



Task Number	3	Task Name	Design Project Proposal and Written Task
Course	Yr 12 Visual Design	Faculty	CAPA
Teacher	Ms O'Sullivan	Head Teacher	Ms Hook
Issue date	7/5/25 Wednesday Week 2 (B)	Due date	21/5/25 Wednesday Week 4 (B)- In class
Focus (Topic)	Design Project Proposal	Task Weighting	10%

Outcomes

- CH1** generates in their critical and historical practice ways to interpret and explain design
CH2 investigates the roles and relationships among the concepts of artist/designer, work, world and audience/consumer in critical and historical investigations
CH3 distinguishes between different points of view, using the frames in their critical and historical investigations

Task Description

Critical and Historical Studies - 10%

You will need to create a design brief and explain your idea in a short presentation (no more than 5 minutes) to the teacher, using the scaffold provided on the google classroom (see attached). You **must** also upload a copy of your google slide presentation to the google classroom for marking.

Using the scaffold provided, include;

- The role of the designer and consumers
- Analysis of design proposal through one of the frames

See scaffold attached to guide the proposal and written task

Marking Guidelines- Case study

Outstanding – The submission reflects: <ul style="list-style-type: none">● An outstanding brief that clearly investigates and presents the role of the designer and consumers● Outstanding analysis of the design proposal through one of the frames● Ideas are sophisticated and well thought out	9-10
High – The submission reflects: <ul style="list-style-type: none">● An excellent brief that investigates and presents the role of the designer and consumers● Excellent analysis of the design proposal through one of the frames● Ideas detailed and well thought out	7-8
Sound – The submission reflects: <ul style="list-style-type: none">● A satisfactory brief that investigates and presents the role of the designer and consumers● Satisfactory analysis of the design proposal through one of the frames● Ideas are clear and thought out	5-6
Basic – The submission reflects: <ul style="list-style-type: none">● A simple brief that starts to investigate the role of the designer and consumers● Simple analysis of design proposal through one of the frames● Ideas are basic and are still being developed	3-4
Limited – The practical submission reflects: <ul style="list-style-type: none">● Little to no investigation of the roles of designers and consumers● Little to no analysis of the design proposal● Ideas are simple and not well communicated	E 1 - 2
Late submission – no misadventure Assessment not submitted	Parental notification

MARK /10

FEEDBACK: