

UNIT 1: PRODUCT DESIGN

11 ATAR DESIGN



Constraints:

Finance: Dependant on materials and technologies

Audience: Who is this design for? Generation Z. Demographics & Psychographics

Time: 15 weeks. Final Design Solution/Portfolio due Term 2 Week 10. 1 page per week recommended

Client: Designer sourced. Likes/dislikes? Colours? Images?

Style/Themes: Sustainability. Ethical and Pro-social.

Deliverable: Product Design

Scenario: You work as a graduate designer in for a new team. You are keen to showcase your skills and prove your ability. The design company you work for is committed to sustainability and environment issues. They are early adopters of trends in Design.

Problem: Your aim is to attract new clients to your company. You will have to reach to organizations in need of rebranding.

Outcome: You will present your design process using the Double Diamond model. Include research, prototypes and final solution in your portfolio form. You have a choice of working in Photography, Graphics, Dimensional or Technical contexts.

Deliverables could include:

digital advertising, packaging or retail space design or other unique design solutions.

The Brief:

1x A3 Portfolio of 10-12 pages. This will detail your design process in finding a design solution.

Example:

Digital Photographic or Graphic Design Visual Communication Campaign.

Using digital platform such as Instagram. Client choice of;

- i) a small to mid-range Sustainable/Ethical Personal Care Product company.

OR

- ii) a Unilever Personal Care Product

Some product suggestions for your campaign may include some of the following: Hair Care, Deodorant, Skin Care, Body or Bath Wash.



Option 1: 'Ethical/Sustainable'

You are a graduate designer.

Your company is keen to connect to **Personal care/Lifestyle brands** who share your values of Sustainability and Ethical practice in business.

You will research and reach out to one such company.

You will work with the client to create and submit a series of design solutions for promotion of one of their **Personal Products in competition with Unilever's' Personal Care** range.

You will produce two concepts and one final realized product.

Following Unilevers' market share your client wishes to target young contemporary Australians who are active and interested in trends.



Option 2: "Green-Sheen"

You are a graduate designer.

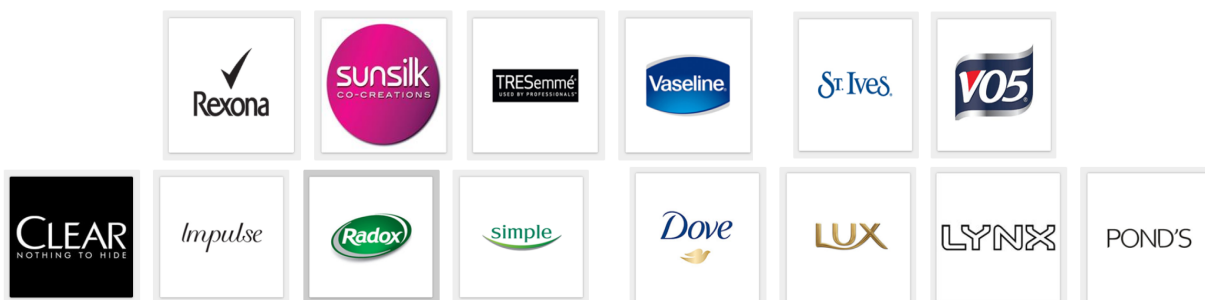
Your company is keen to connect to **Unilevers'** drive to attract an audience who value Sustainability and Ethical practice in business.

You will work with the client to create and submit a series of green-sheen design solutions for promotion of one of their **Personal Products.**

You will produce two concepts and one final realized product.

Unilever wishes to target young contemporary Australians who are active and interested in trends.

Below are the brands within Unilevers' Personal Care range.



From the 11 ATAR Syllabus:

Document the development of your design process by including visual information and annotations on your research, investigation, analysis, idea development and critical reflection. Add in your selected brand to the brief and reword the brief to suit your design process and intended solution.

The suggested format of Folio 2 is outlined below: **Check off each section when complete**

Page 1: Discover; Unpack the brief. Document Research Findings. Mind-Map of constraints. Mind-Map of potential Clients. Mind- Map of possible deliverables. Research and Empathize with intended audience. Research Trends. Collate quantitative Demographic and Psychographics raw data.

Page 2: Define; Focus in on your audience. Create a visual mood board detailing Demographic and Psychographics data. Show interests/values/beliefs. Strive for unique and original imagery. Annotate to explain and support evaluation.

Page 3: Define; Gather qualitative data via a survey. Create a focus group. Create questions on relevant information for your deliverable. Create pie charts or similar on results. Evaluate data to guide design solution.

Page 3: Discover; Research competitors and analyze techniques. Collect 2 advertising campaigns (*use Task 1B as 1*) of a similar nature to the one you have chosen. Focus on specific sections of the Advert using cropping. What makes it a successful campaign? Empathise in examination of its appeal to a specific target audience. What techniques does it use? Detail this so you ensure your own original design solution is effective and appealing.

Page 4: Define; 1. Create a series of 8 rough draft design solution ideas/concepts. Gain peer and client feedback. Develop and refine to two preferred concepts. Use a mood board to convey your best two ideas.

2. Detail planning such as application of design elements and principals such as colour and type. Include location, props, materials ideas if relevant.

Page 5: Develop; Concept 1. Outline all of the necessary components of design solution planning. **You should have two separate concepts across two pages.** Create a production schedule. Consider OHS management. Include Lighting and other production resources. Create a contact sheet of best images annotated. State camera settings and/or graphic techniques. Include design solution ideas you may not follow. Explore type you may use.

Page 6: Develop; Concept 2. Outline all of the necessary components of design solution 2 planning. **You should have two separate concepts across two pages.** Create a production schedule. Consider OHS management. Include Lighting and other production resources. Create a 'contact/thumbnail sheet' of best images annotated. State camera settings and/or graphic techniques. Include design solution ideas you may not follow. Explore type you may use.

Page 7: Discover; Survey of audience and client. Gain feedback of the success of your design concepts. Create Mock-ups to sketch out how your design will look. What are the commercial considerations required when using the design in context? *For example: Use the correct sizing for Instagram images to see what your design would look like in a real-world context.*

Page 8: Develop: Use your feedback to ensure the design has the intended effect. Focus on one concept. What possible refinements are you making? Further experiment and Refine using synectics or other Idea generation techniques. Screen shot the stages of your design developments in Photo Shop

Page 9: Develop & Discover: Final refinements based on feedback. Make final contact to stakeholders. Explore final decisions in application of Type and fine details. Show how the progression of *how* and *why* the images have been edited and then the *progression* of the design solution. Annotate what techniques/trends or design element/principle influenced your ideas.

Page 10: Final Design with Evaluation: Show detailed Annotations on how Design Elements and Principals have been used. Consider how well your final design appeals to your target audience.

Portfolio Layout: See separate Folio Document

Task description from ATAR Syllabus Outline

1. You will conduct research, collecting information and visual material related to your product.

To do this you will need to:

- Understand your client's target audience and associated styling conventions and logos
- Collect and analyse existing visual images and information on your product.

2. You will investigate and plan for suitable design solutions. To do this you will need to:

- Devise a successful communication strategy suitable for the promotion of your product
- Identify specific audiences in terms of demographics, lifestyle behaviour, cultural values and beliefs
- Analyse the communication environment relevant to the design in terms of its suitability for target audience and purpose.

3. You will apply ideation techniques to generate suitable designs by:

- Creating diagrams, layouts, and drawings using brainstorming, synectics or SCAMPER techniques to devise possible designs
- Exploring communication strategies, such as shock tactics, humour, metaphor and emotion
- Applying design elements and principles, including Gestalt design principles, layout principles, and visual hierarchy to create designs.

4. You will need to develop and refine your design solutions by:

- Planning and time management, using action planning charts or Gantt charts
- Developing a wide range of design skills relevant to the design
- Reflectively analysing, to devise and evaluate solutions to design problems
- Applying production processes relevant to the design; consideration of sustainable materials
- Applying occupational safety and health (OSH) concepts relevant to applied production process

Type of assessment	Weighting
Production Production of a portfolio in which students investigate, explore ideas and follow a design process in response to a design brief. Students are required to evaluate the final solution's effectiveness for specific purposes and audiences.	50%
Response Students apply their knowledge and skills in analysing and responding to a series of stimuli or prompts related to the unit content. Responses can include: short answers, oral presentations, multimodal presentations, flow charts and diagrams.	30%
Examination Typically conducted at the end of each semester and/or unit. In preparation for Unit 3 and Unit 4, the examination should reflect the examination design brief included in the ATAR Year 12 syllabus for this course.	20%

A	Presents a well-developed and clear relationship between the purpose of the design brief and the intended audience.
	Explores a range of creative solutions throughout the design process.
	Selects design elements and principles with discernment and applies these with purpose.
	Provides thorough reflection and critical analysis of design thinking.
	Executes control and manipulation of skills and techniques relevant to the design brief.

B	Interprets the design brief and communicates effectively to a clearly identified intended audience.
	Explores some possible creative solutions throughout the design process.
	Effectively selects and applies design elements and principles.
	Provides clear reflection and analysis of design thinking.
	Executes skills and techniques relevant to the design brief with control.

C	Satisfies the design brief and communicates to the intended audience.
	Explores solutions throughout some aspects of the design process.
	Selects design elements and principles and applies these with some purpose.
	Provides reflective comments, including some analysis of design thinking.
	Uses some skills and techniques relevant to the design brief.

D	Interprets aspects of the brief poorly or incorrectly and communicates tenuously with the intended audience.
	Explores a few solutions throughout some aspects of the design process.
	Uses design elements and principles in a basic manner.
	Provides simple reflective comments on aspects of design thinking.
	Applies skills and techniques in an inconsistent way.

E	Does not meet the requirements of a D grade.
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