

Art and Design Higher - 2020/21

Higher Design Activity - Graphic Design Brief

Outline:

- You have been asked to design a teapot by the Victoria and Albert museum
- It will be sold in the visitors shop and in the on-line shop

Themes:

The themes are based on ground-breaking design movements. Choose from one of the following:

Art Nouveau - organic, flora and fauna, whiplash lines, beautiful women



Bauhaus - pared down design, strong lines, geometric shapes



Post-Modernism - theatrical, ludicrous, complex, contradictory, visually thrilling



Enjoy the Design movement you choose. It's far easier to design well if you enjoy what you're doing.

When you are designing you must consider the following:

Health & Safety:

- Your teapot must be water-tight
- Your teapot must be strong enough to be lifted whilst full of boiling liquid
- your teapot must pour accurately to prevent scalding

Target Market:

- Which group(s) of people are you designing the teapot for
- This should be agreed with your teacher

Function:

- Your final design solution must grab the TARGET MARKET's attention
- Your design must hold at least one cup of tea
- Your design must be able to be lifted and tilted when full of boiling liquid
- Your design must have a way of lifting and tilting without causing injury

Design Constraints:

- Must be bold and eye-catching
- Must be based on your chosen Design Movement
- Must attract attention your chosen target market
- Must be a functioning teapot
- Must sit well in a shop display
- Must be glazed ceramic
- Must be no larger than 30cm in any dimension

Design Considerations:

- Consider the shape and weight and balance of the teapot
- Consider the pouring action
- Consider the placement of the lid and handle and the practicability of them

Materials/Techniques:

- clay
- glazes
- transfers
- glass

