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.

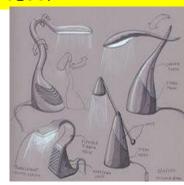
Initial ideas - These are the drawings of your design ideas

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



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?

Year 10 Art and Design Term 3

			M
		Assessment Objective 1	
Marks		Develop ideas through	Ш
		investigations, demonstrating critical	
		understanding of sources.	l⊢
		RESEARCH-IMAGES & ARTISTS	
9	24 Convincingly	An exceptional ability to effectively	_9
	23 Clearly	develop ideas through creative and	
	22 Adequately	purposeful investigations.	
	21 Just	An exceptional ability see to engage with	—
	21 Just	and demonstrate critical understanding	Ш.
		of sources.	
	20 Convincingly	A highly developed ability to effectively	\vdash
8	19 Clearly	develop ideas through creative and	Ш
	18 Adequately	purposeful investigations.	
_	17 Just	A highly developed ability to	
7	17 3030	demonstrate critical understanding of	
		sources.	! Ш
6	16 Convincingly	A consistent ability to effectively	
5	15 Clearly	develop ideas through purposeful	I Ш
	14 Adequately	investigations.	
	13 Just	A consistent ability to demonstrate	Ш.
4		critical understanding of sources.	!
-	12 Convincingly	A moderate ability to effectively	
	11 Clearly	develop ideas through purposeful	
	10 Adequately	investigations.	H :
3	9 Just	A moderate ability to demonstrate	
		critical understanding of sources.	l⊢
	8 Convincingly	Some ability to develop ideas through	
2	7 Clearly	purposeful investigations.	
	6 Adequately	Some ability to demonstrate critical	
<u> </u>	5 Just	understanding of sources.	
1	Just	anderstanding or sources.	
	4 Convincingly	Minimal ability to develop ideas	lL.
	3 Clearly	through investigations.	
х	2 Adequately	Minimal ability to demonstrate critical	Ш
	1 Just	understanding of sources.	
	0	Work not worthy of any marks.	11

			Assessment Objective 3
	Marks		Record ideas, observations and insights
\neg	1		relevant to intentions as work progresses.
4			IDEAS, OBSERVATIONAL DRAWINGS &
			,
ıl			EXPLANATIONS
		24	An exceptional ability to skillfully and
		Convincingly	rigorously record ideas, observations and
9		23 Clearly	insights through drawing and annotation,
		22 Adequately	and any other appropriate means relevant
	اع	21 Just	to intentions, as work progresses.
		223030	to intentions, as work progresses.
g y _		20	A highly developed ability to skillfully record
	8	Convincingly	ideas, observations and insights through
		19 Clearly	drawing and annotation, and any other
		18 Adequately	appropriate means relevant to intentions, as
	7	17 Just	work progresses.
		16	A consistent ability to skillfully record ideas,
	6	Convincingly	observations and insights through drawing
		15 Clearly	and annotation, and any other appropriate
	5	14 Adequately	means relevant to intentions, as work
		13 Just	progresses.
	4	12	A moderate ability to skillfully record ideas,
\neg		Convincingly	observations and insights through drawing
		11 Clearly	and annotation, and any other appropriate
	,	10 Adequately	means relevant to intentions, as work
	3	9 Just	progresses.
		8 Convincingly	Some ability to record ideas, observations
$\exists 1$	2	7 Clearly	and insights through drawing and
		6 Adequately	annotation, and any other appropriate
		5 Just	means relevant to intentions, as work
	1		progresses.
	1	4 Convincingly	Minimal ability to record ideas, observations
٦L		3 Clearly	and insights through drawing and
x		2 Adequately	annotation, and any other appropriate
		1 Just	means relevant to intentions, as work
	Х		progresses.
		0	
\dashv			
	ь	l	



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

What do you need to do IMPROVE?