

MANILLA CENTRAL SCHOOL - ASSESSMENT TASK NOTIFICATION

Year 11 - 2024

Visual Design

Mr. Galloway/Mr. Van Doesburg



Task Number: 2

Notification Date: 01/05/2024

Weight: 40%

Due Date: Wednesday 15/05/2024

Term 2, Week 3 to Mr Galloway by 3.20 pm

OUTCOMES ASSESSED

**DM1:** generates a characteristic style that is increasingly self-reflective in their design practice

**DM2:** explores concepts of designer/designer, kinds of designed works, interpretations of the world and audience/consumer response in their making of designed works

**DM4:** investigates different points of view in the making of designed works

**CH2:** investigates the roles and relationships among the concepts of designer/designer, work, world and audience/consumer in 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

**Product Packaging Design Making Task**

Students are to design and create a product packaging.

**Written Research Task: Designer Study**

Students complete a written research task on the product designer Jony Ive.

TASK INSTRUCTIONS

This assessment task is split into 2 sections: Part A and B.  
Both parts must be completed:

**Part A) (25%)**

Students are to design and create a product packaging design based on the units of work that have been explored this semester. The product packaging is to be made/constructed during class time. All design, research and dimensional drawings are also to be submitted as evidence of the design process.

**Part B) (15%)**

Students are to complete written research tasks using the attached Designer Study template on Jony Ive. Upon completion of the questions in the template, students should delete the questions themselves- leaving behind a single written task.

Parts A and B should be completed and returned to class teacher by 3.20pm on Wednesday, 15<sup>th</sup> of May, 2024.

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

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

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

# DESIGNER STUDY

**Jony Ive**

Mark /40

Designer



Designs by Jony Ive

## INTRODUCTION

*Jony Ive is a British-American designer. Ive is best known for his work at Apple Inc., where he served as senior vice president of industrial design and chief design officer. He has been serving as chancellor of the Royal College of Art in London since 2017.*

**Some useful Links:**

<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)

**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: PRODUCT PACKAGING DESIGN MAKING TASK (25%)**

Criteria for assessment and marking/rubric:

<ul style="list-style-type: none"> <li>● All design aspects of the product packaging are complete from planning to final product to a high standard.</li> <li>● The product packaging and design drawings demonstrate the implementation of unique and innovative design principles.</li> <li>● The product packaging accurately reflects students' own characteristic design development.</li> </ul>	<b>21 -25</b>
<ul style="list-style-type: none"> <li>● All design aspects of the product packaging are complete from planning to final product.</li> <li>● The product packaging and design drawings demonstrate the implementation of innovative design principles.</li> <li>● The packaging design reflects students' own characteristic design development.</li> </ul>	<b>15-20</b>
<ul style="list-style-type: none"> <li>● The majority of design aspects of the product packaging are complete from planning to final product.</li> <li>● The product packaging or design drawings demonstrate the implementation of fundamental design principles.</li> <li>● The packaging design reflects students' own characteristic design development with ideas drawn from others.</li> </ul>	<b>10-14</b>
<ul style="list-style-type: none"> <li>● Some design aspects of the product packaging are complete from planning to final product.</li> <li>● The design drawings or product packaging demonstrate a limited attempt to use design principles.</li> <li>● Packaging design development has been mostly drawn from others' work.</li> </ul>	<b>6-9</b>
<ul style="list-style-type: none"> <li>● Product packaging is incomplete and designs are basic sketches and show a limited attempt.</li> </ul>	<b>1-5</b>
<ul style="list-style-type: none"> <li>● Non-attempt or does not meet required outcomes.</li> </ul>	<b>0</b>

**PART B: WRITTEN RESEARCH TASK (15%)**

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>	<b>13 - 15</b>
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<ul style="list-style-type: none"> <li>Generates sophisticated ways to interpret and explain design</li> </ul>	
<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> <li>Generates significant ways to interpret and explain design</li> </ul>	10 - 12
<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> <li>Generates ways to interpret and explain design</li> </ul>	7 - 9
<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> <li>Generates basic ways to interpret and explain design</li> </ul>	4 - 6
<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 - 3
<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

