

Art and Design

National 4/5

Design Brief 20:21

N4/5 Design Activity

Jewellery Design Brief

Outline:

- Design a flamboyant, eye-catching necklace, brooch, wrist or head-piece that can be worn by your client safely and comfortably.

Health & Safety:

- Your design MUST be COMFORTABLE TO WEAR, as well as SAFE to put on and take off.
- Your design must not obscure the wearer's vision.
- You must take account of the SAFETY of others around the wearer.

Target Market:

- You must identify the TARGET MARKET – who will actually wear your design - and consider the needs and restrictions of that market e.g. children, older people, disabled groups, those identifying as LGBTQ+.
- This should then be agreed with your teacher.

Function:

- Your final design solution will be worn at an *'End of Lockdown' Streetparty*.
- It will be a PIECE OF JEWELLERY that must fit the NECK, or BODY PART selected. It must have 3D elements and catch the eye of fellow party-goers.
- It must be robust enough to withstand partying
- It must be either: easy enough to take off and put on again/not restrict normal movements.



Theme:

Your design should choose from the *Themes* –

- ***Joy of Life*** – celebrating the rich variety and excitement of life outside of Coronavirus Lockdown Restrictions. Perhaps, if you would like, celebrating the life of someone close to you, or a group of ‘Covid Heroes’ - shop-workers, bin-men, delivery drivers, NHS staff, Neighbours etc
Colour/Shape/Fun/Music/GroupActivities/Shiny/Clean/Bright/Bold/Exciting/Welcoming/Soft/Outdoor/Sport/Together/Exotic/Travel/Food (Possible Forms to consider)
- ***Chrysalis/Rebirth*** – emerging or metamorphosis from one state to another e.g. a butterfly from a chrysalis, like all of us coming back together, outside.
Growth/Emerging/Changing/Unrolling/Unfolding/Joining/Together/Natural/Plants/Organic/Delicate/Patterned/Colour/Texture (possible Forms to consider)

Design Constraints:

- Must be safe for wearer and those around them
- Must be bold and eye-catching
- Must be a positive image
- Must not be too heavyweight
- Must not be too delicate
- Must last AT LEAST 24 hours

Design Considerations:

- Must use AT LEAST 2 colours (additional Black or White allowed)
- Must NOT extend dangerously from the attached part of the body
- Consideration must be given to putting on and taking off the jewellery easily. Fastenings/Hooks/buckles etc should be fit for purpose and ergonomic

Materials/Costs/Sustainability:

- Lightweight
- Mouldable to the body shape
- Free or cheap to buy (Under £25)
- Recyclable or able to be re-purposed after use