

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?

- Slogan must promote sun-safety

What should the two key characteristics of the slogan/logo be according to the design challenge?

- Clear, catchy slogan
- Appeal to target market

What other features will make the slogan/logo effective? (a maximum of three)

Useful words/phrases: eye-catching, easy to read, creative, original

- Appealing
- Colourful
- Easy to read

2. Meeting your client's needs

Prompts

Criteria for success (maximum 3)

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.

- Large beach bag, about 47cm x 45cm
- Handles to go over shoulder
- Large slogan about 30cm x 15-20cm

3. Your illustrations/drawings

Prompts

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

What are indicators of high-quality illustrations?

Useful words: detailed, accurate, correct terminology, well labelled, correct proportions.

- Detailed and accurate
- Neat
- Plenty of labels using correct terms

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.

- Accurate
- Neat
-

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"> All necessary information collected
5.2 Generating design ideas and a design solution. Useful words/phrases: good experimentation, good critique of ideas	<ul style="list-style-type: none"> Ideas were researched, refined and met the client's needs
5.3 Communicating your designs (your illustrations). Useful words/phrases: correct tools, equipment and techniques used, well labelled	<ul style="list-style-type: none"> Correct use of tools and equipment
5.4 Producing the design solution. Useful words/phrases: correct tools, equipment and techniques used, good execution	<ul style="list-style-type: none"> Techniques used suited the design
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"> Project was finished on time

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"> Clear, catchy slogan to promote sun safety Appealing, colourful and easy-to-read slogan
Meeting your client's needs (Q2)	<ul style="list-style-type: none"> Large beach bag, about 47 cm x 45 cm with handles to go over shoulder and a large slogan (about 30cm x 15-20cm)
Your illustrations (Q3)	<ul style="list-style-type: none"> Detailed, accurate and neat illustrations with plenty of labels using correct terms
Quality of the slogan or logo on the textile item (Q4)	<ul style="list-style-type: none"> Accurate and neat use of fabric pens
Processes (Q5) <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"> All necessary information collected Design ideas matched the client's needs Correct use of tools and equipment Techniques used suited the design Project was finished on time.