

# UNIT ONE: Designer Light

---



Develops  
evidence for  
EXTERNAL  
ASSESSMENTS

**AS 91337 v2 (2.33) 3 Credits**

**Use visual communication techniques to generate design ideas.**

Supports  
INTERNAL  
ASSESSMENTS

**AS 91340 v2 (2.33) 3 Credits**

**Use the characteristics of a design movement or era to inform own design ideas.**

**AS 91342 v2 (2.35) 6 Credits**

**Develop a product design through graphics practice.**

---

DUE: Your **Research** MUST be handed in: **WEEK 5, TERM 1**

DUE: Your **Final Design** MUST be handed in: **WEEK 1, TERM 2**

---

## Background:

*Te Papa is in the process of collaborating a lighting exhibition for 2015 that will explore and display a range of the different design movements and era's throughout time.*

Local designers are contributing to the exhibition by producing their **own interpretation of a moveable lamp** that will be put on display alongside original pieces of design from around the world.

## Context:

You have been selected to contribute to the up and coming lighting exhibition at Te Papa next year.

## Specifications:

- You are to produce an innovative lamp design that is functional and moveable along with representing the aesthetics that are characterised in your chosen design movement or era.
- Your design needs to integrate design principles and take into account the environmental conditions (such as conditions of use, ergonomics, user friendliness, fit for purpose, safety etc).
- The lamp should stand on the floor or be presented on a side table next to or in front of the other exhibits.

## Project Requirements:

You need to create a portfolio of design work that shows the generation and development of ideas for a Designer Lamp that interprets and embeds the identified characteristics of your chosen design movement or era.

In your portfolio you will apply visual communication and design techniques and knowledge to initiate, explore, and refine your ideas. Your portfolio must show the progression of your design ideas and could include visual diaries, sketches, drawings, models, photographs, digital media, display boards, or installations, supported by annotations as required. Creating your portfolio involves four stages:

1. Initial research
2. Initial ideas
3. Ideas development
4. Final Design

## 1. Initial Research:

### a) choosing your DESIGN MOVEMENT:

Select one of the movements below. Explore its characteristics, the historical/cultural era, and any designers and architects who influenced it.

#### ORGANIC:

*Frank Lloyd Wright, Alvar Aalto, Antoni Gaudi, Hundertwasser, Eero Saarinen*

#### POST MODERNISM:

*Aldo Rossi, Michael Graves, Cesar Pelli, Mario Botta, Ettore Sottsass*

#### DECONSTRUCTIVISM:

*Frank Gehry, Daniel Libeskind, Zaha Hadid, Peter Eisenman, Ron Arad*

#### MINIMALISM:

*Mies van der Rohe, Tadao Ando, John Pawson, Alberto Campo Baeza*

#### BRUTILISM:

*Paul Rudolph, Erno Goldfinger, Basil Spence, Denys Lasdun*

.....

**Collect images** (photographs and/or drawings) of significant buildings, furniture, or product designs that display typical characteristics of your selected design movement.

**Analyse the work** to describe specific design principles (for example, aesthetics, function) and the elements of design derived from these principles (for example, shape, form, line, rhythm, balance, colour, harmony and contrast, user friendliness, durability).

**Explain the influences** (cultural, historical, societal, and technological) that define the design movement. This could include relating the key design features and ideas to what was happening in society at the time.

**Identify key design features & ideas** that characterise the design movement.

## 1. Initial Research:

### b) Chosen **DESIGN MOVEMENT** or **ERA** exploration

- Explore the characteristics of your chosen movement/era, as well as the historical/cultural context and the designer/architects who influenced it.
- Collect a range of images (and include your own interpretational drawings) of significant designs and designers that display characteristics typical to your chosen movement/era across all design disciplines. For example Architecture, Art, Fashion, Poster designs and Product designs.
- Explain the elements of design that characterise your chosen movement/era.
- Describe the social factors (historical, cultural, societal and technological) that might have influenced your chosen movement/era.

Present the information you have gathered on **3 or more A3 slides** as your initial research project, including **your own interpretational drawings** that will inform your design.

.....

## 2. Initial Ideas - integration of chosen style

Generate some initial design ideas for your 'Designer Lamp, these ideas should be inspired by existing characteristics and themes identified in your research about your chosen design movement/era. It is very important to think about how you can interpret and embed the characteristics your chosen design movement/era into your own designs.

*Present these initial ideas through the use of visual modes such as sketches and mock-ups with support by annotations where required.*

### 3. Idea Development

Refine and review your initial ideas towards a preferred idea.

#### Explain your choices.

Explore, refine and review your selected idea (or combination of ideas), with further research into lighting to help you integrate and embed identifying characteristics with your own design ideas in aesthetic and functional ways.

- Developing your ideas should be informed by the design principles and any influences (cultural, historical, societal, and technological) that are associated with your chosen design movement or era.
- This includes thinking about elements of design such as shape, form, rhythm, balance, proportion, colour and contrast, durability, stability, flexibility/rigidity.
- You need to also think about the influence of environment (end use/ user, such as conditions of use, ergonomics, user friendliness, fit for purpose, safety etc) on your design.

*NOTE: Support annotations can be used where necessary, but visual communication techniques and approaches used must clearly communicate your design thinking.*



above: Stockholm-based **Note Design Studio** has created a series of lamps wrapped in pastel-coloured textiles for Swedish brand **Zero**

## 4. Final Design

Produce appropriate instrumental drawings which explain your final design ideas. These are **'Multi-view Orthographic' drawings**.

Multi-view orthographic drawings must include a minimum of three views and one of these views must be a sectional view or auxiliary view or true shape or surface development as appropriate to the design brief.

These drawings must meet accepted conventions including:

- Drawn to a recognised scale with dimensions to confirm the scale.
- Line-types
- Reference lines
- Projection lines
- Labelled views
- Orthographic symbol
- Correct dimensioning and lettering
- Sectional notation
- Title block with Name, Date, Title and Scale
- Projection planes and lines
- Reflection lines



*left:* **Christopher Boots** light series called **ASTERIX**



*right:* Christmas lights designed by **Teresa Sapey** for **Calle Serrano**

# END OF UNIT 1 CHECKLIST

Make sure you have provided EVERYTHING listed here when you hand in this unit!

.....

My project contains the following:

	TICK	DATE
Chosen Movement / Era		
Timeline and Technology of chosen Movement / Era		
Notable Designers of chosen Movement / Era		
Stated traits of chosen Movement / Era		
Inspiration drawings from your chosen Movement / Era		
Movement Drawings		
Lamp Research page		
Concepts		
Development - form		
Development - function		
Development - materials		
Final Design Sketch + Evaluation		

## DUE 5th of May

- WEEK 1, TERM 2 -

## Assessment Schedule AS 91337

Marking Schedule v2 - (1.30) **EXTERNAL**

*Use visual communication techniques to generate design ideas.*

Achievement	Merit	Excellence
Use <b>visual communication</b> techniques to generate design ideas.  • <i>I have used techniques to explore the <b>functional</b> + <b>aesthetic</b> qualities of the design to generate design possibilities.</i>	Use <b>visual communication</b> techniques skillfully to generate design ideas. (As for achieved, as well as)  • <i>I have used techniques to explore in detail the <b>functional</b> + <b>aesthetic</b> qualities of the design to generate divergent design possibilities.</i>	Use <b>visual communication</b> techniques effectively to generate design ideas. (As for merit, as well as)  • <i>I have used techniques to comprehensively explore the <b>functional</b> + <b>aesthetic</b> qualities of the design to reflect on and extend divergent design possibilities.</i>

### Functional qualities should include:

**(circle when you have used)**

Operation eg: movement & ergonomics / construction eg: material & assembly / size, scale & proportion

### Aesthetic qualities should include:

**(circle when you have used)**

colour / tone / texture / pattern / shape / balance / surface finish / etc

### Visual communication techniques should include:

**(circle when you have used)**

sketching / rendering / modelling & mock-ups / collage & overlays / digital software



Assessment Schedule 91342 v2

Design and Visual Communication (2.35) **INTERNAL**

Develop a product design through graphics practice.



Achievement	Merit	Excellence
<p>Develop a product design through graphics practice.</p> <ul style="list-style-type: none"><li>• I have explored and refined design ideas that draw on product design knowledge.</li><li>• I have made design judgements on the positive and/or negative aspects of aesthetic and functional features of the design in response to the brief.</li></ul>	<p>Clearly develop a product design through graphics practice.</p> <ul style="list-style-type: none"><li>• I have reviewed and refined design ideas that incorporate product design knowledge.</li><li>• I have made design judgements on relevant features of the design, in response to the brief, that inform the progression of the design ideas.</li></ul>	<p>Effectively develop a product design through graphics practice.</p> <ul style="list-style-type: none"><li>• I have reviewed and refined well-considered design ideas that integrate product design knowledge throughout the development.</li></ul>



Assessment Schedule 91340 v2

Design and Visual Communication (2.33) **INTERNAL**

Use the characteristics of a design movement or era to inform own design ideas

Achievement	Merit	Excellence
Use the characteristics of a design movement or era to inform own design ideas.	Use the characteristics of a design movement or era to clearly inform own design ideas.	Use the characteristics of a design movement or era to effectively inform own design ideas.
<ul style="list-style-type: none"><li>• I have described the way elements of design are used within the design movement or era.</li><li>• I have described the social factors that influenced the design movement or era.</li><li>• I have generated design ideas that incorporate the identified characteristics of a design movement or era.</li></ul>	 <ul style="list-style-type: none"><li>• I have explained the elements of design that characterize the design movement or era.</li><li>• I have generated design ideas where it is evident that the identified characteristics of the design movement or era have been linked to the design ideas in a considered manner.</li></ul>	 <ul style="list-style-type: none"><li>• I have generated design ideas where it is evident that the identified characteristics of the design movement or era have been interpreted and embedded into the design ideas.</li></ul>