

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

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NATIONAL CERTIFICATE MODULE DESCRIPTOR

-Module Number- 0071804 **-Session-** 1987-88
-Superclass- JC

-Title- **WORKING TO A COMPETITION DESIGN BRIEF**

-DESCRIPTION-

Purpose This module was designed for the second year of a two-year full-time course in fashion technology. However it can be used in similar programmes using other design skills, eg. ceramics, silversmithing, graphics, engineering. It introduces the student to the concept and requirements of working to a brief and develops the student's self-management and organisational skills, in addition to fostering the notion of professional standards.

Preferred Entry Level 0061720 Drawing Skills: Analytical Drawing
0061702 Two Dimensional Design: Basic Skills or Standard Grade 3 Art and Design
0061003 Communications 3 or Standard Grade 3 English

Learning Outcomes The student should:

1. understand the nature of a competition design brief;
2. produce working drawings reflecting a variety of approaches to a brief;
3. prepare finished artwork for presentation to client.

Content/ Context Safe working practices should be adopted at all times. Current regulations regarding copy right or the acknowledgement of other people's work should be known and followed at all times.

Corresponding to the learning outcomes 1-3:

1. Various types of design briefs - competition, industrial, commercial, private commissions etc. Identification of different factors within a design brief:

Purpose: the designer understanding the requirements of the brief; ensuring a product which meets with the client's approval.

Limitations: products designed to comply with requirements of the brief; limitations to be considered: target market; cost: relevant to market, materials and production; deadline: working to planned time schedule.

2. Development of design ideas in relation to design briefs; research work to include sketches, annotated notes, photographs, etc. Information sources - current magazines, books, manufacturers catalogues, relevant publications. Exploration of a variety of solutions in the form of working drawings and studies of existing products.

Selection of optimum solution and production of finished art work from working drawings. Use of appropriate materials and presentation techniques eg. layout - window mounting, spray mounting. Explanatory notes, photographs and samples to offer additional information to the client.

Suggested
Learning and
Teaching
Approaches

The lecturer could present the students with a selection of design briefs either actual or simulated. These may include suitable industrial, commercial or competition type briefs. The student should discuss in depth the nature, different types and limitations of the briefs. Possible solutions may be discussed with examples available for comparison. The student will then be presented with one specific brief and will be asked to produce a sheet of working drawings interpreting the brief. To help with these initial ideas the lecturer could provide appropriate source material e.g. current magazines, manufacturers catalogues, relevant publications etc., but the student should be encouraged to gather as much of their own information as possible, perhaps some individual market research. The working drawings could be accompanied by notes to provide further information. At this stage the tutor should encourage discussion with the students as a group and a one to one basis to select possible solutions from the working drawings. The lecturer could give guidance on the final selection of designs. Before optimum solution have been selected the student should be encouraged to

examine once again the restrictions of the brief to ensure that final solution falls within the limitations.

Lecturers could discuss with students appropriate materials for presentation of finished art work and examples of different presentation approaches should be examined and discussed. A short demonstration of mounting techniques may be required. When art work is prepared for final presentation the students should practice role playing in pairs with one being the client and one the designer. The client would ask appropriate questions, the designer explain and justify. The lecturer could set up a formal role playing situation to create a realistic design atmosphere in which the students will present and defend their work to the client (actual or simulated).

Although it would be desirable to have an actual client present this is not essential. The client could be the lecturer or other colleagues situated within the college, school or community service. Throughout this module the lecturer should act as a coach trying to encourage and help the students expand their knowledge by making suggestions and showing examples. Any audio visual aids available within the work place may be used to demonstrate or record role playing situations.

Assessment
Procedures

Acceptable performance in the module will be the satisfactory achievement of the performance criteria specified for each Learning Outcome.

The following abbreviations are used below:

LO Learning Outcome
IA Instrument of Assessment
PC Performance Criteria

LO1 UNDERSTAND THE NATURE OF A COMPETITION DESIGN BRIEF

PC The student:

- (a) explains what a design brief is;
- (b) outlines the limitations of a specific brief;
- (c) explains the nature of different types of design briefs.

IA Restricted Response Questions.

The student will be presented with a brief containing five limitations and will be set three questions, each question relating to a different P.C.

Satisfactory performance will be that the student makes 2 valid points with regard to P.C. (a) identifies three limitations in the presented brief and lists and describes two different types of design brief.

The tutor may discuss a student's answers with him/her.

LO2 PRODUCE WORKING DRAWINGS REFLECTING A VARIETY OF APPROACHES TO A BRIEF.

PC The student:

- (a) collates information appropriate to the brief from a variety of sources;
- (b) selects a variety of design ideas from the source material;
- (c) develops design ideas into working drawings appropriate to the brief.

IA Practical Assignment.

The student will be given a brief containing five limitations and be asked to produce working drawings interpreting it.

Satisfactory achievement of the Learning outcome will be that the student:

- (i) produces and explains evidence from a variety of sources;
- (ii) selects and develops six working ideas interpreting the brief into drawings showing some evidence of originality and creativity.

LO3 PREPARE FINISHED ARTWORK FOR PRESENTATION TO CLIENT

PC The student:

- (a) selects optimum solution from working drawings;
- (b) selects appropriate media and equipment for finished artwork;
- (c) produces finished artwork;
- (d) produces a series of explanatory notes and samples to accompany artwork;

- (e) presents finished artwork in a professional manner to the client.

IA Practical exercise with simulation.

The tutor creates or solicits a brief which contains the following minimum limitations:

- (i) target market;
- (ii) materials;
- (iii) deadline;
- (iv) form of presentation of completed artwork.

The student is required to produce finished artwork interpreting the brief and present it in a professional manner to the client (simulated or actual). Satisfactory achievement of the Learning Outcome will be that the student produces artwork which complies with the brief and is acceptable to the client.