Loreto College Coorparoo
Semester 1 2021

YEAR 10 Technology: Digital & Design

Student		Teacher	Mr Joyce – 10A & 10B
Issued	28/1/2021	Due Date	10B Thur 18/3/21 P6, 10A Fri 19/3/21 P1
Unit	GrooveBeatz - Graphic Design		

Conditions			
Technique	Designing and portfolio production – Manual & CAD		
Duration	8 Weeks		
Mode	Project Based Learning	Length	
Individual/ group	Individual	Other	
Resources available	Technology Portal, Copic Markers, Lightboards, Adobe Illustrator		

Assessment objective/s
2. represent ideas and a design concept using ideation and/or schematic sketching, and low-fidelity prototyping in the develop phase.
4. devise ideas using divergent thinking strategies in response to a design problem in the develop phase
5.synthesise ideas and design information to propose a design concept in the develop phase
6. evaluate the strengths, limitations and implications of ideas against design criteria to make refinements.

Criterion	Marks allocated	Result
Devising	5	
Synthesising and Evaluating	5	
Representing and Communicating	5	
Total	**15**	

Context
Graphic Design – from the perspective of a commercial graphic designer.

Task
Design Brief **GrooveBeatz** is a new audio streaming service that is being developed by Facebook creator Mark Zuckerberg. GrooveBeatz will be in direct competition with Spotify and Apple Music. Mr Zuckerberg believes that because of the massive success of Facebook he will find it easy to attract customers to his service because he will be able to market it to existing Facebook users. He will embed links to this service in Facebook and have a downloadable app that will work on all Windows, Apple and Android devices. Facebook users will be able to see what music their friends are currently listening to, share playlists and be instantly updated of any news relating to their favourite bands. GrooveBeatz will offer a Free Streaming Service that has some advertising on it, as well as a Premium Service that will allow content to be stored and played offline on up to five different devices. GroovBeatz Premium will be half the cost of Spotify. Beta testing of GroovBeatz has now finished and Mr Zuckerberg is nearly ready to launch this new and exciting service. As a successful Graphic Designer, you have been approached by Mr Zuckerberg's Research and Development Manager, Kirsty Prince, to design the GrooveBeatz Logo. Detailed information can be found at: **http://dt.loreto.qld.edu.au/10/U1_graphic/1_designProcess.html**

CHECKPOINTS
☐ Week 3 of Term 1 — progress check (design ideas)
☐ Week 5 of Term 1 — progress check (synthesis of ideas)
☐ Week 7 of Term 1 — progress check (final design using Illustrator)

Authentication strategies
The teacher will provide class time for task completion.
The teacher will consult with each student as they develop their responses.
Student progress will be monitored, and digital copies of student responses will be collected at the checkpoints.

Instrument-specific marking guide (ISMG)

Devising	
multiple ideas **perceptively** devised from different **points of view** — with each idea incorporating **unique, credible** and **detailed** attributes — using divergent thinking strategies in response to a HCD problem in the develop phase.	**4 - 5**
ideas **appropriately** devised — with each idea incorporating credible and detailed attributes — using a divergent thinking strategy in response to a HCD problem in the develop phase.	**2 - 3**
ideas **disjointedly** devised in response to **aspects** of the HCD problem.	**1**
does not satisfy any of the descriptors above.	**0**
Synthesising and evaluating	
coherent and **logical** synthesis by combining attributes of multiple ideas and HCD information to propose an **innovative** HCD concept in the develop phase. **critical** evaluation of the strengths, limitations and implications of ideas against design criteria to make **discerning** refinements that improve ideas.	**4 - 5**
simple synthesis of ideas and aspects of HCD information to propose a HCD concept in the develop phase. **feasible** evaluation of the strengths, limitations and implications of ideas against some design criteria to make adequate refinements to ideas.	**2 - 3**
unclear combination of ideas. identification of a change to ideas.	**1**
does not satisfy any of the descriptors above.	**0**
Representing and Communicating	
sophisticated representation of ideas and a design concept using **fluent** sequences of ideation and/or schematic sketching to **progress** understanding in the develop phase.	**4 - 5**
appropriate representation of ideas and a design concept using ideation and/or schematic sketching in the develop phase to progress understanding of ideas.	**2 - 3**
cursory representation of ideas and a design concept using **unclear** ideation and/or schematic sketching in the develop phase.	**1**
does not satisfy any of the descriptors above.	**0**
Total out of 15	
Percentage	
Estimated Grade	