

Fashion
for the
Sun



DESIGN
CHALLENGE 1

7

8

STUDENT
TASK

Campaign against skin cancer – The textiles way

Setting the scene

It's that time again. Time to be out bike riding, walking, skateboarding, going to the beach or the pool, or just hanging out with friends. And someone will probably be saying, 'Don't forget your hat! Put on your sunscreen!' These are great messages—after all, young people are most at risk of getting skin cancer and Australia has one of the highest rate of skin cancer in the world. But let's be a bit more creative in getting the sun-smart messages out to young people.

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 ready-made textile item such as a T-shirt, beach bag or hat. 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**.

What to submit

- A set of annotated illustrations showing your final design solution for the slogan or logo and its placement on the textile item
 - The textile item with the slogan/logo on it
- You will also be required to submit responses to various tasks related to your process work

Your response will be assessed on evidence of your ability to:

- manage your project
- investigate, evaluate and define your client's needs
- design a slogan/logo
- communicate [draw] the design solution [the slogan or logo]
- explain:
 - techniques for communicating slogans or logos on a textile item
 - why the technique used was suitable for your slogan or logo
- produce the slogan or logo on a textile item
- evaluate your own work.

Checklist 1

The following is a summary of what you will be doing.

Use it as a checklist to keep track of your progress.

Phase	Task	Tick when completed
Managing	Develop and use a project plan to manage the production of your printed slogan/logo:	
	<ul style="list-style-type: none"> • Develop the plan. • Use the plan. 	
Investigating and defining	Identify the sun-smart strategy or message that you are going to promote.	
	Investigate and evaluate your client's needs , that is: <ul style="list-style-type: none"> • Determine the properties of the item you will produce in accordance with the client's needs. 	
Evaluating	Develop criteria for the success of your work.	
Knowledge and understanding	Investigate and evaluate techniques for conveying messages on textiles:	
	<ul style="list-style-type: none"> • Investigate, analyse and evaluate different techniques for conveying messages on textiles, e.g., stencil, freehand painting, sun-dyeing, embroidery, fabric pens etc. • Use your results to explain the best technique, colouring agent and tools to use for your slogan or logo. 	
Generating and designing	Using your criteria for success to guide you, develop design ideas and final design solution for your sun-smart slogan or logo:	
	<ul style="list-style-type: none"> • Draw the final design for the logo or slogan full size or to scale. • Draw an illustration of the placement of the logo or slogan on the textile item. • Annotate the illustrations with comments that show its effectiveness. 	
Producing	Produce your sun-safe slogan or logo on a textile item.	
Evaluating	Use your criteria for success to evaluate:	
	<ul style="list-style-type: none"> • The effectiveness of the design solution in meeting the needs of the design brief and the client • How well the slogan or logo was communicated (drawn) • How well the slogan or logo was produced on the textile item • The processes used. 	



Checklist 2 (with supporting resources listed)

The following is a summary of what you will be doing.

Use it as a checklist to keep track of your progress. To assist with the tasks, use the suggested resources

Phase and supporting resources	Task	Tick when completed
Managing SR6: Project Management Plan A	Develop and use a project plan to manage the production of your printed slogan/logo: <ul style="list-style-type: none"> Develop the plan. Use the plan. 	
Investigating and defining FFE: Sun-smart behaviours of young Australians (12-17 year-olds) SR7: Sun-smart behaviours of young Australians (12-17 year-olds) SR8A: Campaign against skin cancer- Investigating, evaluating and defining my client's needs SR8B [Sample Response]: Investigating, evaluating and defining my client's needs	Identify the sun-smart strategy or message that you are going to promote. Investigate and evaluate your client's needs , that is: <ul style="list-style-type: none"> Determine the properties of the item you will produce in accordance with the client's needs. 	
Evaluating SR9A: Campaign against skin cancer- Developing criteria for success SR9B [Sample Response]: Campaign against skin cancer-The textiles way: Developing criteria for success	Develop criteria for the success of your work.	
Knowledge and understanding SR10A: Techniques fo reproducing a slogan or logo on textiles: An analysis SR10B [Sample Response]: Techniques for producing a slogan or logo on textiles: An analysis	Investigate and evaluate techniques for conveying messages on textiles: <ul style="list-style-type: none"> Investigate, analyse and evaluate different techniques for conveying messages on textiles, e.g., stencil, freehand painting, sun-dyeing, embroidery, fabric pens etc. Use your results to explain the best technique, colouring agent and tools to use for your slogan or logo. 	

SR = Student Response
 FF = Fact File



Checklist 2 (cont)

Phase and supporting resources	Task	Tick when completed
Generating and designing SR11: Investigating effective slogans and/or logos SR12: Designing and communicating effective sun-smart slogans and/or logos	Using your criteria for success to guide you, develop design ideas and final design solution for your sun-smart slogan or logo: <ul style="list-style-type: none"> • Draw the final design for the logo or slogan full size or to scale. • Draw an illustration of the placement of the logo or slogan on the textile item. • Annotate the illustrations with comments that show its effectiveness. 	
Producing	Produce your sun-safe slogan or logo on a textile item.	
Evaluating SR13: Campaign against skin cancer-An evaluation of my work	Use your criteria for success to evaluate: <ul style="list-style-type: none"> • The effectiveness of the design solution in meeting the needs of the design brief and the client • How well the slogan or logo was communicated (drawn) • How well the slogan or logo was produced on the textile item • The processes used. 	

SR = Student Response
 FF = Fact File