



2020 DIGITAL SUBMISSION

Student Assessment
Guidance

Assessment deadlines

- North America (NA)
Deadline 16 April
- Middle East (ME)
Deadline TBC*
- Main/UK
Deadline extended to 20 April
- South Africa (SA)
Deadline October TBC*
- Ireland (IRE)
Deadline TBC*
- Australasia (AUS)
Deadline November TBC*

*Regional Coordinators are communicating with tutors to confirm new submission deadlines and further advice.

Overview

This document sets out specific guidance for digitally submitting your portfolio of work for the ISTD Student Assessment.

We are aware that you will have been affected in many ways by the Covid-19 pandemic, resulting in education institutions moving to online-only provision. In most places there is no access to facilities or face-to-face tutorials. We hope that by altering our process we will help you continue with your academic studies and make your submission to our assessment. At the heart of our assessment is the best interest of the student – this remains our focus during this challenging time.

If you have any further queries please contact: [**education@istd.org.uk**](mailto:education@istd.org.uk)

Submission process

1 Download the submission folder via: istd.org.uk/education/digital-submission
Alternatively, you can create your own folder following the file structure shown on the next page.

2 Follow the guidance to prepare your portfolio
We have provided some guidance/suggestions as to how you may consider presenting your portfolio of work digitally. Ultimately we want to make this process as simple as possible, as we know projects will be at different stages of completion, so, **please present your work in the most appropriate way that you feel best represents your submission.**

3 Include your PDF label – your tutor can provide this for you
Alternatively, please contact education@istd.org.uk – we can also supply this.

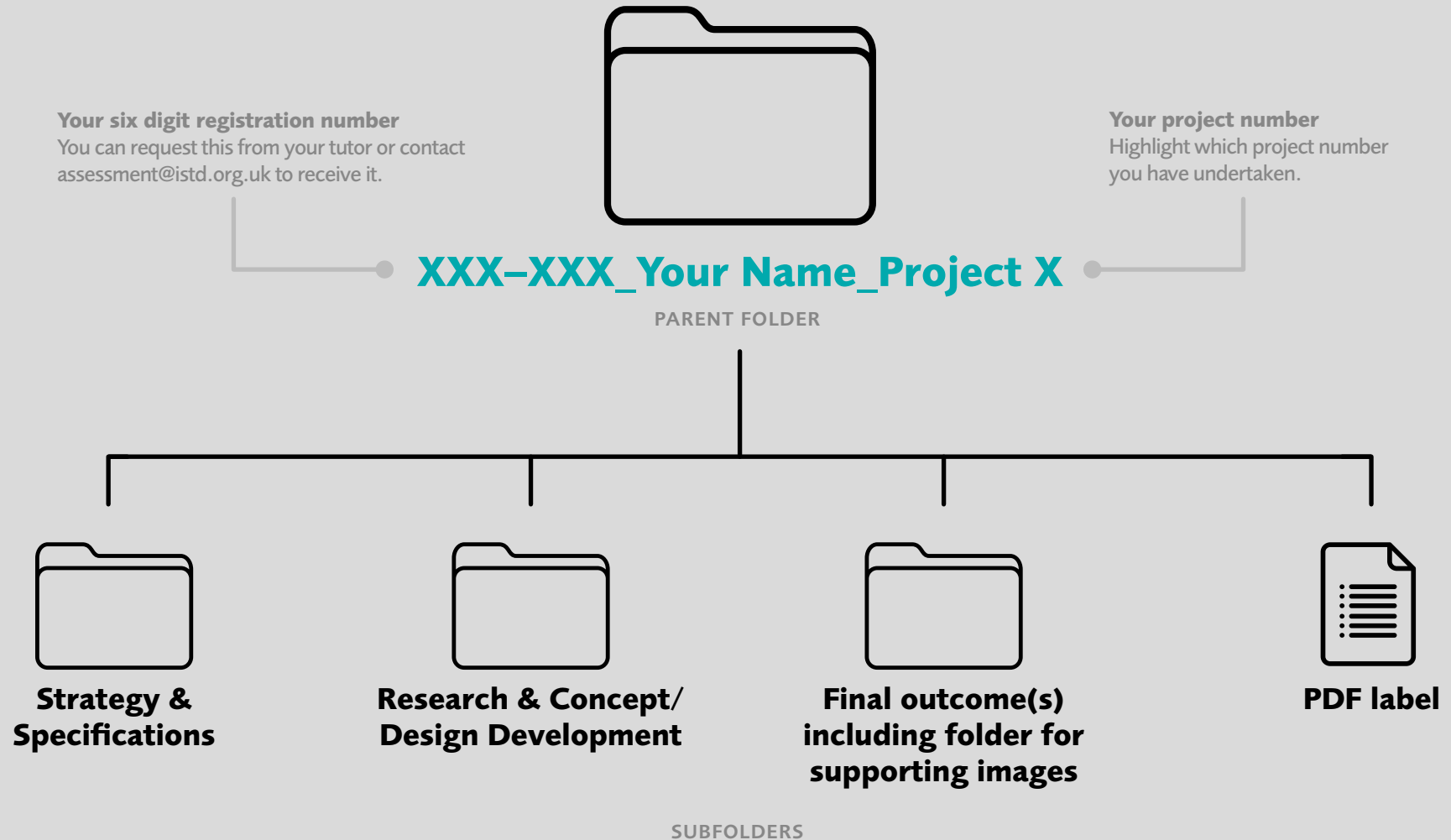
4 Zip or compress your finalised submission folder
If you are unsure how to, you can find advice on: <https://www.wikihow.com/Make-a-Zip-File>

5 Send your folder to assessment@istd.org.uk* via [wetransfer.com](https://www.wetransfer.com)
We will confirm receipt of your submission via email – for your reference.

*** REGIONAL ASSESSMENT UPDATES**

- **North America** Please send your work to northamerica@istd.org.uk via **WeTransfer** or by sharing a **Google Drive folder**
- **Ireland, Middle East, South Africa and Australasia** further information to follow.

Submission folder



Strategy & Specifications

STRATEGY (250–500 words)

Should be **quick to read**, outlining the following key aspects of the project trajectory:

- Factors considered in arriving at design approach
- Communication Goals
- Intended Audience
- Context of viewing/reading/interaction
- Key moments within the design trajectory which highlight critical thinking and analysis
- Description of final outcome that briefly* highlights the key aspects of your design choices in terms of colour palette, typographic choices, materials/media, production methods and binding, if appropriate, etc.

* *Detailed information on production factors will be provided by you in your Specifications.*

SPECIFICATIONS

The specifications should demonstrate **how and why design decisions have influenced the form of the project outcome** and how this impacts on the experience of the user or audience.

- Typographic, production/broadcast specifications, must be included and must reflect your detailed treatment of text matter.
- Using your layouts, present fully annotated typographic specifications and grid(s) where appropriate.
- Paper stock and other materials for print production should be described and visually referenced.
- Refer to the **Specifications Guide** on pages 14–16 in the project brief pack for further information.

Submit your Strategy and Specifications document(s) as PDF(s) exported as spreads

Research & Concept/Design Development

RESEARCH

Should make clear to the assessor the **range of sources** consulted, as well as showing evidence of **primary research** that led to the generation of content in terms of – experimentation with materials, processes, original photography, illustration, interviews, recordings, image-making, etc.

CONCEPT/DESIGN DEVELOPMENT

Should show the development of your design approach from inception to final product – iterations included – and **highlighting key decisions** along the way that helped you evolve and improve the solution.

Your Research and Concept/Design Development may be submitted as separate PDFs/videos OR as a single amalgamated PDF/video. Please ensure that both elements are clearly demonstrated for the assessor.

To demonstrate this you could consider:

- Creating a **15–20pp PDF edited summary** of the key research and development themes and observations **OR**
- Creating an **unedited summary** of related sketchbooks/layout sheets/source material/etc as a **PDF with maximum 50pp**
- **Research and Concept/Design Development** could also be **documented in video format.** (*maximum 5 minutes with or without a voice-over*).

THESE ELEMENTS ARE EASY TO CREATE

- Capture images of your sketchbook/layout sheets/pages on your phone or camera.
- The quality of the photography is less of an issue, as long as the subject matter is clear, suitably exposed and in focus.
- Convert these individual files into a single PDF – job done (either automatically in Adobe Acrobat Pro, an online JPG-to-PDF converter, or manually in InDesign).
- Videos of your research/development work may also be submitted – approximately 5 minutes of footage is ample.

Final Outcomes

PRINTED OUTCOMES

If you are submitting a piece of printed matter that uses double-page spreads, please export your document as **PDF spreads**.

If your document contains fold-outs, tip-ins, or other devices or finishes, please showcase how this would work within your final PDF document. Images to support more experimental formats can be included in the 'Images to support printed pieces' sub-folder within the Final Outcomes folder.

Posters and other pieces of printed ephemera can be saved as separate PDF documents. Please label each piece of work clearly to guide the assessor – *eg. in chronological order if there is a proposed sequence to view a body of work etc.*

IMAGES TO SUPPORT PRINTED PIECES

Where possible please include **images/mockups/visualisations** that will allow us to see the intended craft and applied efficacy of your design strategy.

We will be able to see your layouts in detail from the PDF you submit, so no need to provide images for all layouts. Rather, these images/mockups/visualisations should help us to assess your work in terms of design strategy, showing the intended interaction of text on paper stocks/materials, quality, structure and articulation of binding methods or relationships of scale, if there are multiple pieces of related print matter.

VIDEO TO SUPPORT PRINTED PIECES

If you have been able to produce your final outcome a **video** demonstrating interaction with the artefact(s) could very useful – **maximum of 5 minutes duration – with or without a voice-over.**

Final Outcomes *continued*

SCREEN-BASED OUTCOMES

If you are submitting a **digital or motion** outcome, please ensure that it is compatible with being **viewed on a Mac** or provide alternative instructions on how to view or interact with the piece.

Ensure that **screen-based submissions have been tested for use** and it would be beneficial to see the final outcome in use, perhaps as:

- a **video/animation 'walk through'**
OR
- as a **PDF detailing all notable screens** which highlight your concept, typographic approach and skills.

PDF label

Please include your **PDF label in your submission folder**. Please ensure you include your **personal email address** so we can contact you in the future. We will also use this email to send your assessment results.

This form will detail your **six digit registration code** which you will need for naming your submission folder. Your tutor can download this label from our registration website <https://assessment.istd.org.uk>

Alternatively if you wish us to send this to you please contact: **education@istd.org.uk**

PLEASE INCLUDE THIS LABEL IN YOUR DIGITAL SUBMISSION FOLDER

SUBMISSION ADVICE Please submit your digital portfolio folder via wetransfer.com to: assessment@istd.org.uk


YOUR NAME IN CAPS

YOUR PERSONAL EMAIL ADDRESS

YOUR MOBILE NUMBER

YOUR UNIVERSITY/COLLEGE/INSTITUTION

YOUR TUTOR'S NAME

STUDENT QR CODE 

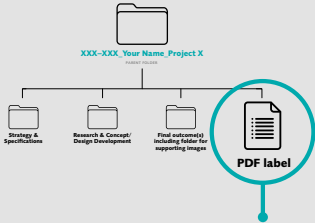
ISTD REGISTRATION NUMBER

PROJECT – CHECK ONE 1 2 3 4 5

CHOSEN MEDIA – CHECK ONE (OR BOTH) PRINT SCREEN

Submission checklist

- **Download the submission folder**
Alternatively, you can create your own folder.
- **Follow the guidance to prepare your portfolio**
We have provided some guidance/suggestions as to how you may consider presenting your portfolio of work digitally.
- **Include your PDF label (this form)**
Ensure we have your personal email address so we can contact you the future
- **Zip or compress your finalised submission folder**
- **Send your folder to:**



PDF label

Include this form in your submission folder please

Assessment Information

No disadvantage at the Point-of-Assessment

We are aware that many of you will have to adapt your submission and that this may ultimately affect your ability to fully realise projects – especially with physical prototypes/outcomes. Our assessment criteria have been adjusted to ensure that students whose final outcomes and wider portfolio of work may have been affected by the move to online submission will not be disadvantaged at the point of assessment.

Revised Assessment Criteria

STRATEGY 10%

- Each submission must be accompanied by a **strategy of 250–500 words**, succinctly articulating the thought process underpinning your design proposals and how it implements typographic design to communicate with and influence the **specified target market/audience**. It should express what underpins your concept and how it has directed your research – not just a description of the various elements or a 'log' of what you did.
- While the Strategy will be read by assessors, write it to be understood by a client.

RESEARCH 10%

- All submissions must be supported by relevant **primary and secondary research which contextualises and reinforces the proposed design concept**. We expect to see research into formats, typography, colour and materials relative to your topic and your audience.
- Your research work should show that a **range of ideas have been explored** before developing your selected concept. Ensure that you present this material in an clear and consecutive order that allows us to follow your thought and design process.
- You must cite fully your bibliographic/web sources and, where relevant, credit images.

CONCEPT DEVELOPMENT, DESIGN AND REALISATION 45%

- Central to the realisation of your design concept must be the use of typography. The inclusion of images/illustrative content should be carefully considered as **your solution must be essentially typographic**. Images may be used but they should be there to support the typography, not take the place of it.
- Your design development should show that a **range of approaches** have been explored before choosing and developing your selected concept. Ensure that you present this material in an order that allows us to follow your thought/design process – including why you chose the particular format/s for your submission.
- Design development on screen must be described through digital process evidence.
- You must cite fully your bibliographic/web sources and, where relevant, credit images.

Revised Assessment Criteria *continued*

TYPOGRAPHIC SKILLS 20%

- The hierarchy of information in both print and screen formats must be clearly expressed through the inclusion and formatting of **at least 500 words of text into your final submission**.
- It is essential that you demonstrate **rigorous attention to typographic detail** across all elements of your submission. Ensure that you check: spelling and hyphenation; punctuation; capitalisation; quote marks; widows/orphans; hyphens/dashes; rags; justification/rivers – show your craft skills.
- **Legibility**, whether in print or on screen, must be considered – and resolved.
- In screen-based submissions, consideration should be given, where relevant, to the relationship between sound and movement.

SPECIFICATIONS 10%

- Typographic, production/broadcast specifications, must be included and must reflect your detailed treatment of text matter.
- **Using your layouts, present fully annotated typographic specifications and grid(s)** where appropriate.
- Paper stock and other materials proposed for print production should be referenced where possible.
- Refer to the *Specifications Guides* pages in the briefing pack.

PRESENTATION 5%

- Your digital submission should be easy for assessors to navigate through your folder with everything clearly labelled.
- Ensure that screen-based submissions have been tested for use. Occasionally we cannot open files – these proposals sadly fail.
- All submissions **must include PDF(s)/images** that reflect:
 - **concept origination**
 - **design development**
 - **form and usage**
 - **layout/grid system**
 - **media/material choices/proposals**
 - **typographic choice**
 - **typographic detailing**
 - **presentation images/visualisations of the outcomes**
- When submitting, complete the **PDF form label**, which will be available to tutors via our registration website closer to the submission date.
- Finally, check that all of the requirements of your chosen brief are included and clearly identified.
- **Submit work in a digital submission folder**, following the file structure as advised.

Good Luck!

We would like to wish every student that has undertaken one of our briefs the very best of luck with their submission, especially under the current challenging circumstances.

We would also like to take this opportunity to thank every tutor for their dedication in supporting students through the projects and their support for the Society in promoting our briefs every year – thank you for continuing to champion and celebrate typographic practice.

ISTD Education Team