S2 2012-13 Design Unit

Design Brief - SWATCH

You are going to produce a new design or series of designs for the Swatch Watch company. They will be based on:

1. ***INSECTS***
2. ***MUSIC/ MUSICAL INSTRUMENTS***
3. ***MACHINERY***
4. ***MARINE ANIMALS or CREATURES***

TASK

Produce a watch design suitable for outdoor activities or sports e.g. mountain biking, running or watersports.

AIM

The aim of this unit is to improve your design skills and to familiarise yourselves with designers

**You have just 6-8 weeks to complete this unit – that’s at most 16 lessons!**

P1 INVESTIGATIONS

***2+ investigation studies*** (one for homework)of a natural form idea that might influence your design – **2 lessons**

***2+ market research pictures*** of watches, collected from magazines and newspapers **1 lesson**

***3-6 examples of***  original swatch watches, copied from cards provided, showing use of different materials – **2 lessons**

Don’t just pick the examples at random. Look for ones that are visually interesting in terms of colour, shape, pattern, layout etc.

Spend some time on your two studies – they need to be good quality as you will need to work from them later

**WHAT GETS MARKS? - *GOOD IDEAS***

P2 DEVELOPMENTS

***2+ Developments of your ideas***, experimenting a bit with how you are going to produce your final piece – **3 -4 lessons**

You should develop and improve:

* Layout ideas
* Image ideas
* Pattern/colour/shape ideas

Your designs **MUST** use ideas from your first page

This page should show how your ideas develop from the original source to your final idea – step-by-step

It should contain at least **two** **distinctly different** responses to the design brief.

You should think about colour, shape, pattern and layout in your ideas.

**WHAT GETS MARKS? - *CREATING 2 CLEVER DESIGNS***

P3 FINAL SOLUTION

***1 Good Quality Final Piece*** – on a larger scale – 4 lessons

* Decide on your final design.
* Adjust your design if you need to.
* This one really gets marked on its quality so leave yourself enough time to do a good job of it!

**WHAT GETS MARKS?- *PRODUCING HIGH QUALITY WORK***

P4 DESIGNER PAGE

* Produce an ***information page*** on the designer, ***Phillipe Starck***
* Include a biography his life & printouts of 2 different types of designs he produced. **1 lesson**
* A descriptive discussion about one of his designs **1 lesson**
* ***At least 1 drawing investigation study*** of a ***Phillipe Starck*** design **1 lesson**
* Examples of good design collected from magazines and newspaper supplements
* Glue or Staple your information to the A3 page in a visually attractive manner.

**Due Date of Unit: 26th April**

**WHAT GETS MARKS? - ORIGINAL PERSONAL RESPONSE/GOOD LAYOUT**