 

**Context.**

This jewellery project will reinforce student’s understanding of the properties of metals and plastics and how these properties influence design choices. Students will explore several metalworking processes including casting, enameling and soldering. The concepts of **aesthetics, brand** and **marketing** will also be examined.

**Task:**

You have been asked to design a range of jewelry pieces as part of the marketing strategy for a new musical project. Other designers will be working on the clothing range; web design, graphic design and CD art. Your design must complement these designs. After an exhaustive worldwide search, three acts being launched globally from three different musical genres. This has never been attempted before in entertainment history.

Names for the acts has not yet been decided…

You may choose one of the following:

**Area of Interaction:**  Human Ingenuity: The entertainment industry launches acts as marketable products that span various aspects of design in order to create a brand.

***ATL:*** Information Literacy: Web based ePortfolios

**Significant Concept:**

Effective marketing campaigns use design holistically

**Unit Question:**

How can I design for a client?

**Create: Level: 6**

**Plan: Level: 6**

**Attitude: Level: 6**

**Evaluate: Level: 6**

Discovery College [Technology Web Site:](https://sites.google.com/a/dc.edu.hk/technology/)

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### **Assessment**

Year 10: Heavy Metal [Materials]

MYP Technology

**Act One:** Are 4 piece, all male, metal band. All band members are excellent musicians, but the lead guitarist is the stand out talent.

Genre: Heavy Metal/Hard Rock.

Musical influences; Metallica, Kid Rock, Korn,

Style keys words; tribal, metal, rock, industrial.

To be avoided; death metal, Satanism, overtly violent imagery.

**Act Two**: Is a female pop singer with extraordinary vocal talent. A strong, independent character that sets her own style when it comes to fashion.

Genre: Edgy Pop.

Musical Influences; Madonna, Avril Lavigne, Beyonce, Katy Perry.

Style Key words: Diva, urban, funky, stylish, cool.

To be avoided; Cheesy, sleazy, overly commercial.

**Act Three:** Is a two-piece dance music act, one male and one female. Both are expert DJs and perform live using several turntables.

Genre: Electronic/House/Techno

Musical Influences: Infected Mushroom, Fat Boy Slim, Judge Jules, Chemical Brothers.

Style key words; Electronic, neon, techno, high energy

To be avoided: drug references,

Year 10: Jewellery [Materials]

You will follow the Design Cycle to complete this task. I have created a checklist for you to follow for each stage of the Design Cycle complete with due dates. I will assess each section independently and then the whole Design Folio will be submitted for final assessment.

Remember to use your Google Site during this unit!

Year 10: Jewellery [Materials]

**Investigate**

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| **Investigate: Due May 5&6th**  **Identify the Problem. (Research)**   * Decide on an Act and justify your choice. * Write a Design Brief explaining **what** you will design, **who** you are designing for and **why**.   **Develop the Design Brief**   * Conduct further research into the style of your chosen act. * Complete a product analysis. * Complete **research** into jewellery making techniques. (casting, enameling, etc)   **Formulate a Design Specification**   * Write a **detailed** Design Specification * Design a **test** to gauge the success of your completed product | **Investigate- Tips for Success**  [www.myp-tech.wikispaces.com](http://www.myp-tech.wikispaces.com)    Paragraph explaining what you will make and why.  Annotated images, videos, etc. Style and fashion.  Jewellery.  Pewter casting, laser cutting, copper enameling, metalworking, brazing, silver soldering  Check for designs. |

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| **Design**: **[Due: May 5th**]  **Design a product or Solution**   * Sketch **several, feasible** designs and annotate thoroughly. * Evaluate **all** designs against the Design Specification. * Justify your chosen design(s). | **Design- Tips for Success**  3-6 designs. Best quality!  Design spec check list in sentences. |

**Design**

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|  | **Assessment Criteria: C - Plan** | |
| **5-6** | You have produced a plan that contains a **number** of **detailed, logical** steps that describe the use of resources and time. You have criticallyevaluated the plan and justified any modifications to the design. |  |
| **3-4** | You have produced a plan that contains a number of **logical** steps that include resources and time. You have made some attempt to evaluate the plan. |  |
| **1-2** | You have produced a plan that contains **some details** of the steps and/or the resources required. |  |

**Plan**

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| **Plan: [Due: ]**  **Plan a Product or Solution**   * Write a **detailed** materials and component list * Write a **detailed** Production Plan for how you will make your jewellery items. * Evaluate your plan and explain any changes. | **Plan- Tips for Success** |

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|  | **Assessment Criteria: D - Create** | |
| **5-6** | You have **competently used** appropriate techniques and equipment. You have followed the plan and **justified** any modifications made, resulting in a product/solution of **appropriate** quality using the resources available. |  |
| **3-4** | You have **used** appropriate techniques and equipment. You have followed the plan and **mentioned** any modifications made, resulting in a product/solution of **good** quality. |  |
| **1-2** | You have considered the plan and created at least **part** of a product/ solution. |  |

**Create**

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| **Create: [Due: ]**  **Create the Product or Solution**   * Create your jewellery items to the best of your ability.   **Use Appropriate Techniques and Equipment**   * Keep a **detailed** Process Journal each lesson. Use multi media where appropriate.   **Follow the Plan**   * Follow your production plan and explain **any** changes. | **Create- Tips for Success** |

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|  | **Assessment Criteria: E - Evaluate** | |
| **5-6** | You have evaluated the success of the product/solution in an objective manner based on the **results of testing**, and the **views of the intended** **users**. You have provided an evaluation of your own performance **at** **each stage of the design cycle** and suggested improvements. You have provided an appropriate evaluation of the **impact** of the product/solution on life, society and/or the environment. |  |
| **3-4** | You have evaluated the product/solution **and** your own performance and suggested ways in which these could be improved. You have **tested** the product/solution to evaluate it against the design specification. |  |
| **1-2** | You have evaluated the product/solution **or** your own performance. You have made some **attempt to test** the product/solution. |  |

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| **Evaluate: [Due: ]**  **Evaluate your Product or Solution**   * Test and your jewellery and explain improvements. * Evaluate your completed project against the Design Specification. * Suggest improvements to your final product(s)   **Evaluate your Use of the Design Cycle.**   * Evaluate your use of the Design Cycle. * Evaluate your personal engagement in the project. (Effort and attitude, Learner Profile) | **Evaluate- Tips for Success** |

**Evaluate**

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|  | **Assessment Criteria: F - Attitude** | |
| **5-6** | You have **consistently** displayed a satisfactory standard in personal engagement (motivation, independence, general positive attitude) **and** attitudes towards safety, cooperation and respect for others. |  |
| **3-4** | You have **frequently** displayed a satisfactory standard in personal engagement (motivation, independence, general positive attitude) **and** attitudes towards safety, cooperation and respect for others. |  |
| **1-2** | You have **occasionally** displayed a satisfactory standard in personal engagement (motivation, independence, general positive attitude) **or** attitudes towards safety, cooperation and respect for others. |  |

**Attitude**