



MODULE NAME:	MODULE CODE:
IDEATION AND VISUALISATION 1A	IDVI5111

ASSESSMENT TYPE: POE (PAPER)

TOTAL MARK ALLOCATION: 100 MARKS

TOTAL HOURS: A minimum of 15 HOURS is suggested to complete each task in this assessment.

By submitting this assignment, you acknowledge that you have read and understood all the rules as per the terms in the registration contract, in particular the assignment and assessment rules in The IIE Assessment Strategy and Policy (IIE009), the intellectual integrity and plagiarism rules in the Intellectual Integrity Policy (IIE023), as well as any rules and regulations published in the student portal.

INSTRUCTIONS:

1. ***No material may be copied from original sources, even if referenced correctly, unless it is a direct quote indicated with quotation marks. No more than 10% of the assignment may consist of direct quotes.***
2. ***Any assignment with a similarity index of more than 25% will be scrutinised for plagiarism. Please ensure you attach an originality report to your assignment if required.***
3. ***Make a copy of your assignment before handing it in.***
4. ***Assignments must be typed unless otherwise specified.***
5. ***All work must be adequately and correctly referenced.***
6. ***Begin each section on a new page.***
7. ***Follow all instructions on the assignment cover sheet.***
8. ***This is an individual assignment – For group assignments, the group may not exceed 4 members and all will be awarded the same mark.***
9. ***This assignment contains three (3) tasks; Task 1 and Task 2 need to be completed in order to complete Task 3.***

Referencing Rubric

Providing evidence based on valid and referenced academic sources is a fundamental educational principle and the cornerstone of high quality academic work. Hence, The IIE considers it essential to develop the referencing skills of our students in our commitment to achieve high academic standards.

Poor quality formatting in your referencing will result in a penalty of a maximum of five (5) marks against the percentage mark awarded, according to the following guidelines. Please note, however, that **evidence of plagiarism in the form of copied or uncited work (not referenced), absent reference lists, or exceptionally poor referencing, may result in action being taken in accordance with The IIE's Intellectual Integrity Policy (0023).**

Required	Subtract 1	Subtract 2	Subtract 3	Subtract 4	Subtract 5
<ul style="list-style-type: none"> • Consistent in-text referencing style • Quotation marks, page numbers, years, etc. applied correctly • Only one or two minor mistakes in style made • All sources are accurately reflected and included in a reference list 	<ul style="list-style-type: none"> • Consistent in-text referencing style • Quotation marks, page numbers, years, etc. applied correctly • Fewer than five minor mistakes made • More than 90% of the sources are correctly reflected and included in a reference list 	<ul style="list-style-type: none"> • Consistent in-text referencing style • Quotation marks, page numbers, years, etc. not always applied correctly • Not all paraphrased content referenced • At least 80% of the sources are correctly reflected and included in a reference list 	<ul style="list-style-type: none"> • Consistent in-text referencing style • Quotation marks used for direct quotes but page numbers missing • At least 70% of the sources are correctly reflected and included in a reference list 	<ul style="list-style-type: none"> • In-text referencing used but inconsistent • Paraphrased material cited but not referenced accurately or consistently in text • Quotation marks and/or page numbers for direct quotes missing • At least 60% of the sources are correctly reflected and included in reference list 	<ul style="list-style-type: none"> • Poor and inconsistent referencing style used • At least 50% of the sources are correctly reflected and included in reference list • Quotation marks and/or page numbers for direct quotes missing • May be referred for action in accordance with <i>IIE 0023 Intellectual Integrity Policy</i>

Portfolio of Evidence (PoE) — Background

A century from now, considering the pace of technological development and ‘progress’ the earth as we know it will be very different place. What we know and the way we think would have adapted to this new world. What we know today may have become obsolete because of these developments. However, the sense belonging and culture, the stories and experiences that make us human will not be obsolete.

If you could share your life with beings in the future, how would you describe it? How would you communicate to share your human knowledge and experiences?

Instructions

You are required to ideate and visualise a communication pack, based on the here and now, which will narrate how humans live life at the beginning of the 21st century. This communication pack will be used as a means to catalogue and archive life as we know it to tell a story for those in the distant future.

This portfolio of evidence consists of three parts namely task 1, task 2 and the final portfolio of evidence including a new task. You are required to complete all three tasks. These build on one another and you will have to complete the preceding task to complete the next.

The overall weighting of each task is as follows:

Task 1: 20%

Task 2: 20%

Task 3: 50%

Task 1 — Manifesto of the Now**(Marks: 100)****Manifesto**

Noun - man·i·fes·to \ ,ma-nə-'fes-(,)tō \

“A written statement that describes the policies, goals, and opinions of a person or group.”

<https://www.merriam-webster.com/dictionary/manifesto>**Zeitgeist**

Noun - German \ tsahyt-gahyst

“The spirit of the time; general trend of thought or feeling”

“characteristic of a particular period of time.”

<http://www.dictionary.com/browse/zeitgeist>

For this task you will be required to collect information by *observing* human behaviour. You need to look at everyday life with a fresh perspective, as if you are outside of it all looking down at it. Look at how people go about their lives, identify what people have in common and how they differ from one another. Write a 500-word essay capturing your perspective of the universal human truths of the now, what is also called the *zeitgeist*. Thereafter, you will develop a set of universal symbols that visually communicate key elements noted in your essay.

Instructions

1. Write a 500-word essay based on your observations of contemporary life and the human condition.
2. Extract five key elements you noted. These should be based on your view of how humans live and think in the 21st century.
3. Ideate and develop five symbols that will communicate these elements visually.
4. Each symbol should be presented separately with a short description explaining the meaning of the symbol.
5. Page size: A4, mounted.
6. Format: Portrait or Landscape.

What you need to submit:

1. Five symbols, individually mounted with a short description of each included.
2. A Typed 500 word essay based on your observations of contemporary life.
3. A minimum of four pages showing your process pathway including ideation, scamping, research and planning.

Task 2 — Archive of the Contemporary

(Marks: 100)**Archive**

noun ar·chive \ 'är-,kīv \

“A collection of historical documents or records providing information about a place, institution, or group of people, a repository or collection especially of information.”

(<https://www.merriam-webster.com/dictionary/archive>)

For this task you are required to *collect* and *document* what you believe presents the contemporary human condition. When looking at tools and objects of a certain era, one can gain a much greater understanding of how people lived. You are required to select five objects you believe defines life as we currently know it. Once you have selected the objects you are required to create a catalogue archiving the most important information about each object.

Instructions

1. Select five objects, which you believe, define contemporary life.
2. Using photographs and drawing, visually document each object.
3. Each object should be presented on a separate page with a short write up of what it is used for, what it is made of and why you believe it defines contemporary life.
4. Page size: A4, mounted
5. Format: portrait

What you need to submit:

1. A visual representation of each of your five selected objects, individually mounted with a short write up of what it is used for, what it is made of and why you believe it defines contemporary life included.
2. A minimum of four pages showing your process pathway including ideation, scamping, research and planning.

Task 3 — Preserving Time**(Marks: 100)****Time Capsule**

noun -'taɪm ,kæp.sju:l/

“A container holding historical records or objects representative of current culture that is deposited (as in a cornerstone) for preservation until discovery by some future age”

<https://dictionary.cambridge.org/dictionary/english/time-capsule>

For this task you are required to conduct additional *research* to design and build a *prototype* for a time capsule. Ideate and design a time capsule that will contain the artefacts from the here and now. The design of your time capsule should be carefully considered to safely preserve the artefacts.

For some inspiration watch the following video clip:

- *Time Capsule buried in 1976 is found in Los Angeles neighbourhood* Published on Aug 3, 2013

<https://www.youtube.com/watch?v=O8ytynVpbbk>

“In 1976 I buried a time capsule in the yard of my house to commemorate the Bicentennial. My old house and all the others around it will be levelled for a new housing development. With the permission of the developers, I was allowed to return to the old property to find my time capsule. I found it!”

Instructions

1. In task 1 you have observed the human condition, in task 2 you have collected items that represent the human condition, for task 3, conduct additional research either online or in the library to see how others view the current human condition. Note a few interesting viewpoints and clarify why you agree or disagree with these viewpoints.
2. Ideate and design a time capsule based on the outcomes of task 1 and 2.
3. Generate a name for it, and plan where and how you will send or bury it.
4. Scamp your ideas and build a prototype of your time capsule.
5. Present the design of your prototype on a double page spread indicating all necessary details such as size, materials used and how each artefact from task 2 would be included.

What you need to submit:

1. A mounted A2 double-page spread (each page sized A3) showcasing your time capsule's design, including all necessary details pertaining to the manufacture, operation and preservation of the capsule;
2. Your double-page spread should include the symbols you designed in Task 1 as a communiqué about the human truths about contemporary 21st century.
3. Your double-page spread should include the artefacts you catalogued in Task 2 and how they will be included in your capsule;
4. Your journal including all your process, activities, ideation, research and scamps

Appendix A

Assessment Sheet TASK 1(Marking Rubric)

Please note: Tear off this section and **attach** it to your work when you submit it.

MODULE NAME: IDEATION AND VISUALISATION 1A					MODULE CODE: IDVI5111
STUDENT NAME:					
STUDENT NUMBER:					
Assessment Criteria	Does Not Meet Standard: Not Competent	Approaches Standard: Competent	Meets Standard: Good	Exceeds Standard: Exceptional	Mark Allocation
	49% & Below	50–60%	61–74%	75–100%	
Research (20%)	<ul style="list-style-type: none"> Inadequate evidence of research leading to limited/ no insights; Lack of evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Adequate evidence of research leading to (some) insights; Partial evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Good evidence of relevant research leading to insights; Sufficient evidence of continuous search for inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Exceptional evidence of thorough and relevant research leading to authentic insights; Outstanding evidence of continuous search for inspiration in the form of researching interests; 	/20
Process & Ideation (30%)	<ul style="list-style-type: none"> Inadequate engagement with process; Poor evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Competent engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Good engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Excellent engagement with process; Exceptional evidence of brainstorming and concept development; 	/30
Visualisation (40%)	<ul style="list-style-type: none"> Visualisation does not communicate ideas adequately; Needs to redo or rework substantially. No link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas adequately; Needs more work; Partial link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas well – there is room for additional detail; Skill level good but room for refinement; Adequate link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas clearly and evokes inspiration; Convincing visualisation skills; Exceptional link to the big idea, research and insights; 	/40
General impression (10%)	<ul style="list-style-type: none"> No or lack of effort & engagement; Ill-considered and unacceptable presentation. 	<ul style="list-style-type: none"> Some evidence of effort & engagement; Acceptable presentation. 	<ul style="list-style-type: none"> Above average evidence of effort & engagement; Considered and adequately presented. 	<ul style="list-style-type: none"> Clear evidence of effort & engagement, above and beyond expectation; Well-considered and professionally presented. 	/10
					%
Additional Comments:					

Appendix B

Assessment Sheet TASK 2(Marking Rubric)

Please note: Tear off this section and **attach** it to your work when you submit it

MODULE NAME: IDEATION AND VISUALISATION 1A					MODULE CODE: IDVI5111
STUDENT NAME:					
STUDENT NUMBER:					
Assessment Criteria	Does Not Meet Standard: Not Competent	Approaches Standard: Competent	Meets Standard: Good	Exceeds Standard: Exceptional	Mark Allocation
	49% & Below	50–60%	61–74%	75–100%	
Research (20%)	<ul style="list-style-type: none"> Inadequate evidence of research leading to limited/ no insights; Lack of evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Adequate evidence of research leading to (some) insights; Partial evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Good evidence of relevant research leading to insights; Sufficient evidence of continuous search for inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Exceptional evidence of thorough and relevant research leading to authentic insights; Outstanding evidence of continuous search for inspiration in the form of researching interests; 	/20
Process & Ideation (30%)	<ul style="list-style-type: none"> Inadequate engagement with process; Poor evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Competent engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Good engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Excellent engagement with process; Exceptional evidence of brainstorming and concept development; 	/30
Visualisation (40%)	<ul style="list-style-type: none"> Visualisation does not communicate ideas adequately; Needs to redo or rework substantially. No link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas adequately; Needs more work; Partial link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas well – there is room for additional detail; Skill level good but room for refinement; Adequate link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas clearly and evokes inspiration; Convincing visualisation skills; Exceptional link to the big idea, research and insights; 	/40
General impression (10%)	<ul style="list-style-type: none"> No or lack of effort & engagement; Ill-considered and unacceptable presentation. 	<ul style="list-style-type: none"> Some evidence of effort & engagement; Acceptable presentation. 	<ul style="list-style-type: none"> Above average evidence of effort & engagement; Considered and adequately presented. 	<ul style="list-style-type: none"> Clear evidence of effort & engagement, above and beyond expectation; Well-considered and professionally presented. 	/10
					%
Additional Comments:					

Appendix C

Assessment Sheet TASK 3 (Marking Rubric)

Please note: Tear off this section and **attach** it to your work when you submit it

MODULE NAME: IDEATION AND VISUALISATION 1A					MODULE CODE: IDVI5111
STUDENT NAME:					
STUDENT NUMBER:					
Assessment Criteria	Does Not Meet Standard: Not Competent	Approaches Standard: Competent	Meets Standard: Good	Exceeds Standard: Exceptional	Mark Allocation
	49% & Below	50–60%	61–74%	75–100%	
Research (20%)	<ul style="list-style-type: none"> Inadequate evidence of research leading to limited/ no insights; Lack of evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Adequate evidence of research leading to (some) insights; Partial evidence of inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Good evidence of relevant research leading to insights; Sufficient evidence of continuous search for inspiration in the form of researching interests; 	<ul style="list-style-type: none"> Exceptional evidence of thorough and relevant research leading to authentic insights; Outstanding evidence of continuous search for inspiration in the form of researching interests; 	/20
Process & Ideation (30%)	<ul style="list-style-type: none"> Inadequate engagement with process; Poor evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Competent engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Good engagement with process; Good evidence of brainstorming and concept development; 	<ul style="list-style-type: none"> Excellent engagement with process; Exceptional evidence of brainstorming and concept development; 	/30
Visualisation (40%)	<ul style="list-style-type: none"> Visualisation does not communicate ideas adequately; Needs to redo or rework substantially. No link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas adequately; Needs more work; Partial link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas well – there is room for additional detail; Skill level good but room for refinement; Adequate link to the big idea, research and insights; 	<ul style="list-style-type: none"> Visualisation communicates ideas clearly and evokes inspiration; Convincing visualisation skills; Exceptional link to the big idea, research and insights; 	/40
General impression (10%)	<ul style="list-style-type: none"> No or lack of effort & engagement; Ill-considered and unacceptable presentation. 	<ul style="list-style-type: none"> Some evidence of effort & engagement; Acceptable presentation. 	<ul style="list-style-type: none"> Above average evidence of effort & engagement; Considered and adequately presented. 	<ul style="list-style-type: none"> Clear evidence of effort & engagement, above and beyond expectation; Well-considered and professionally presented. 	/10
					%
Additional Comments:					