Design

Unit 2, Topic 1 assessment instrument

Assessment objectives

This assessment instrument is used to determine student achievement in the following objectives:

2. represent ideas and a design concept using ideation and/or schematic sketching in the develop phase
4. devise ideas using divergent thinking strategies in response to a design problem in the develop phase
5. synthesise ideas and design information to propose a design concept in the develop phase
6. evaluate the strengths, limitations and implications of ideas and design concepts against design criteria to make refinements

Note: Unit objectives 1, 3 and 7 are not covered in this assessment.
Subject: Design

Instrument no.: 3

Technique: Examination – Design Challenge

Unit: Unit 2: Commercial Design

Topic: Topic: 1 – Develop design

Conditions

Response type: Multimodal: folio & prototype

Time: One Hour

Perusal: 15 Minutes

Word length: Four A3 Pages

Seen/unseen:
• Unseen written stimulus
• Seen visual stimulus

Other:
• Stimulus materials: One A3 sheet of visual stimulus provided 24 hours prior to examination
• All work to be completed individually

Instructions

Student responses must be completed individually, under supervised conditions, and in a set timeframe. The visual stimulus is provided 24 hours prior to the examination. The written stimulus (design brief) is provided during planning time.

Students require the following equipment to complete the examination
• black ink pen and black felt-tip pen
• 2B pencil
• sharpener
• eraser
• a set of coloured pencils or pens

Task

Using the develop phase of the design process, respond to the design brief and visual stimulus. The response should include:
• ideas devised in response to the design brief
• evaluation of ideas against the design criteria to make refinements
• synthesis of ideas to propose a design concept
• representation of ideas and a design concept using ideation and/or schematic sketching

Stimulus

One A3 sheet of visual stimulus (see attached sheet).

Unseen written stimulus

One of the world’s largest communication companies, Apple, has decided to expand their technologies to take a piece of the console market. Today there are many competitive brands that offer a range of diverse and exciting experiences which are mainly aimed at the 12 to 20 year old demographic. Many of the current consoles allow for multiple players, while also offering on-line game play. Portability is also another key point for all console manufacturers to consider, allowing for a greater social aspect.

Design criteria

The proposed solution must:
• Use the elements and principles of design to create a possible ‘Apple Console’.
• Incorporate the company logo in some shape or form
• Keep in line with the company’s slogan – ‘Think Different’
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<thead>
<tr>
<th>Criterion</th>
<th>Marks allocated</th>
<th>Result</th>
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<tbody>
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<td>Devising</td>
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<tr>
<td>Assessment objective 4</td>
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<tr>
<td>Synthesising and evaluating</td>
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<td>Assessment objectives 5, 6</td>
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<td>Representing and communicating</td>
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