



Campaign against skin cancer – Developing criteria for success

1. The design of the slogan/logo

Examine the design challenge [reproduced below] to identify criteria for success for the design solution. Record your response in the table that follows.

Design challenge

The **purpose** of this challenge is to **promote sun-safe behaviours** to young Australians. You are to develop a sun-safe slogan and/or logo and produce it on a textile item such as a T-shirt or beach bag. The slogan/logo must be **clear** and **catchy**. You could use, for example, printing, painting, sun-dyeing, embroidery or appliqué to produce your slogan/logo on the textile item. The design and finished product should **appeal to your nominated target market** and be **effective for its intended purpose**.

Prompts	Criteria for success for the design of the slogan/logo
What is the purpose of the slogan/logo?	•
What should the two key characteristics of the slogan/logo be according to the design challenge?	• •
What other features will make the slogan/logo effective? (a maximum of three) Useful words/phrases: eye-catching, easy to read, creative, original	• • •

2. Meeting your client's needs

Prompts

Refer to Student response 8A: [Campaign against skin cancer- Investigating, evaluating and defining my client's needs](#). In order of importance, list up to three features of your product that are very important or important to your client.

Criteria for success (maximum 3)
• • •

3. Your illustrations/drawings

Prompts

What are indicators of high-quality illustrations?
Useful words: detailed, accurate, correct terminology, well labelled, correct proportions.

Criteria for success for the quality of illustrations (maximum 3)
• • •



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STUDENT
RESPONSE 9^A

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4. Quality of the slogan or logo on the textile item

Prompts	Criteria for success (maximum 3)
How will you judge the quality of the slogan or logo produced on the textile item? Useful words: neat, completed, accurate, usable, functional, attractive.	<ul style="list-style-type: none"> • • •

5. Processes used

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.

Criteria for success (choose only one for each process—the most important)	
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. Useful words/phrases: good experimentation, good critique of ideas	<ul style="list-style-type: none"> •
5.3 Communicating your designs (your illustrations). Useful words/phrases: correct tools, equipment and techniques used, well labelled	<ul style="list-style-type: none"> •
5.4 Producing the design solution. Useful words/phrases: correct tools, equipment and techniques used, good execution	<ul style="list-style-type: none"> •
5.5 Managing your project. Useful words/phrases: efficient, good time management, used feedback, good project plan, followed my plan	<ul style="list-style-type: none"> •

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

	Criteria for success
The requirements of the design challenge (see Q1.1 and Q1.2):	<ul style="list-style-type: none"> • • •
Meeting your client's needs (Q2)	<ul style="list-style-type: none"> • • •
Your illustrations (Q3)	<ul style="list-style-type: none"> • • •
Quality of the slogan or logo on the textile item (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 • Generating design ideas and a design solution • Communicating your designs • Producing your slogan/logo • Managing your project 	<ul style="list-style-type: none"> • • • • •