Design 2021

FA3 Assessment instrument

May 2021

Project

Assessment objectives

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

1. describe the features that define a commercial design problem and design criteria based on the requirements of a client and the principles of good design.
2. represent ideas and a design concept using ideation and/or schematic sketching, and low-fidelity prototyping in the develop phases.
3. analyse needs and wants using secondary data about the client, existing designed solutions and a social and cultural influence.
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 against design criteria to make refinements.
7. make decisions about and use visual, written and spoken communication to present a design brief and design proposal to a client.

Subject	Design		
Technique	Project		
Unit	Unit 2: Commercial Design		
Topic	Topic 1: Explore – client needs and wants Topic 2: Develop – collaborative design		
Conditions			
Duration	9 weeks		
Mode	Multimodal	Length	• Part A: 8 – 10 A3 pages • Part B: one A3 page (maximum of 300 words) • Part C: one A3 page
Individual / Group	Group	Other	➢ the Cover page, table of contents and reference list are not included in the page count. ➢ Schools implement authentication strategies that reflect QCAA guidelines.
		Submission Date	Fri 27th August 2021

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Resources available	Design Portal, Room 229, PCs, Nelson Textbook

Context

The context of this project is commercial design. Fundamental to commercial design is the principle that design is a commercial endeavour that requires designers to respond to the needs and wants of clients in consideration of economic, social or cultural factors.

Your client in this project will be a company called **Xanadu Ltd**. Xanadu have several restaurants around the world that offer the public a place to eat, drink, socialize and be entertained. Sunshine Coast Council have approved a bid by Xanadu to build a new restaurant at Caloundra Beach. They have purchased a 30m x 20m parcel of land, next to Ormonde Terrace, on which to develop their establishment. Part of the sales pitch that won Xanadu the opportunity to develop their restaurant, was that it would offer reasonably priced, good quality food that celebrates Australia's multi-cultural society. Xanadu have also assured the Sunshine Coast Council that the restaurant will be environmentally friendly, making use of recycled shipping containers in its construction and utilising sustainable design practices.

Task

Xanadu Ltd requires you to design a restaurant at Caloundra Beach. The design should reflect the multi-cultural nature of Australia, include at least one shipping container in its construction and utilise sustainable design practices. The restaurant should allow customers to socialize, be entertained, eat and drink in a safe, vibrant and multi-cultural environment.

You must use a collaborative design approach to explore the need, and develop a design proposal for Xanadu Ltd. You are required to:

- work as part of a design team.
- as a team, collect secondary data relating to the use of shipping containers, restaurants, pop up cafés and bars and also investigate what social and cultural perspectives need to be considered.
- work individually in the explore and develop phases to respond to the need.
- share design ideas and evaluate other team members' design ideas.
- work individually to develop your own design concept, taking into consideration the evaluation of your design ideas done by team members.
- use appropriate software, to create a high quality representation of your concept proposal.

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To complete this task, you must:

Part A — visual documentation of the design process

- represent ideas and a design concept using drawing and/or low-fidelity prototyping in the explore and develop phases.

- analyse the need, using secondary data about restaurants, cafes and the social and cultural needs of the multi-cultural residents of Caloundra.

- include ideas devised in response to the problem using divergent thinking strategies in the develop phase of the design process.

- synthesise your ideas to propose a design concept.

- evaluate the strengths, limitations and implications (SLI) of
  - a team member's ideas against their design criteria.
  - your ideas and design concept against your design criteria to make refinements that improve ideas, including:
    - written or spoken notes referenced to relevant drawings and/or low-fidelity prototypes.
    - changes or amendments to drawings and/or low-fidelity prototypes.

- acknowledge secondary sources (references for images and text) and the contributions of others, and document progressive development.

Part B — written design brief and criteria

- describe
  - the features that define the problem
  - design criteria based on client requirements and the principles of good design
- communicate using written features, design language and conventions.

Part C — design proposal presented with a spoken pitch (live or virtual) for the client

- evaluate how well the design concept satisfies the design criteria
- communicate a visual presentation of the design concept, using illustrations that may be supported by photographs or video of low-fidelity prototypes.

Stimulus

see additional information on Design Portal

Checkpoint

☐ Week 1 Term 3: Submission of student draft, including evidence of the written design brief and criteria.

☐ Week 5 Term 3: Submission of student draft, including evidence of devised and synthesised designs.

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Criterion	Marks Allocated	Result
Exploring Assessment objective 1, 3	7	
Devising Assessment objective 4	5	
Synthesising and evaluating Assessment objectives 5, 6	5	
Representing and communicating Assessment objective 2, 7	8	
Total	**25**	