



Indicative A response

Designing greeting cards

Year 7

Technology

Section 1. Full of ideas!

The occasion for which I am creating the card is *Christmas*.

(It may be a birthday, Easter, Christmas, anniversary, etc.)

1. Generate three alternative designs including annotated sketches.


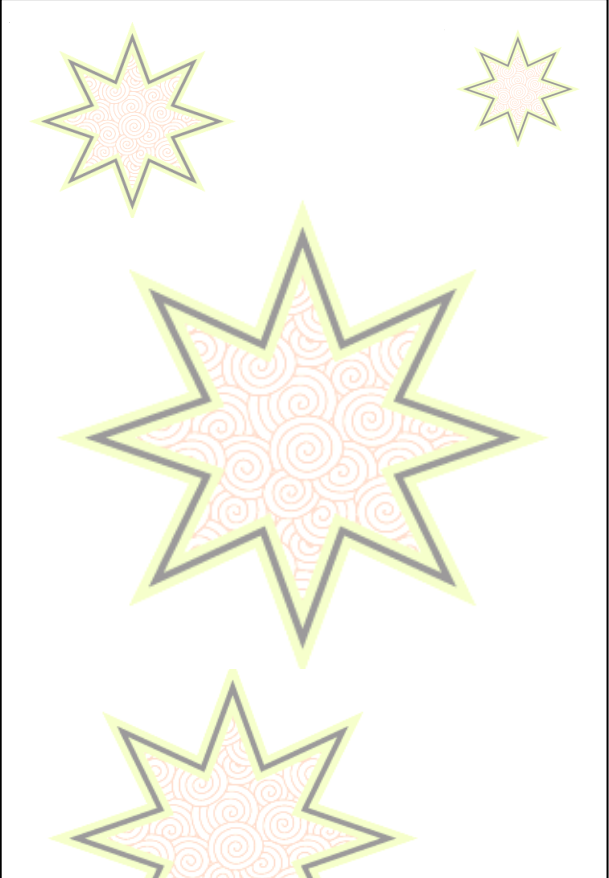
You will need to:

- show the internal and external design of the card
- decide on the size of the card/s
- position text, pictures, illustrations, photographs, artwork, etc.
- annotate your work by writing notes about features of the card and focus these notes by using arrows to indicate location on the card
- consider the text your card will include.

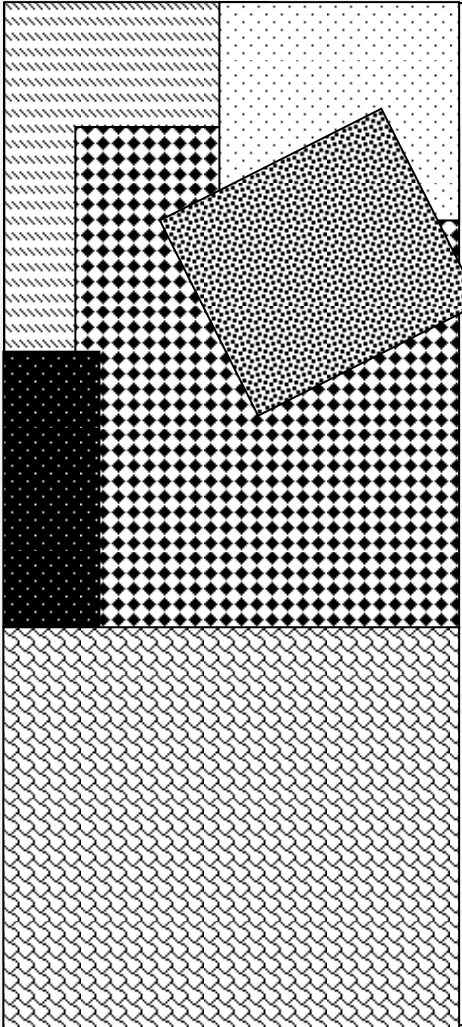
2. Reflect on your ideas by making notes for yourself about any issue in the space provided under each sketch.

You should show your ideas to some other students and reflect on their suggestions. Include their reflections with your own in the space provided.

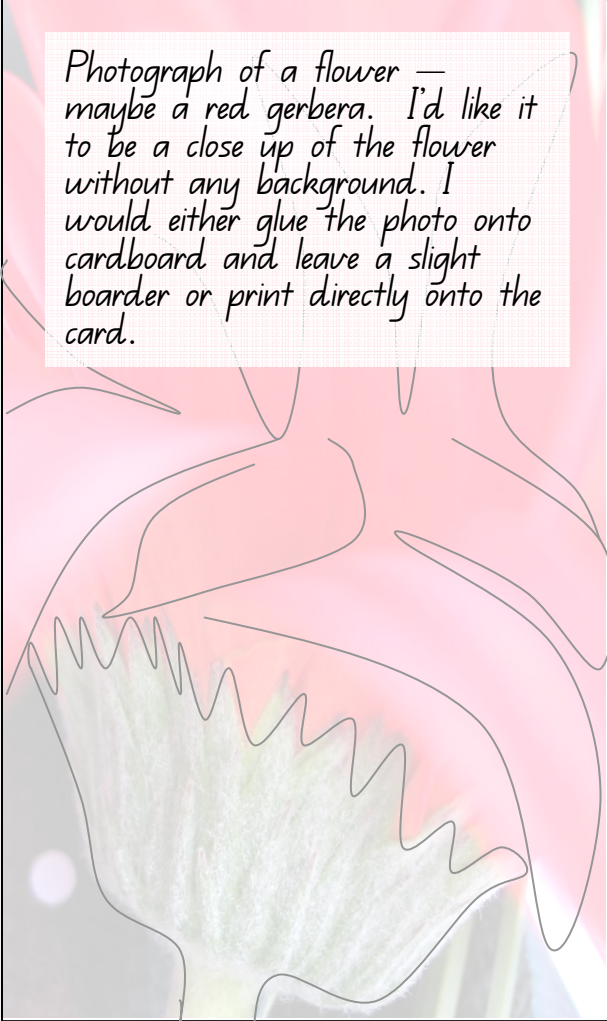
Design 1

| External design | Internal design |
|--|--|
|  <div data-bbox="178 1191 766 1326"> <p>Use the same image at different sizes. Add glitter to stars.</p> </div> |  <div data-bbox="826 1191 1417 1326"> <p>Use the same image but faded.</p> </div> |
| <p><i>My notes:</i> If I search the Internet I could find a picture that would be suitable for the front of a Christmas card. I could use this picture in a variety of sizes.</p> <p>Inside I could use the same pictures but apply a “washout” and include that could be written over the top of the images.</p> <p>Others suggested that I could print out the picture from the Internet and paste it on the front and colour it in. I could also add glitter.</p> | |

Design 2

| External design | Internal design |
|---|-------------------------|
|  <p>This section of the card will be cut out so that the "Merry Christmas" is seen on the internal page.</p> | <p>Merry Christmas!</p> |
| <p><i>My notes:</i> I could create a collage using a variety of different papers and textures in Christmas colours.</p> <p>Others suggested that I add the words "Merry Christmas" to the front design.</p> | |

Design 3

| External design | Internal design |
|--|---|
|  <p>Photograph of a flower — maybe a red gerbera. I'd like it to be a close up of the flower without any background. I would either glue the photo onto cardboard and leave a slight boarder or print directly onto the card.</p> | <p>I may print the words Seasons Greetings in the centre of the card, or alternatively leave the card blank and write a personal message.</p> |
| <p>My notes: If I use the digital camera and take a series of photos of flowers or trees I could make a set of cards with different pictures on the front but the same message inside.</p> <p>Someone suggested that I take photos of flowers and plants that are red and green to reflect the Christmas theme.</p> | |

Section 2. The best idea!

You have now sketched three proposed designs.

To decide which idea is the best one for you, consider the following:

- **production techniques** for each of the designs. How would you go about making the card for each design?
- **materials** or resources you would need for each. If you have decided to make a set of greeting cards, consider if one technique would lead to the easy production of a set of cards.



Record these considerations in the following table.

| Design | Production techniques | Materials |
|--------|--|---|
| 1 | <i>Search for pictures and glue these on the front to make a picture like in a collage.</i> | <i>Old magazines, pictures off the Internet, printer, cardboard for the card itself, scissors and glue.</i> |
| 2 | <i>Search for different papers and textures in Christmas colours.</i> | <i>Cardboard, wrapping papers, old magazines, scissors, glue.</i> |
| 3 ★ | <i>Take a series of photographs with the digital camera. I would then save these on the computer and print them on the front of the cards. I could use the publishing program to write the verse inside.</i> | <i>Digital camera, computer and publishing program, cardboard for the printer.</i> |

Put a star next to the design you have chosen.

Explain why you have chosen this design.

I have chosen design 3 for a number of reasons. I am going to make a set of cards. To do this I can use cardboard that is available and ready to go through the printer. I can try to get coloured card to print on to make it look more colourful or print it in colour on photo paper. Some people didn't like my idea as they thought the images weren't specifically Christmas and could be used for other occasions.

Section 3. My production plan

Identify production procedures and create a production plan.

- What are the detailed steps of the procedure you are going to follow to produce the card/s?
- Are there any skills you will need to learn before you can use this skill in producing the card/s? This may involve learning to use the digital camera or a publishing program.
- How will you acquire these necessary skills?

List the steps of your production plan in the order that you will need to carry them out.

1. *I need a lesson on how to use the camera. I will ask my teacher for help.*
2. *I will take a set of 6 photos around the school yard of various plants.*
3. *I will need to be shown how to download these to the computer.*
4. *I will need to decide on the size of the cards I am going to make and then using the publishing program, create 2 boxes to represent the front and inside of the card.*
5. *I can download the photo to the right hand box.*
6. *I will need to experiment with different fonts to see which one looks the best for the words on the front. I can check which colour font suits with the colour of the photo in the background.*
7. *I can print the photo and words.*
8. *I will then change the photo and print each of the six cards.*
9. *Then I will have to put the inside words in the right side box.*
10. *I will then print each card making sure I turn it over to print on the inside of the card.*
11. *I can then fold each card and trim them if it is needed.*

Safety issues: List any safety precautions you must take.

I would have to be careful if there are any bees around the flowers when I take the photos.

I would follow the normal procedures when using the computer.

I will need to take care using the guillotine for trimming the card.

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Resources:

List any materials, tools and equipment you will need.

- *digital camera*
- *computer*
- *publishing program*
- *cardboard for the printer.*

Discuss the production plan you have listed with at least 2 other students.

What feedback did they give you? Write it here.

John thought I just couldn't put my printing boxes any where on the screen. He told me I would have to align them on the left and measure them using the vertical and horizontal scale on the screen.

David said I should print it in landscape otherwise the card would be too narrow when I folded it.

I think they are both right and I will have to change my plan to do this.

Go back to your plan and make any adjustments to it.

Take your completed plan to your teacher and explain your proposed steps.

Listen to any comments or suggestions that the teacher makes and make any adjustments to your plan.

This is now your final production plan.

Reflect on your process.

Before you start to produce the cards write down what you think of your process. Why you are doing it this way, and how will you judge if the cards are suitable for the occasion?

I think this is better than drawing or creating a collage. It will look a much better job when it is printed because I can't draw. Doing it this way I can just change one thing, the photo, and still produce a set of cards. Although they will be in Christmas colours, they will also be suitable for other occasions. My production steps should work. If I have trouble anywhere it might be getting the printing in the right place. I can always experiment with a couple of cards until I get it right

Remember that you are being assessed on the final product you make, and the processes that you went through to achieve that product.

Section 4. Get creative

Produce your greeting card/s!

Card 1 — a close-up of a red gerbera printed onto photo paper and glued onto green card board. I have chosen to place no message inside or outside as I believe that the colours of red and green evoke a feeling of Christmas.



Card 2 — a close up of bright green leaves on red cardboard.

The remainder of the series includes 2 gerbera photos taken from different angles and 2 leaf photos taken from different angles.



Section 5. Reflection and evaluation

Reflect on the completed project and self evaluate the completed product and processes used. Display and explain to others the card/s produced and consider their feedback.

Look at your finished product answer the following:

What is appealing about it?

The fact that they are printed on a printer makes them look like bought ones. The printing is even too.

What, in its appearance, could be improved?

I might have been able to take better pictures.

What constructive comments have others made?

Liked the pictures

The colours were good

The cards are too large

Christmas verse could be included

What do you think of the way you went about producing the card/s (production process)?

I think I had the steps in the right order. I still had trouble with the positioning of the picture and text on the screen so that when it printed it didn't waste too much card.

If you made more cards how would you alter the process or the design to improve the result?

I would consider making the cards smaller. I would also play with adding text to the front of the card.

What did you learn from the comments and feedback of others?

I realise now that the cards might be too big as I need to consider the size of the envelope that I am going to use. I can trim my cards as it doesn't affect the writing inside.

Would you be pleased to give your card/s to someone?

Yes. I am going to use them as Christmas cards for my family and friends.