

Year 12 - 2024

Visual Design

Mr. Galloway/Mr. Van Doesburg



Task Number: 3

Notification Date: 28/06/2024

Weight: 40%

Due Date: Monday 19/08/2024 to Mr Galloway by 3.20pm

OUTCOMES ASSESSED

- DM1 generates a characteristic style that is increasingly self-reflective in their design practice
- DM2 explores concepts of artist/designer, kinds of designed works, interpretations of the world and audience/consumer response in their making of designed works
- DM3 investigates different points of view in the making of designed works
- DM4 generates images and ideas as representations/simulations
- DM5 develops different techniques suited to artistic and design intentions in the making of a range of works
- DM6 takes into account issues of Work Health and Safety in the making of a range of works
- CH1 generates in their critical and historical practice ways to interpret and explain design
- CH2 investigates the roles and relationships among the concepts of artist/designer, work, world and audience/consumer in critical and historical investigations
- CH3 distinguishes between different points of view, using the frames in their critical and historical investigations
- CH4 explores ways in which histories, narratives and other accounts can be built to explain practices and interests in the fields of design

TASK DESCRIPTION

**Independent Design Project Making Task**

Students are to create/construct an Independent Design Project of their choosing.

**Written Research Task: Designer Study**

Students complete a written research task on a designer who has inspired them in their chosen project's field of work.

TASK INSTRUCTIONS

This assessment task is split into 2 sections; Part A and B.

Both parts must be completed:

**Part A) (30%)**

Students are to design and make an independent design project based upon one of the units of work completed across the Visual Design Stage 6 course. Students must provide evidence of their design process, time planning, budget planning, and the making process with their project.

**Part B) (10%)**

Students are to complete a written research task using the attached Designer Study template. The task is to be a study of a Designer who may have inspired their independent design project in some way, or works in the same field of design as their independent project.

Parts A and B should be completed and returned to Mr. Galloway by 3.20pm on Monday, 19<sup>th</sup> of August, 2024.

Teacher's signature: \_\_\_\_\_

HT Admin signature: \_\_\_\_\_

Deputy Principal's signature: \_\_\_\_\_

# Part B DESIGNER STUDY

## Based on student's chosen Designer

Mark /40

### Who, When & Where /5

Name of Designer. Any specific dates (years) the designer worked or lived?

Where did the designer work & live?

### What /5

What is the designer known for doing? That is: What type of designs did they make? OR What forms of design did they work in? (eg packaging, publications, textiles, industrial, furniture, products, wearables, architecture, graphics, interior, stage/props)

### Why /10

Why did the designer do what they did?

What has the designer or anybody said about what they did?

Also add some quotes too ;)

### Three artworks by the Designer /15

Give 3 pictorial examples of their effective and innovative designs.

For each work make sure you include the title of the design (what it is called) and when it was made (date).

Write notes for each example, commenting on:

1. **Visual appeal:** Discuss the use of colour, typography, imagery, and structural design to create eye-catching packaging.
2. **Functionality:** Analyse how their packaging design meets the practical needs of the product, such as protection, storage, and transportation.
3. **Brand alignment:** Evaluate how well their packaging design reflects the brands' identity, values, and target audience.
4. **Creativity and innovation:** Identify unique or unconventional solutions that stand out in the market.

### Bibliography /5

This is a list of the websites you used.

Eg

- <https://www.britannica.com/biography/Jony-Ive>
- <https://www.moma.org/artists/25843#exhibitions>
- [https://en.wikipedia.org/wiki/Jony\\_Ive](https://en.wikipedia.org/wiki/Jony_Ive)

**PART A: INDEPENDENT DESIGN PROJECT MAKING TASK (30%)**

Criteria for assessment and marking/rubric:

<ul style="list-style-type: none"><li>• All design aspects of the project are complete from planning to final product to a high standard.</li><li>• The project design drawings demonstrate the implementation of unique and innovative design principles.</li><li>• The project design accurately reflects students' own characteristic design development.</li><li>• Describes all Work Health &amp; Safety measures taken in the creation of the designed work.</li></ul>	27 - 30
<ul style="list-style-type: none"><li>• All design aspects of the project are complete from planning to final product.</li><li>• The project design drawings demonstrate the implementation of innovative design principles.</li><li>• The project design reflects students' own characteristic design development.</li><li>• Describes Work Health &amp; Safety measures taken in the creation of the designed work.</li></ul>	20 - 26
<ul style="list-style-type: none"><li>• The majority of design aspects of the project are complete from planning to final product.</li><li>• The project design drawings demonstrate the implementation of fundamental design principles.</li><li>• The project design reflects students' own characteristic design development with ideas drawn from others.</li><li>• Describes 70% of Work Health &amp; Safety measures taken in the creation of the designed work.</li></ul>	13 - 19
<ul style="list-style-type: none"><li>• Some design aspects of the project are complete from planning to final product.</li><li>• The project design demonstrates a limited attempt to use design principles.</li><li>• Project design development has been mostly drawn from others' work.</li><li>• Describes 50% of Work Health &amp; Safety measures taken in the creation of the designed work.</li></ul>	7 - 12
<ul style="list-style-type: none"><li>• Project design is incomplete and designs are basic sketches and show a limited attempt.</li><li>• Attempts to describe some Work Health &amp; Safety measures taken in the creation of the designed work.</li></ul>	1 - 6
<ul style="list-style-type: none"><li>• Non-attempt or does not meet required outcomes.</li></ul>	0

**PART B: WRITTEN RESEARCH TASK 10%)**

Criteria for assessment and marking/rubric:

<ul style="list-style-type: none"> <li>• All components of the written task are completed to a high standard.</li> <li>• Research thoroughly explores the roles the designers' work has played in the world.</li> <li>• Explores how narrative and history can be used in the creation of meaningful designed works.</li> <li>• Explores the importance of consumer and audience response in the creation of designed works.</li> </ul>	9 - 10
<ul style="list-style-type: none"> <li>• All components of the written task are completed.</li> <li>• Research explores the roles the designers' work has played in the world.</li> <li>• Explores how narrative or history can be used in the creation of designed works.</li> <li>• Explores consumer and audience response in the creation of designed works.</li> </ul>	7 - 8
<ul style="list-style-type: none"> <li>• 70% of the written task components are completed.</li> <li>• Research indicates the world response to the designer's work.</li> <li>• Mentions how narrative or history can be used in the creation of designed works.</li> <li>• Mentions consumer and audience importance in the creation of designed works.</li> </ul>	5 - 6
<ul style="list-style-type: none"> <li>• 50% of the written task components are completed.</li> <li>• Makes a reference to the world response to the designer's work.</li> <li>• Makes a reference to how narrative or history can be used in the creation of designed works.</li> <li>• Makes a reference to consumer and audience importance in the creation of designed works</li> </ul>	3 - 4
<ul style="list-style-type: none"> <li>• Student has made a limited attempt to complete the written task.</li> <li>• Written task makes minimal reference to different world perspectives in the creation of designed works.</li> </ul>	1 - 2
<ul style="list-style-type: none"> <li>• Non-attempt or does not meet required outcomes.</li> </ul>	0

Task Feedback:

Teacher Signature:

Date:

Task Mark

Task Rank

Cumulative Rank

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