

Art: 'Design for a purpose' assessment record

Lesson 1, To understand how visual language can be used to communicate personality and interests

Key assessment questions:

- Can children design their own coat of arms by selecting and placing imagery appropriately within a shape?
- Do children know what a coat of arms is and how symbols represent a person?
- Do children understand the context of design throughout human history?

Children working towards	Children exceeding

Lesson 2, To work collaboratively to a specific design brief

Key assessment questions:

- Do children know that a design requires both planning and purpose?
- Can children work collaboratively to a design brief?
- Do children understand the work of an important British design team?
- Do children know that designers start with ideas and rough drawings before finalising their designs?

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Lesson 3, To work collaboratively to a specific design brief

Key assessment questions:

- Can children work collaboratively to design and present ideas and designs clearly in a visual format
- Do children know that designs can be reviewed and modified as a project develops?

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Lesson 4, To design a product which is appealing and purposeful

Key assessment questions:

- Do children understand how advertising, words, USP and packaging help to sell a product and to give it an identity?
- Can children work collaboratively, knowing that designers work in teams?
- Can children investigate and understand the use of language when naming a design product?
- Can children design a product based on a word?

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Lesson 5, To present a product pitch

Key assessment questions:

- Can children work in a team to create and then "sell" a product idea to a 'client'?
- Do children know that products have USP (unique selling points)?
- Can children communicate through spoken and visual language to 'sell' a product?

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