

#### 4.4.4.1 Section A: Identifying & investigating design possibilities (10 marks)

By analysing the contextual challenge students will **identify design possibilities**, investigate client needs and wants and factors including economic and social challenges. Students should also use the work of others (past and/or present) to help them form ideas. Research should be concise and relate to their contextual challenge. Students are also advised to use a range of research techniques (primary/secondary) in order to draw accurate conclusions. Students should be encouraged to investigate throughout their project to help inform decisions.

Mark band	Description
9 – 10	<p>Design possibilities identified and thoroughly explored, directly linked to a contextual challenge demonstrating excellent understanding of the problems/opportunities.</p> <p>A user/client has been clearly identified and is entirely relevant in all aspects to the contextual challenge and student has undertaken a comprehensive investigation of their needs and wants, with a clear explanation and justification of all aspects of these.</p> <p>Comprehensive investigation into the work of others that clearly informs ideas.</p> <p>Excellent design focus and full understanding of the impact on society including; economic and social effects.</p> <p>Extensive evidence that investigation of design possibilities has taken place throughout the project with excellent justification and understanding of possibilities identified.</p>

# Student guide - Additional Research – Designer Inspiration

## Introduction- Have you:

- Fully explained and justified why you are completing additional research into a designer. Explain which designer you have selected and why you have chosen them (*the designer should be from the provided list*).

## Designer inspiration- Have you:

- Created an inspiring moodboard of varied, relevant images of the designers work. This should include at least 20 images.
- Written information about the designer or style and moodboard (picked out a few pieces and explained why you have picked them in detail).
- Written a bullet point list or paragraph of the key features of the designer and moodboard using key vocabulary.
- Showed your client your moodboard and sketching and ask them what they like/dislike about the style or if there are any features they would like to see in a product.
- Created shape and pattern development using a range of pencil techniques (this should be primarily in drawing pencil but could include pops of colour). Try to include as much contrast in your work as possible.
- All work is written using detailed, justified sentences and sophisticated vocabulary.

## Possible extra ideas for inclusion:

- A potential colour palette you could use in your design work inspired by your chosen designer.
- Sketch some possible ideas for products, or pattern decoration on products that are inspired by this page (small, rough sketches with short annotation is fine).

## Summary- Have you:

- Summary of key findings from this page and what do you need to do next.



### Key vocabulary

- Aesthetic
- Inspiration
- Shape
- Form
- Pattern
- Creative
- Innovative

### **Use contrast and plan your layout**

- Light & Dark
- Solid & Void
- Thick & Thin
- Big & Small
- Angular & Curved
- Sharp & Blurred
- Rough & Smooth
- Bend & Straight

# Parent guide – Additional Research – Designer Inspiration

## Introduction to this page

This page allows students to continue their research into areas which may be a source of inspiration and direction for their project. Students should ideally select a designer from the list provided as these designers are named on the GCSE specification and students could have to write about them in their exam.

Students should use this page to identify the style, design philosophy and key features of their chosen designer. They should also complete some sketching work to identify the key patterns and shapes they associate with this designer.

This page should act as a source of inspiration once they start to design and a good design concept will show some influence from this page.



## How can you support your child at home?

Look over your child’s page, their page should be written in such detail that you fully understand:

- Who their chose designer is, what type of designer they are and a range of examples of products they have designed.
- The design philosophy, style and key features of their chosen designer.
- A range of detailed shapes and patterns that could be a source of inspiration when creating the shape or adding aesthetic details to their own design work.

You could look up their chosen designer yourself (using a book or the internet) and get a good understanding of why they are influential. Discuss if the designer they have chosen is suitable for their intended client. Read over your child’s work and discuss what they have written, could you help them to see information they have missed? Could you suggest additional shapes or patterns they could add to their sketching work that could act as a source of inspiration?

Could you encourage them to add in the extra ideas for inclusion (in green) to help them gain more marks.

# Parent guide – Additional Research – Designer Inspiration

## Page Examples



**Steampunk**

This mood board shows different objects, buildings and designs which have been inspired by the art movement of steampunk. I chose these images because they all had different parts that attracted me to the image. Most of the designs showed intricate detail and they had some unique features. For example, I like the clockwork element to most of the designs, and how a lot of them show the mechanics of how the object would work e.g. a pocket watch. I would like to use this feature of intricacy in my design because it will help to show the importance of the design and how little key features can be built up to form one end product. The colours that are associated with steampunk are metallic and industrial. In my clients existing building, they have a lot of metallic surfaces and colours used in their design, so it means that in my final design I will have to continue that theme in order for the branding of my client to remain uniformed.

**Summary**

- Intricate
- Detailed
- Hand crafted
- Industrial
- Metallic colours



**Industrial**

This mood board shows different objects, buildings and designs which have been inspired by the art movement of industrial. I chose these designs because they were all unique and had something different about them that inspired me. For example, the furniture was simple but they have a delicacy about them because they are handmade. This tells me that the designs were carefully made but they remained uniformed. I can use this for my own designs because it shows how my design needs to show uniformed design as it needs to follow Wylam's branding, but I could be able to include some hand made parts to the interior. This is because I think that it is important to maintain a level of intricacy that handmade products provide, despite my inspiration coming from and industrial era.

**Summary**

- Intricate
- Metallic
- Industrial
- Mass produced
- Machinery
- Creative
- Mechanical
- Dull/dark
- Rough
- Texture designs



## List of Designers

- Alexander McQueen
- Aldo Rossi
- Aljoud Lootah
- Charles Rennie Macintosh
- Coco Chanel
- David Adjaye
- Elsie Owusu
- Ettore Sottsass
- Gerrit Reitveld
- Harry Beck
- Joe Casely-Hayford
- Karim Rashid
- Kusheda Mensah
- Louis Comfort Tiffany
- Marcel Breuer
- Mary Quant
- Morag Myerscough
- Norman Foster
- Philippe Starck
- Pierre Davis
- Raymond Templier
- Rei Kawakubo
- Sir Alec Issigonis
- The Singh Twins
- Vivienne Westwood
- William Morris
- Yinka Ilori
- Zaha Hadid



Phillippe Stark



Pierre Davis



Louis Comfort Tiffany

