

UNIT ONE: Designer



Develops
evidence for
EXTERNAL
ASSESSMENTS

AS 91063 (1.30) 3 Credits

Produce freehand sketches that communicate design ideas

Supports
INTERNAL
ASSESSMENTS

AS 91067 v2 I (1.34) 3 Credits

Use the work of an influential designer to inform design ideas.


DUE DATE: Your work **MUST** be handed in: **20th MAY 2017**

Background:

As a designer, it is important to know the history of design and where the different styles of design came from.

Brief:

Select a designer that you find interesting and research their background, style, influences and work to gain a greater understanding of their journey and features as an artist. Use this information to design a Bird Home for the Horowhenua Lake conservation programme.



1. Initial Research

a) Choosing your inspiration

You will be designing a protective bird enclosure for the Horowhenua Conservation Programme that is inspired/influenced by a New Zealand artist/designer. First you need to identify and research an artist/designer and present the information you collect to your class.

A list of suggested designers is given below; if you wish to choose an alternative designer then you must clear it with Miss Rouse first!

Influential Designers:

Frank Lloyd Wright
Mies van der Rohe
Ettore Sottsass
Ron Arad
Norman Foster

Santiago Calatrava
Hundertwasser
Tadao Ando
Zaha Hadid
Charles and Ray Eames

- Which designer have you chosen?

Basic info about your designer with a quote from them. What inspired your designer to create their work?

- Why is your designer famous?

What are some traits your designer has in their work? (curves, natural designs, grass, straight lines, boxes etc)

- Analyse 2 examples of your designer's works using aesthetic and functional terminology.

- What technology influenced your designer?

You will need to look at the years they designed, and do some research into what they could use. ie: Computers? Machines? Materials etc

- What do you need to have in your work to make it link back to your designer?

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 designer stated		
Chosen designer reason		
Bio of chosen designer		
Education of chosen designer		
Traits of chosen designer		
Technology at the time of the designer		
2x Examples of the designers work with annotations using design terminology		
Interpretive sketches of the designers work		

DUE 3 March, 2017

- Week 5, Term 1 -



Assessment Schedule 91067 v4

Design and Visual Communication (1.34) - **INTERNAL**

Use the work of an influential designer to inform design ideas.

Achievement	Merit	Excellence
Use the work of an influential designer to inform design ideas.	Use the work of an influential designer to clearly inform design ideas.	Use the work of an influential designer to effectively inform design ideas.
<ul style="list-style-type: none"> • <i>Research on a selected designer has been a collated and presented; identifying the aesthetic and/or functional characteristics that are typical of their work. This could include sketches, and different forms of information including images, quotes and student qualitative judgments and design notes.</i> • <i>Student has used the work of an influential designer to inform design ideas by recognising the aesthetic and/or functional characteristics of an influential designer's work in design ideas.</i> • <i>Student has produced design sketches that use the aesthetic and/or functional characteristics of an influential designer's work in their design ideas.</i> 	<p>Research on a selected designer as Achieved states, and as well:</p> <ul style="list-style-type: none"> • <i>Student has used the work of an influential designer to clearly inform design ideas by integrating aesthetic and functional characteristics of an influential designer's work in the development of design ideas</i> • <i>Student has produced design sketches that integrate the aesthetic and functional characteristics in a range of ideas that are explored and refined. Supported by qualitative judgments and notes that explain how the designers work clearly informs own ideas.</i> 	<p>Research on a selected designer as Merit states, and as well:</p> <ul style="list-style-type: none"> • <i>Student has used the work of an influential designer to effectively inform design ideas by integrating aesthetic and functional characteristics of an influential designer's work in the development of design ideas in ways that are meaningful to the context specified in the design brief.</i> • <i>Student has produced design sketches that integrate the aesthetic and functional characteristics in a range of ideas that are explored and refined.</i> • <i>Supported by qualitative judgments and notes that explain how the designers work clearly informs own ideas in ways that are appropriate to the context specified in the brief. The work of the designer and students own ideas are combined and meet the specifications of the brief.</i>