2021 DIGITAL SUBMISSION

Student Assessment
Guidance

istd

2021 Submission deadlines

- North America **(NA)**
  21 April

- Main/UK
  19 April

- Ireland **(IRE)**
  17 May

- Middle East **(ME)**
  27 May

- South Africa **(SA)**
  14 October

- Australasia **(AUS)**
  30 October

Registration deadlines can be found on https://assessment.istd.org.uk
Regional Coordinators are communicating with tutors to confirm submission details 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 have a new online platform that we hope will support you in making your digital submission and that by altering our usual physical assessment process this 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**

Submission process

1 **Ensure your tutor has registered you and your fee has been paid**
You and your tutor will be notified by email that this has been completed. **You cannot submit unless your fee has been paid.**

2 **Check this guidance document 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, so, please present your work in the most appropriate way that you feel best represents your submission.**

3 **Use your submission link to upload your work for final submission**
Once your fee has been paid you (the student) will receive an individual secure link to submit your work.

4 **Follow the online upload guidance for each requirement of your submission**
There are separate fields for your final outcomes and your supporting documents (strategy, specifications, research & development and any supporting images or videos). **You can also specify up to 5 images for use in publications or promotion.**

5 **Use the checklist and submit your work!**
You will receive confirmation of your submission via email.

If you have any queries, please contact education@istd.org.uk

assessment.istd.org.uk/project/student_uploads/form

Apps Google ISTD

Student upload screen

Your details

FIRST NAME

LAST NAME

EMAIL

REGISTRATION NO

BRIEF

UNIVERSITY

PROJECT TYPE

Please check your details and ensure your personal email is correct for future communications.

FINAL OUTCOME(S)
Upload your work

Drag & Drop your files or Browse

SUPPORTING DOCUMENTS
Upload your Strategy, Specifications and Research & Development

Drag & Drop your files or Browse

Up to 5 images will be used for the Student Awards and ISTD Education promotion purposes. **This is an optional addition to your supporting images/videos which can be submitted alongside your process documents and final outcomes.**

IMAGES FOR PUBLICATION
Up to five images
(optional)

Drag & Drop your files or Browse

Clearly name your files so they are easily identified eg. Strategy, Specifications, Research etc... Also please include any supporting imagery or videos

Checklist

Please tick to confirm you have included all of the following:

☐ STRATEGY

☐ SPECIFICATIONS

☐ RESEARCH & DEVELOPMENT

☐ FINAL OUTCOME(S)

Confirm & submit

By submitting you confirm your details above are correct and all work provided is your own.

SUBMIT

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 where possible.
- 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). If you are submitting a document that uses double-page spreads, please export your document as **PDF 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 **20–30pp 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 here.**

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.*

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.

Supporting imagery

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.**

OPTIONAL IMAGES FOR PROMOTION
Please include up to five images of your final outcome for promotional or publication use.
These will be used in the Student Awards and for ISTD Education promotion purposes. This is an optional addition to your supporting images/videos which can be submitted alongside your process documents and final outcomes.

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.

Digitally presented outcomes such as PDF or video are welcome, as are photographed or digitally visualised process documents and outcomes.

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.

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, with everything clearly labelled/named.
- 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**
- Finally, check that all of the requirements of your chosen brief are included and clearly identified.

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

If you have any queries, please contact **education@istd.org.uk**