DESIGN BRIEF - iPAD OR LAPTOP BAG

BACKGROUND

Students at Alamanda College are required to use their own iPad or MacBook. Whilst student's school bags have a pocket to carry their device to and from school, it is also useful for students to have another bag to use in their own time. There are different bags available on the market, however many of these are not appealing to the teenage market and may not meet all the needs/requirements of the user.

YOUR DESIGN BRIEF

As a designer, your project needs to:
- appeal to your own unique style;
- be big enough for your device to fit comfortably;
- be made from robust and functional fabric that protect your device, and makes it easy and comfortable to carry around; and
- includes at least one other function (such as an extra pocket for your phone, wallet, pens).

The Design Cycle

Note that the arrows move back and forth between the sections; when you are completing this project, you will move fluidly between the sections.

For example, when 'creating the solution' (making your bag), you may modify your original design. This may be because you have changed your mind or something isn't working as you would like it to.

As you progress, you should be able to explain and understand where you are in the design cycle.

You will use the MYP Design cycle to aid in the planning, production and evaluation of your work.

PROJECT SUCCESS CRITERIA

1. Investigation of existing products (Inquiring and analysing):
   - What makes a good bag?
   - How can I use other bag designs to influence my own?
2. Design your own bag (developing ideas):
   - Generate several ideas for your bag
   - Create your final 'design specification'
3. Planning and Management:
   - Construct a plan to create your bag
   - Manage your time efficiently
   - Record your progress and goals in a journal
4. Production (creating the solution):
   - Develop your technical skills to sew your bag together
   - Make and justify modifications as necessary
5. Evaluation (evaluating):
   - Test your bag based on the design brief
   - Evaluate the success of your bag and explain how it can be improved.

FOLIO SUCCESS CRITERIA

At the completion of your project, you must submit your finished product and your Folio piece. Use the following pages and exemplars in the classroom to help you with the content of your work.

This Folio must have the following Headings – at least one page per heading.
- Ideation
- Investigation
- Design
- Planning and Management
- Production Journal
- Evaluation
- Reflection

You may use any of the following formats to produce your Assessment Task:
- Written document (Word, Pages, etc)
- Presentation (PowerPoint, Keynote, Prezi, Poster

IDEATION

For your Folio:
- Explain your design brief (see first page).
- Describe the product you will be making. What is the need for this product?
- How will you use the Design Cycle to create your product?

INVESTIGATION

Learning activities: What makes a good bag?
- Analyse different types of bags shown to you in the classroom. The completed activity booklet should be included in your Folio.
- Gather ideas for your own bag by researching on the internet, books, advertising catalogues, magazines, or observing products at the shops.
- Make sketches of your ideas, write yourself notes and keep any pictures and information you have found.

For your Folio:
- Discuss how you investigated designs.
- What information and ideas did you find out from your investigation?
- How did your findings influence your own design?
- Include your sketches, pictures and analysis of your findings/ideas.

DESIGN

Learning activities:
Developing Ideas: Sketch at least three different ideas for various styles of bags you are considering making.
Design Specification: Choose your final design, and produce detailed, annotated drawings of your bag. Your design specification needs to include the following information:
- The device you designed your bag for (e.g. MacBook Air, 13 inch). Sketch your device and include measurements of the length, width and depth.
- Sketch your bag design from different views (eg front, side, back etc).
- Create an annotated diagram of your pattern pieces with measurements.
- Your fabric choices - which fabrics are you using and why? Include a fabric swatch.
- Identify the tools/equipment that you will need, and how to use them safely.

For your Folio:
- Include your design ideas and design specification in your Folio.
- Why did you choose this design over the other ideas you had for your bag?
- Discuss your final design. Did you include a flap and/or pocket? Why did you design your bag the way you did?
- How did you determine your pattern pieces and sizes? (eg. leaving room for the width of your device, seam allowances, charger, pencil case etc.).

PLANNING AND MANAGEMENT

Learning activities: Plan the construction of your bag
- Write out your production plan (i.e. the steps you need to make your bag from cutting out fabric to finishing it all off). You need to think about what information other people would need to follow and create your design.
- Your production plan needs to contain a series of steps detailing:
  - steps
  - techniques;
  - the order of production of the item; and
  - estimation of the time needed for completing each task (e.g. one class allocated).
- Make specific reference to issues you had with keeping to your plan.
- You may use the following template for your plan, or plan in dot points, pictures, sketches, however you would like to communicate your plan:

No.	Step	Details of techniques	Time (approx.)
1			
2			
Etc.			

For your Folio:
- Include your production plan.

PRODUCTION JOURNAL

Learning activities: Reflecting and documenting the production process
- Follow your production plan to create your product.
- Document each production step as you work (make notes and/or take photos) and attach to your journal.

For your Folio:
- Discuss what went well for you and what you had difficulty with.
- Describe and justify any modifications to your design that needed to be made during production. Why did you make these modifications? (e.g. changed your design ideas, ran out of time, found it too difficult etc).
- Include your journal in your assessment task.
- Include a photograph of your finished bag with your device inside.

EVALUATION

For your Folio:

When completing your evaluation, consider the following questions, or come up with your own!

- Does the product design meet the design brief? Explain your answer considering:
  - Is it big enough to comfortably fit your iPad or laptop?
  - Does it appeal to your own unique style?
  - Does it have at least one other function (eg an extra pocket, decoration, such as applique or laser cut button/tag)?

- Were your construction techniques suitable? Explain your answer considering:
  - Will the product be durable?
  - Were the techniques used (eg. sewing) well executed?

- How good was your time management in relation to your production plan? How could you improve on this?

- What were your biggest achievements?

- What issues did you have during the process of designing and producing your bag?

- List at least three ways in which your product could be improved. How would you go about achieving those improvements?

- Make recommendations for future productions; what might you do differently next time?

REFLECTION

Identify and reflect upon your learning process and development in textiles and design. Remember to discuss the MYP learner profiles and attitudes in your reflection.

ASSESSMENT RUBRIC

On the following page is the rubric which you will be assessed. You should use this rubric to assist you to complete each section of your project.

Year 7 Laptop/iPad Bag Assessment Rubric

	A. Inquiring and Analysing	B. Developing Ideas	C. Creating the solution	D. Evaluating
A	• Demonstrates an excellent understanding of the design brief. • Describes, draws and evaluates other similar products, especially those that inspire their design with excellent detail. • Lists at least three findings of their relevant investigation with an excellent amount of detail and justification.	• Presents more than one feasible design ideas. • Presents the chosen design, outlines the reasons for its selection with reference to the design specification. • Develops accurate and detailed planning drawings/diagrams/design specification and outlines requirements for the creation of the chosen solution.	• Presents a logical plan, which outlines the efficient use of time and resources. • Demonstrates excellent technical skills. • Creates the product, which functions as intended and is excellently presented. • Demonstrates excellent time management.	• Completes the evaluation to an excellent level. • Explains changes made to the chosen design and plan. • Self-reflects on issues and achievements. • Lists, evaluates and describes several ways in which the product could be improved and how they would achieve the improvement.
B+	• Demonstrates a very good understanding of the design brief. • Describes, draws and evaluates other similar products, especially those that inspire their design. • Lists at least two findings of their relevant investigation with a good amount of detail and justification.	• Presents at least one feasible design idea(s). • Presents the chosen design and outlines the main reasons for its selection with reference to the design specification. • Develops accurate planning drawings/diagrams/design specification and lists requirements for the creation of the chosen solution.	• Presents a plan, which considers time and resources. • Demonstrates competent technical skills. • Creates the product, which functions as intended and is presented appropriately. • Demonstrates competent time management.	• Completes all aspects of the self-guided evaluation of the product to a sound level. • Outlines changes made to the chosen design and plan. • Lists at least two ways in which the product could be improved and how they would achieve the improvement.
B	• Demonstrates a good understanding of the design brief. • Describes, draws and evaluates at least one other similar product. • Lists at least one finding of their relevant investigation with good amount of detail and justification.	• Presents at least one feasible design idea(s). • Outlines the main reasons for choosing the design with reference to the design specification. • Creates basic planning drawings/diagrams/ design specification or lists requirements for the chosen solution.	• Outlines each step in a plan that contains some details. • Demonstrates satisfactory technical skills. • Creates the product, which partially functions and is adequately presented. • Demonstrates satisfactory time management.	• Adequately completes the evaluation. • Outlines changes made to the chosen design or plan. • Lists at least one way in which their product could be improved.
C	• Demonstrates a basic understanding of the design brief. • Lists at least one findings of their relevant investigation.	• Presents one design idea, which can be interpreted by others. • Creates incomplete planning drawings/diagrams.	• Demonstrates minimal technical skills. • The product is non-functional or incomplete. • Demonstrates minimal time management.	• Briefly completes the evaluation. • Does not outline changes made to the chosen design or plan. • Does not critically review their work.
D	• The student does not reach the standard identified.	• The student does not reach the standard identified.	• The student does not reach the standard identified.	• The student does not reach the standard identified.
Grade				

Final Grade: _____