



Year 12 Design and Technology Assessment Task 1: Project Proposal

Due Date: 8/11/2023 (Submitted via CANVAS by 9:00am) Term 4 Week 5 Mark / 60	Weighting 20%
<p>TASK DESCRIPTION:</p> <p>Part A: Project Proposal & Presentation</p> <p>You will be required to create a written proposal which relates to the practices and processes that you plan to use in the creation of your Major Design Project. Your proposal must contain:</p> <p>1. Exploration of Ideas (10 Marks)</p> <ul style="list-style-type: none">• Investigate a minimum of 4 possible project ideas. (Could include mind maps/ mood boards/ written statements).• Evaluate each project idea using a SWOT chart. <p>2. Justification of Final Project Selection (25 Marks)</p> <p>Select one idea from your exploration of ideas to complete the following:</p> <ul style="list-style-type: none">• Describe the idea you intend to develop and realise for your Major Design Project.• Outline the motivation for doing the project (formal and informal)• Explain the genuine need and/or opportunity associated with your idea. This may include researching products already on the market, interviewing target groups, and finding current statistical data to support the need. <i>Is your idea it a solution to a problem, improvement on existing product or a design modification? What are the possibilities of your idea? Is there a gap in the market?</i> Use graphics to support and present your relevant results.• Evaluate at least 3 existing design products similar to your idea using a PMI chart.• Distinguish the point of difference between your idea and other projects already on the market.• Identify the proposed target market for your project and relate it to the need.• Describe the skills required to complete your proposed project. <p>3. Presentation (10 Marks)</p> <p>You are required to present a 3–5-minute presentation to the class that summarises your Major Design Project proposal. You are required to develop and use a visual aid to support the delivery of your presentation. Your visual aid must also be submitted by the due date.</p> <p>Part B: Proposed Areas of Investigation & Time Management Plan (15 Marks)</p> <p>4. Proposed Areas of Investigation</p> <ul style="list-style-type: none">• Identify and justify the areas which require further investigation and provide direction for further action. Some areas you could include in your research include:<ul style="list-style-type: none">- Design Ideas- Existing Product Analysis- Materials/ Tools- Time/ Cost- Techniques- Skills and knowledge	

- Use the following table headings to document your Proposed Areas of Investigation

Area of Investigation	Justification	Investigation Method
Name the area that is being investigated	Why is this area being investigated? What do you need to find out? Why is this information important for the development or success of your final project?	How will you investigate the area? What primary/ secondary research techniques will you use?

5. Time Management Plan

- Complete a Gantt chart which reflects the proposed time management practices to be undertaken in the creation of the major design project. The Gantt chart must include all key milestones and propose deadlines related to the project.

SYLLABUS OUTCOMES TO BE ASSESSED:

H2.1 explains the influence of trends in society on design and production

H4.1 identifies a need or opportunity and researches and explores ideas for design development and production of the major design project

H4.2 selects and uses resources responsibly and safely to realise a quality major design project

H5.2 selects and uses appropriate research methods and communication techniques

DIRECTIVES TO BE ASSESSED:

Describe: Provide characteristics and features

Distinguish: Recognise or note/indicate as being distinct or different from; to note differences between

Evaluate: Make a judgement based on criteria; determine the value of

Explain: Relate cause and effect; make the relationships between things evident; provide why and/or how

Identify: Recognise and name

Investigate: Plan, inquire into and draw conclusions about

Justify: Support an argument or conclusion

Outline: Sketch in general terms; indicate the main features of

STUDENT CHECKLIST-

Have You:

Part A: Project Proposal

Exploration of Ideas

- Investigated a minimum of 4 possible project ideas.
- Evaluated each idea using a SWOT chart.

Justification of Final Project Selection

- Described the idea intended to develop and realize for the Major Design Project.
- Outlined the motivation for doing the project (formal and informal).
- Explained the genuine need and/or opportunity associated with the idea.
- Conducted research on products already on the market.
- Evaluated at least 3 existing design products similar to the idea using a PMI chart.
- Distinguished the point of difference between the idea and other projects already in the market.
- Identified the proposed target market for the project and related it to the need
- Described the skills required to complete the proposed project.

Presentation

- Prepared a 3–5-minute presentation summarizing the Major Design Project proposal.
- Developed and used a visual aid to support the presentation.

Part B: Proposed Areas of Investigation & Time Management Plan

- Described the areas that require further investigation.
- Justified why each area is being investigated and why the information is important for the project's development or success.
- Specified the investigation methods, including primary and secondary research techniques.
- Completed a Gantt chart reflecting the proposed time management practices for the Major Design Project.
- Allocated time for each project phase and task.
- Included milestones and deadlines.

Marking Criteria

H2.1 explains the influence of trends in society on design and production	
<ul style="list-style-type: none"> • Demonstrates a comprehensive investigation of a minimum of 4 project ideas. • Provides an extensive evaluation of each project idea using a SWOT chart. 	Outstanding 9-10
<ul style="list-style-type: none"> • Demonstrates a thorough investigation of a minimum of 4 project ideas. • Provides a clear evaluation of each project idea using a SWOT chart. 	High 7-8
<ul style="list-style-type: none"> • Demonstrates a sound investigation of a minimum of 4 project ideas. • Provides an evaluation of each project idea using a SWOT chart. 	Sound 5-6
<ul style="list-style-type: none"> • Demonstrates a basic investigation of possible project ideas. • Provides a basic evaluation of each project idea using a SWOT chart. 	Basic 3-4
<ul style="list-style-type: none"> • Identifies a possible project idea. • Provides a limited evaluation of each project idea using a SWOT chart. • Presents incomplete ideas / Section not completed. 	Limited 0-2

H4.1 identifies a need or opportunity and researches and explores ideas for design development and production of the major design project	
<ul style="list-style-type: none"> • Presents a detailed description of the project idea intended for development. • Extensively outlines the motivation for doing the project (formal and informal). • Provides a detailed explanation of the genuine need and/or opportunity associated with idea. • Presents a detailed evaluation of at least 3 existing design products using a PMI chart. • Clearly distinguishes the point of difference between the idea and other projects already in the market. • Clearly identifies the proposed target market for your project and relate it to the need. • Presents a comprehensive description of the skills required to complete the proposed project. 	<p style="text-align: center;">Outstanding</p> <p style="text-align: center;">22-25</p>
<ul style="list-style-type: none"> • Presents a clear description of the project idea intended for development. • Thoroughly outlines the motivation for doing the project (formal and informal). • Provides a clear explanation of the genuine need and/or opportunity associated with idea. • Presents a thorough evaluation of at least 3 existing design products using a PMI chart. • Describes the point of difference between the idea and other projects already in the market. • Identifies the proposed target market for your project and relate it to the need. • Presents a detailed description of the skills required to complete the proposed project. 	<p style="text-align: center;">High</p> <p style="text-align: center;">18-21</p>
<ul style="list-style-type: none"> • Presents a description of the project idea intended for development. • Outlines the motivation for doing the project (formal and informal). • Identifies a genuine need and/or opportunity associated with idea. • Evaluates at least 3 existing design products using a PMI chart. • Identifies a point of difference between the idea and other projects already in the market. • Relates an aspect of the project to a proposed target market. • Identifies a range of skills required to complete the proposed project. 	<p style="text-align: center;">Sound</p> <p style="text-align: center;">13-17</p>
<ul style="list-style-type: none"> • Identifies/ names project idea intended for development. • Lists the motivation for doing the project. • Identifies a genuine need and/or opportunity associated with idea. • Provides a basic description of existing design products using a PMI chart. • Identifies a point of difference between the idea and other projects already in the market. • Names a possible target market. • Identifies a skill required to complete the proposed project. 	<p style="text-align: center;">Basic</p> <p style="text-align: center;">7-11</p>

<ul style="list-style-type: none"> • Identifies a possible project idea. • Presents a limited response outlining motivation for doing the project. • Provides an unclear or unrelated need and/or opportunity associated with idea. • Provides a limited overview of existing design products. • Proposal does not clearly identify a point of difference between the idea and other projects already in the market. • Proposal does not identify a possible target market. • Makes a statement related to a skill needed to complete the project. • Sections of proposal submitted incomplete or not attempted. 	<p>Limited</p> <p>0-6</p>
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H5.2 selects and uses appropriate research methods and communication techniques	
<ul style="list-style-type: none"> • Delivers an outstanding presentation with sustained control of expression, pace, and tone. • Effectively utilises a visual aid, notes, palm cards, memory to make an engaging presentation. • Sustained use of eye contact throughout entire presentation. • Successfully engages the audience for 3-5 minutes. 	Outstanding
<ul style="list-style-type: none"> • Delivers a well-developed presentation with consistent control of expression, pace and tone. • Utilises a visual aid, notes, palm cards, memory to make an engaging presentation. Consistent use of eye contact during presentation. • Successfully engages the audience for 3-5 minutes. 	High
<ul style="list-style-type: none"> • Speaks in a moderately engaging manner with some aspects of delivery lacking. • Some use of eye contact during presentation. • Some utilisation of a visual aid, notes, palm cards, memory during presentation. • Duration of speech is between 3-5 minutes. 	Sound
<ul style="list-style-type: none"> • Delivers a basic presentation that lacks multiple aspects of delivery. • Limited or no use of eye contact. • Limited evidence of preparation- no use of notes, palm cards or memory during presentation. Student reads large amounts of information directly from visual presentation. • Duration of speech not within required time range of 3-5 minutes. 	Basic
<ul style="list-style-type: none"> • Presentation not attempted. • Speaks in a manner that lacks multiple aspects of delivery and does not meet the requirements of the task. 	Limited

H4.2 selects and uses resources responsibly and safely to realise a quality major design project	
<ul style="list-style-type: none"> • Presents a completed table that clearly identifies areas which require further investigation. • Provides a detailed justification of each area of investigation and provides clear methods of further investigation. • Presents a comprehensive Gantt chart reflecting the proposed time management practices for the Major Design Project. • Clearly and logically allocates the time required for each project phase and task and includes milestones and deadlines. 	Outstanding
<ul style="list-style-type: none"> • Presents a completed table that identifies areas which require further investigation. • Provides a justification of each area of investigation and provides direction for methods of further investigation. • Presents a detailed Gantt chart reflecting the proposed time management practices for the Major Design Project. • Logically allocates time for each project phase and task and includes milestones and deadlines. 	High
<ul style="list-style-type: none"> • Presents a completed table that identifies areas which require further investigation. • Provides a sound justification of each area of investigation and provides direction for methods of further investigation. • Presents a completed a Gantt chart reflecting the proposed time management practices for the Major Design Project. • Allocates time for each project phase and task and includes milestones and deadlines. 	Sound
<ul style="list-style-type: none"> • Presents a basic overview that identifies areas which require further investigation. • Provides a basic justification of each area of investigation and provides direction for methods of further investigation. • Presents a basic/ incomplete Gantt chart reflecting the proposed time management practices for the Major Design Project. • Clear timeframes have been allocated for some aspects of the project. 	Basic
<ul style="list-style-type: none"> • Presents a limited overview that identifies areas which require further investigation. • Limited direction for methods of further investigation. • Timeframes have been allocated for some aspects of the project. • Presents incomplete sections or not attempted. 	Limited

Check your assessment booklet for the PHS Assessment Policy