood board in week 5 in class. Every student will start developing their own mood board based on the findings of the design brief.
2. Students will explore individually or in groups, Trend analysis as well as personal visual ideas in week 6.
3. Based on research the students will have to explore the color schemes and find a solution to whether to update the current scheme or replace it



ASSESSMENT GUIDELINES

entirely. Those findings will need to be included into the mood board as well as explained. This will take place in week 7.

4. Students are then expected to explore imagery. What types of imagery style are relevant to the aim and objectives of the creative brief? Again, those need to be included into a mood board. What sort of tone/feel are we looking for? This will take place in week 8.
5. Based on all the visual clues and ideas. A great idea will have to be decided upon. This great idea is the main narrative that will tie story and imagery together. The mood board and the mood board rationale should revolve around this big idea. This will take place in week 9
6. Students will deliver a mood board and mood board report explaining what they have done and why as well as how it relates to the brief and narrative. Delivery by the End of Week 10.