

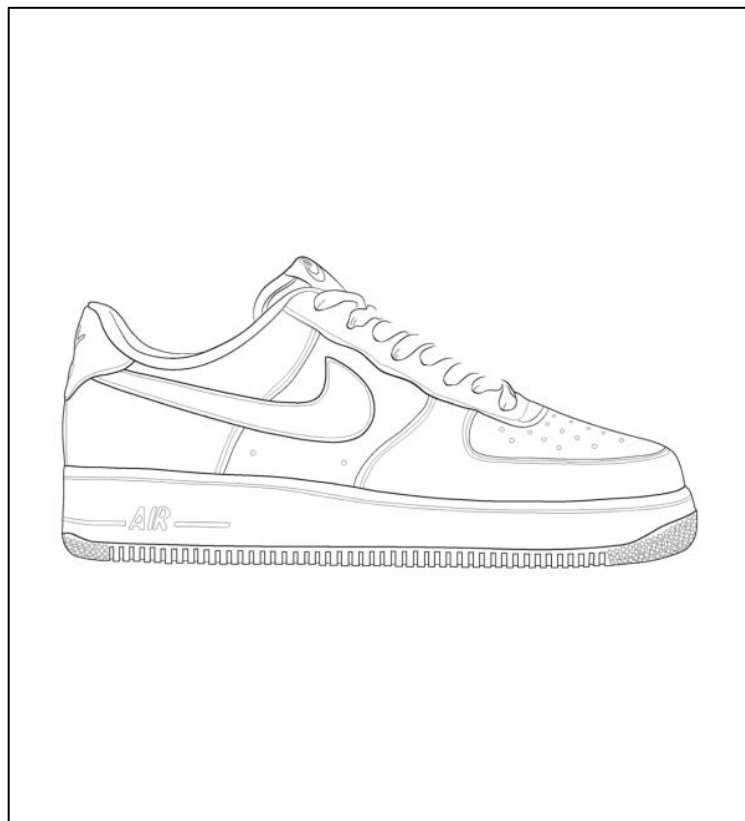
Name / Enw: _____

Form / Dosbarth: _____

Design Brief

You have been chosen as a freelance designer to create a new brand of trainer and clothing.

You are required to come up with a logo and an unique pair of trainer for the brand. You could also come up with some clothing ideas that fit in with your brand's style/ethos.



Learning Objectives / Nodau Dysgu:

- You should be able to work through the design process and design and model a trainer/footwear using card
- You will understand how analyse a design task to explore all possibilities when designing.
- You will be able to design confidently in 2D and 3D.
- You will be able to use 2D Design proficiently.
- You will be able to present your final ideas using industry recognised methods.]

Design Basics	HW/CW	Interim Level	Level Awarded
1. Mood Board			
2. Branding Idea			
3. Trainer Design			
4. Engineering Drawing			

Advanced Skills	HW/CW	Interim Level	Level Awarded
5. Prototype			

Design and Make Projects	HW/CW	Interim Level	Level Awarded
6. Consumer Feedback			
7. Evaluation			
8. Further Improvements			

Presentation

You are expected to **carry your folder in the A3 wallet provided. IT SHOULD NOT BE FOLDED** A pen should be used for all writing and a pencil should be used for design work. Designs are expected to be coloured in.

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Design Task

Trainers

LOGOS

Summary: What do you think makes a good logo?

A large, empty rounded rectangular box provided for the student to write their summary response to the question about what makes a good logo.