

# MYP TECHNOLOGY YEAR 3.

## EXCITING LIGHTING: [Information] [Materials] [Systems]

### Unit questions:

*How does aesthetics influence commercial design and corporate identity? (HI)*

### Context:

Good design improves the way people live and work. In the business world, good design, in particular, good **aesthetic design** also has a great impact upon how people see a company. Companies want to project a certain image to attract customers. This is known as corporate identity.

### Task:

Your task is to design and make working prototype lighting fixture as part of a corporate image make over. It would be installed in the foyer or reception of a major company (of your choice) and must reflect the corporate identity that the company wants to project.

### Information:

- Communication of information using appropriate I.T. to produce a Design Folio.
- Communication of ideas through design sketches

### Systems:

- Basic electrical lighting systems
- Fabrication systems

### Materials:

- Properties of materials (timber, metal, plastics)
- Use of appropriate tools and equipment

### Areas of Interaction:

**ATL**

Study habits, Communication, Information, Reflection/Connecting Ideas, Thinking Skills.

**HI**

The impact good aesthetic design has upon corporate identity.

### OBJECTIVES

- Use the Design Cycle.
- Undertake meaningful and relevant research.
- Understand the importance of aesthetics in design.
- Understand the concepts of corporate identity
- Gain experience working with materials, systems and equipment.
- Manage time & resources.
- Critically evaluate own work.

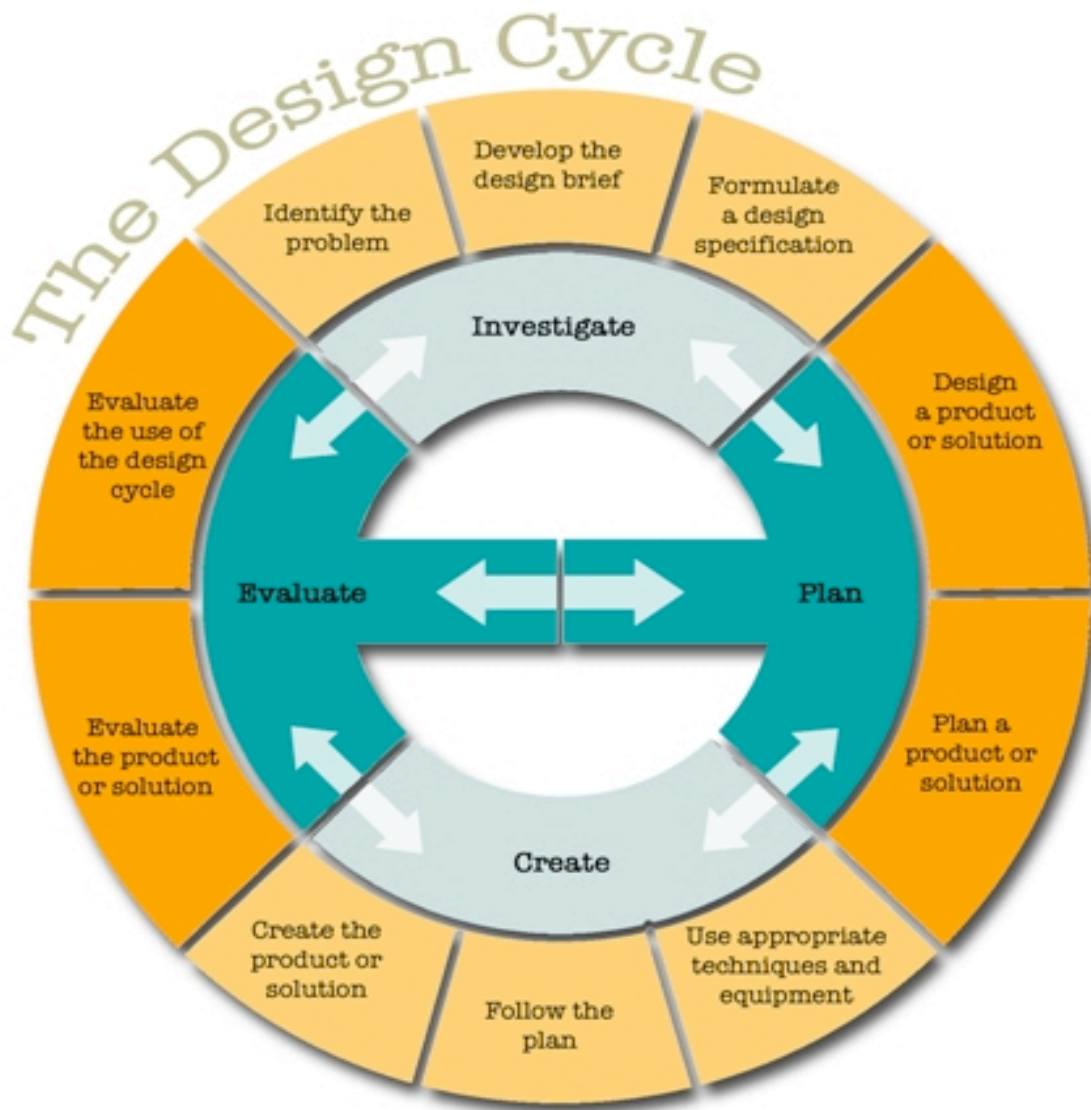
### ASSESSMENT

- Create a Design Folio following the Design Cycle.
- Provide several possible solutions and justify final choice.
- Demonstrate the a grasp of aesthetics in design
- Describe corporate identity
- Plan in detail the construction of a prototype.
- Create solution (prototype light) to appropriate standard.
- Test & evaluate solution.
- Justify any changes.
- Evaluate design in terms of AOI.

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.

Please refer to my wiki for help. [www.myp-tech.wikispaces.com](http://www.myp-tech.wikispaces.com)

Your first task is to make your own notes against the Check List and Assessment Criteria.



## Check List. Exciting Lighting

<p><b>Investigate: [Due: 19<sup>th</sup> Sept]</b></p> <p><b>Identify the Problem. (Research)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Rewrite the task in your own words.</li> <li><input type="checkbox"/> Write a one-paragraph definition of Corporate Identity and give examples.</li> <li><input type="checkbox"/> Choose a company that you will be designing for and explain what kind of corporate identity they are trying to portray.</li> <li><input type="checkbox"/> Explain the concept of aesthetics and highlight how it affects corporate identity.</li> <li><input type="checkbox"/> Conduct a detailed Product Analysis</li> <li><input type="checkbox"/> Research into materials that are available.</li> </ul> <p><b>Develop A Design Brief</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Write a Design Brief explaining <b>what</b> you will design, <b>who</b> is it intended for and <b>why</b> is it needed.</li> </ul> <p><b>Formulate a Design Specification</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Write a <b>detailed</b> Design Specification</li> </ul>	<p><b>Investigate- Tips for Success</b>  <a href="http://www.myp-tech.wikispaces.com">www.myp-tech.wikispaces.com</a></p>
<p><b>Design: [Due 30<sup>th</sup> Sept]</b></p> <p><b>Design a product or Solution</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create a detailed, media rich, <b>Mood Board</b> or <b>Mind Map</b> to identify the corporate identity of your chosen company.</li> <li><input type="checkbox"/> Sketch <b>4</b> designs for you light and annotate thoroughly.</li> <li><input type="checkbox"/> Evaluate <b>each</b> design against the Design Specification.</li> <li><input type="checkbox"/> Justify you chosen design.</li> </ul>	<p><b>Design- Tips for Success</b></p>
<p><b>Plan: [Due 9<sup>th</sup> Oct]</b></p> <p><b>Plan a Product or Solution</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Write a time management plan for the entire project.</li> <li><input type="checkbox"/> Write a <b>detailed</b> Materials List</li> <li><input type="checkbox"/> Write a <b>detailed</b> Production Plan for the construction of your prototype</li> <li><input type="checkbox"/> Evaluate your plan (during the Create phase) and explain any changes.</li> </ul>	<p><b>Plan- Tips for Success</b></p>

<p><b>Create: [Due 13<sup>th</sup> Nov]</b></p> <p><b>Create the Product or Solution</b></p> <p><input type="checkbox"/> Build a prototype to the best of your ability.</p> <p><b>Use Appropriate Techniques and Equipment</b></p> <p><input type="checkbox"/> Keep a <b>detailed</b> Process Journal each lesson.</p> <p><b>Follow the Plan</b></p> <p><input type="checkbox"/> Follow your production plan and explain <b>any</b> changes</p>	<p><b>Create- Tips for Success</b></p>
<p><b>Evaluate: [Due 20<sup>th</sup> Nov]</b></p> <p><b>Evaluate your Product or Solution</b></p> <p><input type="checkbox"/> Design a test for your prototype</p> <p><input type="checkbox"/> Evaluate your completed project against the Design Specification.</p> <p><input type="checkbox"/> Suggest improvements to your final product</p> <p><b>Evaluate your Use of the Design Cycle.</b></p> <p><input type="checkbox"/> Evaluate your use of the Design Cycle.</p> <p><input type="checkbox"/> Evaluate the AOI and demonstrate a clear understanding of the 'Big Picture'</p> <p><input type="checkbox"/> Evaluate your personal engagement in the project. (effort and attitude.)</p>	<p><b>Evaluate- Tips for Success</b></p>
<p><b>Notes</b></p>	

Exciting Lighting Project.

MYP. Year 3

Matt Plummer 08/09/2009

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	LEVEL 5 - 6	LEVEL 3 - 4	LEVEL 1 - 2
INVESTIGATE	<p>I have clearly re-written the Design Brief in my own words detailing the needs of the intended market (company)</p> <p>I have a complete Product Analysis with relevant annotation and then evaluated research against the specification.</p> <p>I have written a detailed Design Specification with clear and relevant points that demonstrate an excellent understanding of the problem.</p> <p>I have given a detailed explanation the concepts of aesthetic design &amp; corporate identity with several relevant examples</p>	<p>I have clearly re-written the Design Brief with mention of the intended market (company) and have written relevant guiding questions.</p> <p>I have a complete and detailed Product Analysis with relevant annotation.</p> <p>I have written a Design Specification with clear and relevant points that demonstrate a good understanding of the problem.</p> <p>I have well defined the concepts of aesthetic design &amp; corporate identity.</p>	<p>I have written a Design brief and have written a guiding question.</p> <p>I have attempted some product analysis.</p> <p>I have written a Design Specification</p> <p>I have made an attempt at defining the concepts of aesthetic design &amp; corporate identity.</p>
DESIGN	<p>I completed <b>4</b> detailed designs of excellent quality with annotation, <b>each</b> evaluated against the specification.</p> <p>I have clearly indicated what materials, aesthetic design and construction techniques I will use.</p> <p>I justified the chosen design and critically evaluated against the design specification.</p> <p>I created a mood board or mind map of excellent quality.</p>	<p>I completed <b>4</b> designs of good quality with annotation and have indicated materials, aesthetics &amp; construction techniques.</p> <p>I evaluated my all designs against the design specification and justified my chosen design.</p> <p>I created a mood board or mind map of good quality.</p>	<p>I completed less than <b>4</b> designs and with some attempt to justify against the specification.</p> <p>Some of my design are of poor quality</p> <p>I created a mood board or mind map.</p>
PLAN	<p>I produced a highly logical and detailed time management tool.</p> <p>I produced production plan containing a number of detailed, logical steps with that described workshop skills, time allocation, materials that could be followed by others.</p> <p>I critically evaluated and justified any modifications to my plan &amp; design.</p>	<p>I produced a reasonably logical and detailed time management tool.</p> <p>I produced a production plan containing a number of logical steps that include resources and time.</p> <p>I made some attempt to evaluate the plan.</p>	<p>I produced a time management tool.</p> <p>My production plan lacks detailed and could not be followed by others.</p>
CREATE	<p>I followed my plan, justified and changes and created a prototype of <b>excellent</b> quality.</p> <p>I confidently used tools &amp; equipment with a high level of skill.</p> <p>I kept a very detailed Process Journal using a variety of media to explain my progress.</p>	<p>I followed my plan and created a prototype of good quality.</p> <p>I used tools &amp; equipment with satisfactory skill.</p> <p>I took photographs to highlight steps in my <b>detailed</b> Process Journal.</p>	<p>I considered my plan and created a prototype.</p> <p>I followed the teacher's instructions.</p> <p>I wrote an infrequent Process Journal.</p>

<b>EVALUATE</b>	<p>I gauged the success of my prototype and evaluated objectively based on the results of relevant testing.</p> <p>I produced a detailed evaluation at each stage of design cycle, suggesting improvements.</p> <p>I insightfully evaluated the AOI and clearly demonstrated an understanding of its relevance.</p>	<p>I evaluated my prototype and own performance, suggesting what could be improved.</p> <p>I designed a test for my prototype and evaluated against the design specification.</p> <p>I evaluated my efforts at each stage of the Design Cycle.</p> <p>I evaluated the AOI.</p>	<p>I evaluated my prototype <b>or</b> my own performance.</p> <p>I made some attempt to test my product/solution.</p>
<b>ATTITUDE</b>	<p>My conduct in a workshop environment is exemplary.</p> <p>I have worked with a consistently positive attitude</p> <p>I can highlight many Learner profile attributes I have exhibited</p> <p>My overall effort and work ethic has been excellent.</p>	<p>I always conduct myself in a responsible manner in the workshop</p> <p>I have worked with a generally positive attitude</p> <p>I can highlight several Learner Profile attributes I have exhibited</p> <p>My overall effort and work ethic has been good.</p>	<p>I mostly conduct myself in a responsible manner in the workshop</p> <p>I have worked with a reasonably positive attitude</p> <p>I can highlight some Learner profile attributes I have exhibited</p> <p>I could improve my overall effort and work ethic.</p>