

## BTEC HN DESIGN – FORMATIVE FEEDBACK FORM

<b>Name of Student and Intake</b>	Gabrielle Vebryzky Bally Abidin	OCT '20
<b>Unit Title</b>	Advanced Graphic Design Studies	
<b>Name of Lecturer</b>	Emanuel Pratalaharja	
<b>Assignment Number</b>	#1	
<b>Term</b>	February 2022	

<b>Date</b>	<b>Feedback</b>	<b>Lecturer's Signature</b>
Week 6 29 March	<ol style="list-style-type: none"> <li>1. Complete the comparison</li> <li>2. Have a paragraph that explains the chosen and why</li> <li>3. Add table (to compare the highlights of the brand)</li> <li>4. Write the challenges and advantages</li> <li>5. Write the concluding paragraph for essay</li> </ol>	
Week 7 05 April	<ol style="list-style-type: none"> <li>1. Introduce the brand</li> <li>2. Make the goals more specific</li> <li>3. Audience: write the age group</li> <li>4. The tone of voice refers to my approach for business plan</li> <li>5. Context: give details (e.g. how it is inclusive)</li> <li>6. Specifications: write the constraints, etc.</li> <li>7. Have a benchmark (international brand)</li> </ol>	

Week 8 12 April	1. Can use the morphological table to generate more ideas and sketches	
Break 2 - 7 May	1. Present the plan and concept in words (make a proposal document) 2. Add rationale and references on the glitch effect that you plan to focus on 3. Add the background story of why you choose to include the glitch effect as a part of the design or AR	
Week 10 10 May	1. Fix format	
Week 11 17 May	1. Be more detailed <ul style="list-style-type: none"> <li>a. Packaging</li> <li>b. Tag</li> <li>c. Promotion materials</li> </ul> 2. Create technical sketches of the padded jacket (with and without model — front, side, and back) 3. Create a mockup of the padded jacket 4. Fix deliverables (pretend it's for the client) 5. Fix timeline 6. Add copyright	
Week 12 24 May	1. Specify the involvement(?) percentage of each track 2. Add bgm to the promotional video 3. add illustration in the deliverables section (put in columns) 4. FINAL: <ul style="list-style-type: none"> <li>a. Print packaging</li> <li>b. make jacket T - T</li> </ul>	

