



Junior health correspondent – Developing criteria for success

1. Meeting the requirements of the design challenge

Examine the **design challenge** (reproduced below) to identify criteria for success.

Record your responses in the table that follows:

Design challenge

Your challenge is to:

- Write a magazine article to **promote and illustrate on-trend, sun-savvy clothing, hats and/or sunglasses**

OR

- Write an article that **promotes sun-safe clothing** and demonstrates the lack of responsibility of one or more aspects of the fashion industry with respect to sun-savvy clothing, **hats and/or sunglasses**.

The article must include up to **four images** of **on-trend, sun savvy** fashion that would **appeal to the readers** of the magazine. The images do not have to be original; they can be sourced from, for example magazines or the Internet.

Extension 1: Redraw the images as fashion sketches.

Extension 2: Develop the designs for the sun-savvy fashion items yourself.

Prompts	Criteria for success
What is the purpose of the article?	
What features do the images/illustrations in the article need to have?	



2. Meeting your client's needs

Prompts	Criteria for success (maximum 4)
Refer to Student response 19: The needs of my client or target market and/or Student response 20: Image Board to identify criteria for success in meeting the target market's needs. In order of importance, list the top three or four features of the intended design that are 'very important' to your client.	<ul style="list-style-type: none"> • • • •

3. Your illustrations (For Extensions 1 and 2 only)

Prompts	Criteria for success for the quality of illustrations (maximum 3)
What are indicators of high-quality illustrations? Useful words and phrases: detailed, accurate, clear labels, correct terminology, correct proportions.	<ul style="list-style-type: none"> • • •

4. Quality of the magazine article (the design solution)

Prompts	Criteria for success (maximum 3)
How will you judge the quality of the magazine article? What will you look for? Useful words/phrases: clear, strong messages about sun-savvy fashion, catchy title, clear aim, each paragraph has a theme, very persuasive, engaging, good layout, strong/catchy conclusion	<ul style="list-style-type: none"> • • •

5. How will you make judgments about how successful you were with your processes

How will you make judgments about how successful you were with your processes? Remember, this is about the actual processes, NOT the outputs of the processes.

Prompts	Criteria for success*
5.1 Investigating your client's needs. Useful words/phrases: comprehensive, detailed, useful, all necessary information collected	<ul style="list-style-type: none"> •
5.2 Generating design ideas and a design solution [extension 2 only]. Useful words/phrases: good experimentation, good critique of ideas	<ul style="list-style-type: none"> •
5.3 Communicating your designs (your illustrations—extensions 1 and 2 only). Useful word bank: correct tools, equipment and techniques used, well labelled	<ul style="list-style-type: none"> •
5.4 Managing your project. Useful words/phrases: efficient, good time management, used feedback, good project plan, followed my plan	<ul style="list-style-type: none"> •

*Choose only one for each process—the most important one.



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RESPONSE 24

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Summarise your analyses by completing the following table of criteria for success.

Criteria for success	
Requirements of the design challenge (Q1)	<ul style="list-style-type: none"> • • • •
Meeting the client's needs (Q2)	<ul style="list-style-type: none"> • • • •
Quality (technical skill) of illustrations (Q3) [Extensions 1 and 2 only]	<ul style="list-style-type: none"> • • •
Quality of the magazine article (Q4)	<ul style="list-style-type: none"> • • •
Processes (Q5)	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Investigating your client's needs 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Generating design ideas and a design solution [extension 2 only] 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Communicating your designs (your illustrations—extensions 1 and 2 only) 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Managing your project 	<ul style="list-style-type: none"> •