

The design process

Key words

Design Brief - A short statement of intent.

Client- This is the person that you are designing for.

Target audience- The group of people that you are designing for.

Specification - A list of things that need to be included in your designs.

Initial ideas- These are the drawings of your design ideas

Prototype- These are models of the design to help identify any problems.

Year 10 Art and Design Term 1

Marks		Assessment Objective 1
		Develop ideas through investigations, demonstrating critical understanding of sources.
		RESEARCH-IMAGES & ARTISTS
9	24 Convincingly	An exceptional ability to effectively develop ideas through creative and purposeful investigations.
	23 Clearly	An exceptional ability to engage with and demonstrate critical understanding of sources.
	22 Adequately	
	21 Just	
20 Convincingly	A highly developed ability to effectively develop ideas through creative and purposeful investigations.	
8	19 Clearly	A highly developed ability to demonstrate critical understanding of sources.
	18 Adequately	
7	17 Just	A consistent ability to effectively develop ideas through purposeful investigations.
	16 Convincingly	
6	15 Clearly	A consistent ability to demonstrate critical understanding of sources.
	14 Adequately	
5	13 Just	A moderate ability to effectively develop ideas through purposeful investigations.
	12 Convincingly	
4	11 Clearly	A moderate ability to demonstrate critical understanding of sources.
	10 Adequately	
3	9 Just	Some ability to develop ideas through purposeful investigations.
	8 Convincingly	
2	7 Clearly	Some ability to demonstrate critical understanding of sources.
	6 Adequately	
1	5 Just	Minimal ability to develop ideas through investigations.
	4 Convincingly	
X	3 Clearly	Minimal ability to demonstrate critical understanding of sources.
	2 Adequately	
0	1 Just	Work not worthy of any marks.
	0	

Marks		Assessment Objective 3
		Record ideas, observations and insights relevant to intentions as work progresses. IDEAS, OBSERVATIONAL DRAWINGS & EXPLANATIONS
9	24 Convincingly	An exceptional ability to skillfully and rigorously record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	23 Clearly	
	22 Adequately	
	21 Just	
8	20 Convincingly	A highly developed ability to skillfully record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	19 Clearly	
7	18 Adequately	A consistent ability to skillfully record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	17 Just	
6	16 Convincingly	A moderate ability to skillfully record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	15 Clearly	
5	14 Adequately	A moderate ability to demonstrate critical understanding of sources.
	13 Just	
4	12 Convincingly	Some ability to record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	11 Clearly	
3	10 Adequately	Minimal ability to record ideas, observations and insights through drawing and annotation, and any other appropriate means relevant to intentions, as work progresses.
	9 Just	
2	8 Convincingly	Minimal ability to demonstrate critical understanding of sources.
	7 Clearly	
1	6 Adequately	Work not worthy of any marks.
	5 Just	
X	4 Convincingly	Work not worthy of any marks.
	3 Clearly	
0	2 Adequately	Work not worthy of any marks.
	1 Just	
0	0	Work not worthy of any marks.
	0	

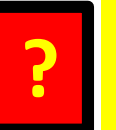
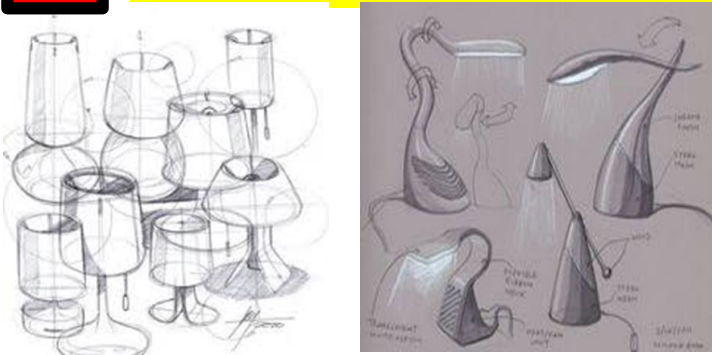


Can you IDENTIFY what you need to do to achieve to the best of your ability?

What do you need to do to IMPROVE?



Can you EXPLAIN at least 3 key words that are related to the DESIGN PROCESS.



How can you present your design ideas. Have you used at least 2 different techniques?