

## Grade 9 Art & Culture Worksheet

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### Industrial design

#### Part One: An industrial designer

Research what an industrial designer does and what skills he/she needs to perform his/her job. Write your answer in a series of point form notes.

[10 marks]

#### Part Two: Design a desktop stationery holder

You are a well-known industrial designer. A large manufacturing company has approached you to design and create a new concept for a desktop stationery holder to reduce clutter on desks of business men, secretaries, teachers – anyone using a desk.

1. Before you begin designing and making your prototype, you need to consider a number of things that will influence your design. Complete a pre-design brief by considering the following and offering reasons for your decisions:  
Target market, cost of product, where it will be sold, value/message your product will communicate, packaging of product, any tourism opportunities, slogan, advertising, colours of product, materials used and any other information it is worth knowing before you even begin the design.

[20 marks]

2. Research and planning: Remember that your desktop stationery holder must be functional as well as aesthetically pleasing. In this part of the task, you must research other examples of desktop stationery holders that are already on the market. You need to have pictures of these and critically analyse them. Now you need to draw sketches to illustrate your intentions for your design. Label fully with annotations and show all workings and descriptions.

[40 marks]

## Grade 9 Art & Culture Worksheet

### Rubric to assess design brief

Criteria	Level 4 [8 – 7]	Level 3 [6 – 5]	Level 2 [4 – 3]	Level 1 [2 – 1]
<b>Design brief is well written, attention paid to grammar, spelling and presentation</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Design brief clearly illustrates and explains other designs already on the market</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Design brief includes drawings of intended creation, fully labelled with annotations</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Design brief is a workable document which will help the designer make the actual article</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Design shows promise and potential</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.

3. Production: Now you need to use your 2D design brief as a reference to actually make the 3D prototype.

Pay attention to the medium you will use to create the prototype. Carefully craft the item using all you have learned about elements of art, as well as your design brief and research.

Just as you are finishing the product, the manufacturer asks you to package the product suitably for sale. Submit your desktop stationery holder to your teacher for assessment, inside this packaging.

[48 marks]

## Grade 9 Art & Culture Worksheet

### Rubric to assess production of prototype

Criteria	Level 4 [8 – 7]	Level 3 [6 – 5]	Level 2 [4 – 3]	Level 1 [2 – 1]
<b>Originality and uniqueness of product</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Functional success of product</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Aesthetic success of product</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Craftsmanship and presentation of product</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Use of elements of art</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
<b>Packaging is suitable and durable</b>	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.

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### Suggested Solutions

Question number	Possible marks	Solution
1	10	Learner answers will differ. Award marks for the list of functions of an industrial designer, as well as for neatly organised point form notes. ✓✓ Industrial designers design a variety of items that are used every day – utilitarian items. ✓✓ Needs imagination, ✓ creativity, ✓ analytical mind for problem solving, ✓ knowledge of technology, ✓ good taste, artistic feeling for colour, shape, texture, ✓ etc. The designer creates the prototype and the manufacturer copies it to make thousands of the item. ✓
2.1	20	Learner answers will differ, but allocate marks for explanation and reasoning for each of the following: Target market, ✓✓ cost of product, ✓✓ where it will be sold, ✓✓ value/message your product will communicate, ✓✓ packaging of product, ✓✓ any tourism opportunities, ✓✓ slogan, ✓✓ advertising, ✓✓ colours of product, ✓✓ materials used ✓✓ and any other information it is worth knowing. ✓✓
2.2	40	See rubric in Appendix of Assessment Tools.
2.3	48	See rubric in Appendix of Assessment Tools.

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