



Year 11 Design and Technology

Task 1: Case Study

Due Date: Week 10 05.04.24

Task Distributed: 12.02.23

Unit: Innovation & Emerging Technologies

Task Type: Case Study

Task Weighting: 30%

Outcomes: P1.1, P2.1, P2.2, P3.1, P4.3

Task Description

When answering examination questions, it is best practice to support your answer with evidence from a case study. A case study is an in-depth analysis of an innovation. Students are to identify and investigate a designer, and make reference to an innovative product, system or environment that this designer has created, and produce a case study on it. You will submit a written report addressing the following questions:

Examples of designers may include;

- Lyn Al-Young
- Frank Gehry
- Marcello Gandini
- Graeme Clark
- You may choose another designer not listed here

1. Identify the background of the designer (P1.1)
 - a. Describe the designer's chosen design area, identifying why they have chosen to work in this field (100 words)
 - b. Identify another profession that the designer works with, explain why there is interaction and overlap of these professions (100 words)
 - c. Identify styles used and where the designer obtains their inspiration, include a moodboard of images reflecting these styles/inspiration (50 words)
 - d. Choose a particular PSE from the designer's collection, include a picture and annotate the need or motivation and target market for this design (50 words)
 - e. Analysing your chosen PSE, identify and explain FIVE factors affecting designing and producing (150 words)

2. Describe the general design process undertaken by the designer using a flowchart or diagram. Identify the setting in which it was produced (P2.1) (250 words)
3. Explain the impact the designer's work has on the individual, society and the environment by making reference to any TWO of the following factors: (P2.2) (250 words)
 - a. Personal values
 - b. Cultural beliefs
 - c. Sustainability
 - d. Safety and health
 - e. Community needs
 - f. Individual needs
 - g. Equity
4. Identify and explain one creative approach (cognitive organisers, ideas generation, strategies for problem solving etc.) used by the designer (P3.1) (150 words)
5. Referring to the chosen PSE, critically assess the impact of the design on individuals, society and the environment (P4.3) (300 words)
6. Bibliography

Further Details:

- 1400 words ($\pm 10\%$)
- Bibliography (not included in word count)
- Include at least one image of the innovation

Marks Available:

60 - See Rubric below

Case study (55 Marks Available)

Bibliography (5 Marks Available)

NESA Glossary of Key Words

Understand the verb associated with the task. The verb will provide an understanding of the detail needed to successfully answer the question.

- **Critically (analyse/evaluate):** Add a degree or level of accuracy depth, knowledge and understanding, logic, questioning, reflection and quality to (analyse/evaluate)
- **Analyse:** Identify components and the relationship between them; draw out and relate implications
- **Describe:** Provide characteristics and features
- **Discuss:** Identify issues and provide points for and/or against
- **Explain:** Relate cause and effect; make the relationships between things evident; provide why and/or how
- **Investigate:** Plan, inquire into and draw conclusions about
- **Outline:** Sketch in general terms; indicate the main features of

Check the NESA Glossary of Key Words for further guidance

<https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/hsc-student-guide/glossary-keywords>

Details of Submission

You are to submit your case study on Google Classroom. Your report must address the questions that are provided and submitted as a word-processed document.

Format of the report must include formatted headings, images where possible, contents page and bibliography of sourced references.

Teacher Feedback and Student Self-Reflection

- The task will typically be returned to students within 14 days of the due date.
- At this time feedback including information on how to improve will be provided through Google Classroom.
- Students can clarify or seek further feedback by speaking with their teacher or the assessment marker.
- Upon return of the task, students will also be expected to complete a self-reflection. Self-reflection will be completed via a Google online form.

How does this link to my learning?

What Areas of Learning will this Assessment Task Report on

- Knowledge and understanding of course content – 10%
- Knowledge and skills in designing, managing, producing, and evaluation design projects – 20%

Report Outcomes

- P1.1 Examines and designs theory and practice, and considers the factors affecting designing and producing in design projects
- P2.1 Identifies design and production processes in domestic, community, industrial and commercial settings
- P2.2 Examines the impact of a range of design and technology activities on the individual, society and the environment through the development of projects
- P3.1 Investigates and experiments with techniques in creative and collaborative approaches in designing and producing.
- P4.3 Evaluates the processes and outcomes of designing and producing.

Assessment Procedures

All students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available off the school website under the Learning Tab for each year group.

Marking Criteria

P1.1 Examines design theory and practice, and considers the factors affecting designing and producing in design projects.				
0	1	2	3	4
Little or no description of the chosen design area, identifying few reasons behind the chosen work field.	Limited description of the chosen design area, identifying some reasons behind the chosen work field.	Adequate description of the chosen design area, clearly identifying the reasons behind the chosen work field	Detailed description of the chosen design area, clearly identifying the reasons behind the chosen work field	Explicit description of the chosen design area, clearly identifying the reasons behind the chosen work field
0	1	2	3	4
Little or no identification of another profession, and little or no explanation of the interaction and overlap between the professions	Identification of another profession, and limited explanation of the interaction and overlap between the professions	Identification of another profession that the designer works with, and good explanation of the interaction and overlap between the professions	Identification of another profession that the designer works with, and detailed explanation of the interaction and overlap between the professions	Detailed identification of another profession that the designer works with, and excellent explanation of the interaction and overlap between the professions
0	1	2	3	4
Little or no description of the style/inspirations used by the designer	Limited description of the style used by the designer and poorly identifies their inspirations	Description of the style used by the designer and identification of their inspirations through written analysis and/or the inclusion of meaningful images	Detailed description of the style used by the designer and identification of their inspirations through written analysis and the inclusion of meaningful images	Thoroughly describes the style used by the designer and clearly identifies their inspirations through written analysis and the inclusion of highly meaningful images
0	1	2	3	4
Little or no description of the need or motivation, or target market for a design	Limited analysis of a PSE of the designer, the need or motivation and/or target market may be included	Sound analysis of a PSE of the designer, annotating an image of the design with the need or motivation and target market for their design	Adequate analysis of a PSE of the designer, annotating an image of the design with the need or motivation and target market for their design	Comprehensively analyses a PSE of the designer, annotating an image of the design with the need or motivation and target market for their design
0	1	2	3	4
Little or no analysis of the factors affecting designing and producing	Limited analysis of the factors affecting designing and producing a PSE	With reference to the previously mentioned PSE, some analysis of five factors	With reference to the previously mentioned PSE, detailed analysis of five or	With reference to the previously mentioned PSE, explicit description of five or

		affecting designing and producing, with an outline of the definition of each factor, and explanation of how each factor affected the design	more factors affecting designing and producing, with an outline of the definition of each factor, and detailed explanation of how each factor affected the design	more factors affecting designing and producing, with a clear outline of the definition of each factor, and thorough explanation of how each factor affected the design
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P2.1 Identifies design and production processes in domestic, community, industrial and commercial settings.

0-1	2-4	5-6	7-8	9-10
Little or no identification and description of each of the stages of the design process, and little or no identification of the setting in which the product was produced.	Limited identification and description of each of the stages of the design process, some identification of the setting in which the product was produced.	Adequate identification and description of each of the stages of the design process, shown using a flowchart or diagram, and good identification of the setting in which the product was produced making clear reference to domestic, community, industrial and commercial settings.	Detailed identification and description of each of the stages of the design process, shown using a flowchart or diagram, and detailed identification of the setting in which the product was produced making clear reference to domestic, community, industrial and commercial settings.	Explicit identification and description of each of the stages of the design process, shown using a flowchart or diagram, and comprehensive identification of the setting in which the product was produced making clear reference to domestic, community, industrial and commercial settings.

P2.2 Examines the impact of a range of design and technology activities on the individual, society and the environment through the development of projects.

0-1	2-4	5-6	7-8	9-10
Little or no explanation of the impact the Australian fashion designer's work has on the individual, society and the environment.	Limited explanation of the impact the Australian fashion designer's work has on the individual, society and the environment.	Adequate explanation of the impact the Australian fashion designer's work has on the individual, society and the environment with reference to two factors.	Detailed explanation of the impact the Australian fashion designer's work has on the individual, society and the environment with clear reference to two factors.	Comprehensive explanation of the impact the Australian fashion designer's work has on the individual, society and the environment with explicit reference to two factors.

P3.1 Investigates and experiments with techniques in creative and collaborative approaches in designing and producing.				
0-1	2	3	4	5
Identification, with little or no explanation, of one creative approach which may or may not be used by the designer.	Identification and limited explanation of one creative approach used by the designer.	Identification and adequate explanation of a creative approach used by the designer.	Accurate identification and detailed explanation of one creative approach used by the designer.	Accurate identification and comprehensive explanation of one creative approach used by the designer.

P4.3 Evaluates the processes and outcomes of designing and producing.				
0-1	2-4	5-6	7-8	9-10
Little or no assessment of the impact of a design on individuals, society and the environment is included.	Limited assessment of the impact of a design on individuals, society and the environment is included.	With reference to the chosen PSE, an assessment of the impact of the design on individuals, society and the environment is included.	With reference to the chosen PSE, detailed assessment of the impact of the design on individuals, society and the environment is included.	With reference to the chosen PSE, comprehensive and critical assessment of the impact of the design on individuals, society and the environment is included.

Bibliography				
0-1	2	3	4	5
Little or no sources included.	Website URLs have been included.	A minimum of five websites used are included in the bibliography.	A minimum of eight websites used are included in the bibliography. In-text referencing has been included.	A minimum of ten websites used are included in the bibliography. In-text referencing has been included.