



Notification Date	Term 1 Week 4
Due Date	Term 2 Week 1 - Friday 1st May 2020 (Class A in P5, Class B in P4) Submission via upload to Compass
Time Allocated	9 weeks
Total Marks	30
Weighting	30%

Outcomes Assessed

DT5-2 applies and justifies an appropriate process of design when developing design ideas and solutions
DT5-7 uses appropriate techniques when communicating design ideas and solutions to a range of audiences

TASK BACKGROUND

The growth of a business often relies on effective marketing strategies and customer loyalty. The aim of any business is to promote customer return, thus generating long-term profits and stability. This concept is often difficult for businesses that specialise in large, costly projects. Home building companies are an example of such a project-based business and these companies therefore rely on word of mouth as well as effective marketing materials. Marketing materials range from websites, display homes, sample materials, real estate networking and printed material such as lookbooks and catalogues.

TASK REQUIREMENTS

PART A: LOOK BOOK (Outcome DT5-7)

You are part of the marketing team for a local home building company. The company would like to be able to show potential customers the work that they are able to produce through the form of a lookbook. The lookbook should contain edited images of finished homes, sample products and materials with persuasive text.

Using the media skills that you have developed in this unit of work, construct a lookbook for your building company. Your lookbook should illustrate proficiency in working with a wide range of media (i.e. images, text, fonts) for marketing purposes. The lookbook should not exceed 10 pages (double sided, including the front and back cover, no restrictions in page dimensions).

PART B: PORTFOLIO (Outcome DT5-2)

Document your design process in the form of a portfolio using the following headings:

- **Identification of needs and opportunities**
Analyse the criteria for success, project limitations and needs of the target market/end user (who the lookbook will typically appeal to).
- **Management***
Develop an action plan for the project.
- **Creative and innovative idea generation***
Conduct market research around lookbooks/marketing materials used by existing home building companies/real estate, analysing the application of space, fonts, colour schemes, layouts and use of language. Develop an annotated storyboard for your lookbook.
- **Research and exploration**
Conduct research using primary and secondary sources to supplement the *identification of needs and opportunities* section and the overall development of your lookbook. Present your findings in qualitative and quantitative forms.
- **Realisation***
Outline the hardware and software used to develop your lookbook solution.
- **Evaluation***
Evaluate your completed lookbook against the criteria for success, project limitations and needs of the end user.

Use the template provided by your teacher as well as teacher instruction and class notes to guide you. You may choose to develop your own portfolio.

*These sections will not be formally assessed in this submission but the headings still need to be evident in the portfolio as you will still undertake these sections as part of the design process.

Submission Requirements

Upload your lookbook as a PDF document to Compass before the due date. If your portfolio is a Google Doc, upload this to Compass before the due date, ensuring that sharing permissions will allow your class teacher to view the document. Otherwise, upload the portfolio as a separate PDF document to Compass before the due date.



Name:

Class: Class A / Class B

LOOK BOOK

OUTCOMES

DT5-7 uses appropriate techniques when communicating design ideas and solutions to a range of audiences

Extension	
	<input type="checkbox"/> Uses appropriate technology to construct floor plans, applying the correct use of symbols and scale, to effectively supplement the marketing strategies provided by the lookbook
A 15-13	<input type="checkbox"/> Effectively and ethically uses a wide range of media-related hardware and software reflecting an outstanding level of proficiency <input type="checkbox"/> Communicates ideas and solutions through the use of a range of media, persuasive and succinct language and current visual layout/formatting techniques <input type="checkbox"/> Product displays marketing strategies that are highly appropriate and specific to the researched audience/target market
B 12-9	<input type="checkbox"/> Ethically uses a range of media-related hardware and software reflecting a high level of proficiency <input type="checkbox"/> Communicates ideas and solutions through the use of media, persuasive language and visual layout/formatting techniques <input type="checkbox"/> Product displays marketing strategies that are appropriate to the researched audience/target market
C 8-5	<input type="checkbox"/> Uses media-related hardware and software reflecting a sound level of proficiency <input type="checkbox"/> Communicates ideas and solutions through the use of graphical and textual media with consistency in visual layout/formatting techniques <input type="checkbox"/> Product displays marketing strategies that are appropriate to an audience/target market
D 4-3	<input type="checkbox"/> Uses media-related software reflecting a basic level of proficiency <input type="checkbox"/> Communicates ideas and solutions through the use of some graphical and textual media with consideration for visual layout techniques <input type="checkbox"/> Product displays marketing strategies
E 1-2	<input type="checkbox"/> Uses media-related software reflecting an elementary level of proficiency <input type="checkbox"/> Communicates ideas and solutions through the use of some graphical and/or textual media in a marketing context

Marker Feedback

Mark 15

--	--

PORTFOLIO	
OUTCOMES	
DT5-2 applies and justifies an appropriate process of design when developing design ideas and solutions	
Extension	<input type="checkbox"/> Portfolio is creatively formatted and presented to reflect the design solution (lookbook) in style.
A 15-13	<input type="checkbox"/> Applies a logical and effective problem-solving process when exploring and developing design ideas and solutions <input type="checkbox"/> Justifies the needs, opportunities and target market for the design of the product which is supported by comprehensive research <input type="checkbox"/> Analyses reliable and accurate data from a range of primary and secondary sources to present relevant and meaningful information in both qualitative and quantitative formats
B 12-9	<input type="checkbox"/> Applies a logical problem-solving process when exploring and developing design ideas and solutions <input type="checkbox"/> Justifies the needs, opportunities and target market for the design of the product which is supported by thorough research <input type="checkbox"/> Analyses reliable and accurate data from primary and secondary sources to present relevant information in both qualitative and quantitative formats
C 8-5	<input type="checkbox"/> Applies a problem-solving process when exploring and developing design ideas and solutions <input type="checkbox"/> Justifies the needs, opportunities and target market for the design of the product which is supported by sound research <input type="checkbox"/> Analyses data from primary and secondary sources to present information in both qualitative and quantitative formats
D 4-3	<input type="checkbox"/> Applies most elements of a design process when exploring and developing design ideas and solutions <input type="checkbox"/> Explains the needs, opportunities and target market for the design of the product which is supported by basic research <input type="checkbox"/> Analyses data from primary and/or secondary sources to present information in mainly qualitative formats
E 1-2	<input type="checkbox"/> Applies some elements of a design process when exploring and/or developing design ideas and solutions <input type="checkbox"/> Describes the needs, opportunities and target market for the design of the product which is supported by elementary research <input type="checkbox"/> Collects data from primary and/or secondary sources to present information in qualitative formats

Marker Feedback	Mark 15
Final Total	/30
Overall Grade	

PERSONAL OBSERVATION (STUDENT)	
What did I do well?	
What can I do to improve in the future?	
My effort was... <input type="checkbox"/> Excellent <input type="checkbox"/> Very good <input type="checkbox"/> So-so <input type="checkbox"/> Not good	