



Pearson

BTEC Level 3 National in Art & Design

Unit 6: Managing a Client Brief
(31832H)

Sample Marked Learner Work

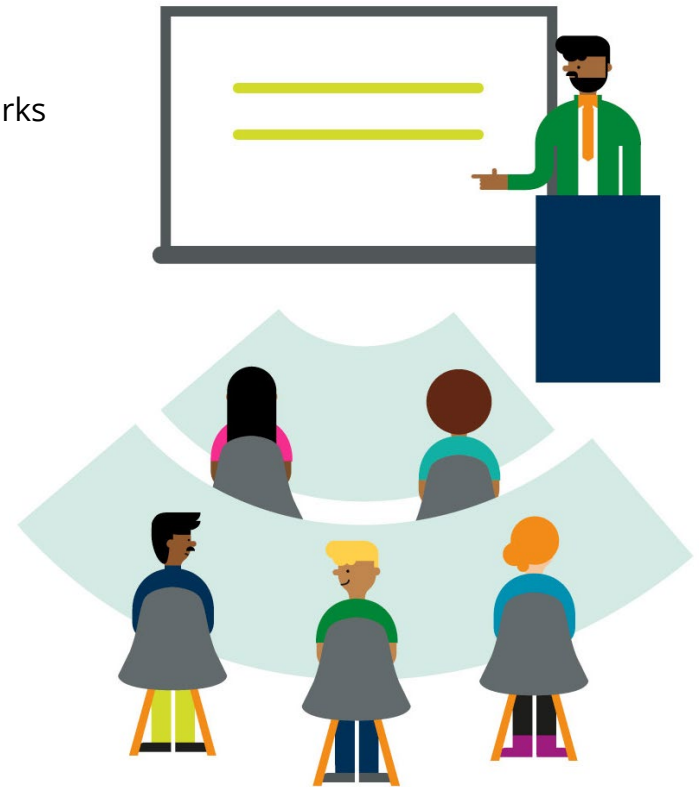


In preparation for the teaching and as a part of the on-going support that we offer to our centres, we have developed these support materials to help you better understand the application of BTEC Nationals Level 3 in Art & Design.

The following learner work has been prepared as guidance for centres and learners. It can be used as a helpful tool when teaching and preparing for external units.

The SMLW includes examples of actual submissions of unedited learners' work, accompanied with examiner commentaries and marks awarded based on the learners responses.

You will need to refer to the appropriate [specification](#) and [past externally set tasks](#) alongside these sample materials.



Assessment guidance & grids

General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Marking grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the marking grid not according to their perception of where the grade boundaries may lie.
- All marks on the marking grid should be used appropriately.
- All the marks on the marking grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the marking grid.
- Where judgment is required, a marking grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the marking grid to a learner's response, a senior examiner should be consulted.

Specific marking Guidance

- The marking grids have been designed to assess learner work holistically. Rows within the grids identify the assessment focus/outcome being targeted. When using a marking grid, the 'best fit' approach should be used.
- Examiners should first make a holistic judgement on which band most closely matches the learner response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Assessment Outcomes	Mark Awarded
AO1: Demonstrate ability to select relevant information and material to inform proposals	Out of 12
AO2: Develop art and design proposals relevant to client brief	Out of 18
AO3: Justify the decisions in relation to brief, audience and client demands	Out of 18
AO4: Be able to organise information and proposals for presentation	Out of 12
TOTAL	Out of 60

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
AO1	0	1-3	4-6	7-9	10-12
Demonstrate ability to select relevant information and material to inform proposals	Level of response not worthy of credit	<ul style="list-style-type: none"> Basic selection of relevant materials and information. Selected information and materials do not clearly inform proposals. 	<ul style="list-style-type: none"> All materials are selected for relevance. Selected information and materials clearly inform proposals. 	<ul style="list-style-type: none"> All materials are selected for relevance with confidence. Selected information and materials are appropriate and clearly inform proposals. 	<ul style="list-style-type: none"> Exceptional selection of materials for relevance. Selected information and materials insightfully inform proposals.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
AO2	0	1-4	5-9	10-14	15-18
Develop art and design proposals relevant to client brief	Level of response not worthy of credit	<ul style="list-style-type: none"> Basic proposals which are limited in development. Proposals have limited relevance to the client brief. Proposal demonstrates a basic use of visual communication. 	<ul style="list-style-type: none"> Competent proposals are adequately developed. Proposals have some relevance to the client brief. Proposals demonstrate a competent use of visual communication. 	<ul style="list-style-type: none"> Assured proposals are confidently developed. Proposals are mostly relevant to the client brief. Proposals demonstrate an assured use of visual communication. 	<ul style="list-style-type: none"> Exceptional proposals are comprehensively developed. Proposals are fully relevant to the client brief. Proposals demonstrate an exceptional use of visual communication.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
AO3	0	1-4	5-9	10-14	15-18
Justify the decisions in relation to brief, audience and client demands	Level of response not worthy of credit	<ul style="list-style-type: none"> Some justification of decisions is communicated. Justifications given are arbitrary or lack clear line of reasoning. Minimal consideration of the demands of the client and audience. 	<ul style="list-style-type: none"> Competent justification of decisions is communicated. Justifications given show a clear line of reasoning. Adequate consideration of the demands of the client and audience. 	<ul style="list-style-type: none"> Justification of decisions is communicated confidently. Justifications given show a coherent line of reasoning. Assured consideration of the demands of the client and audience. 	<ul style="list-style-type: none"> Exceptional justification of decisions is communicated. Justifications given show an excellent line of reasoning. Comprehensive consideration of the demands of the client and audience.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
AO4	0	1-3	4-6	7-9	10-12
Be able to organise information and proposals for presentation	Level of response not worthy of credit	<ul style="list-style-type: none"> • Visual presentation is not suitable for proposal and client, showing little refinement and basic ability to engage the intended audience. • Information and proposals are unclear and not presented in a clear and logical sequence. • Presentation demonstrates tenuous understanding of professional practice. 	<ul style="list-style-type: none"> • Visual presentation is generally suitable for proposal and client, showing competent refinement and adequate ability to engage intended audience. • Information and proposals are presented in clear and logical sequence. • Presentation demonstrates coherent understanding of professional practice. 	<ul style="list-style-type: none"> • Visual presentation is entirely suitable for proposal and client, showing assured refinement convincing ability to engage intended audience. • Information and proposals are presented effectively in a clear and logical sequence. • Presentation demonstrates a thorough understanding of professional practice. 	<ul style="list-style-type: none"> • Visual presentation enhances proposal and shows perceptive integration with client and a sophisticated ability to engage intended audience. • Information and proposals are presented comprehensively in a clear and fluent sequence. • Presentation demonstrates an in- depth understanding of professional practice.

Learner 1

Client Brief:	Frog Bikes - Exciting 2D, 3D or interactive art and design that reflects the healthy lifestyles and values of Frog Bikes
Chosen Discipline:	3D Design
Target Audience:	10-14 year olds
Exam series:	June 2019

This proposal is very much focused on research rather than designing a solution for the client. The first five slides have lots of information taken directly from the given brief and the client website, however, there is some evidence of independent research.

There is a lack of clarity about the aim with no clear intention until slide 9. It is also unclear if they are comparing their design to another brand or designing a new bike for Frog Bikes. The chosen Client Brief is also inconsistent with very limited development and design. The learner only really presents an illustration of a bike with some colour indications. 12 slides from the maximum of 15, with no speaker notes.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	4
<p>Awarded a mark of 4, just into Mark Band 2. All materials are selected for relevance and the selected information and materials clearly inform proposals. This work only just comes out of Mark Band 1 as it is slightly more than basic.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	4
<p>Awarded a mark of 4, at the top of Mark Band 1. This is the AO were it really does stay in Mark Band 1. This is a basic proposal which is limited in development. There is limited relevance to the client brief and demonstrates a basic use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	5
<p>Awarded a mark of 5, at the bottom of Mark Band 2. There is a competent justification of decisions communicated. Justifications show some clear line of reasoning with an adequate consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	4
<p>Awarded a mark of 4, in the middle of Mark Band 2. The visual presentation is generally suitable for the proposal and client, showing competent refinement and adequate ability to engage intended audience. The information is presented in clear and logical sequence with a coherent understanding of professional practice.</p>			
Total mark		(60)	17



WHO ARE FROG BIKES ???

ABOUT FROG HOW IT ALL STARTED

Jerry & Shelley Lawson founded Frog Bikes in 2013. It was a fruitless bike hunt for their own two children that inspired them to leave their corporate careers behind and create bikes just for kids.

As they set about creating quality, lightweight & affordable kids' bikes Frog Bikes was born. Five years down the line and Frogs' child-centred approach has earned them global accolade; industry awards for innovation and design, an award-winning factory, around 1,800 retailers worldwide and thriving partnerships



AIM OF THE BRAND

They work with everyone who shares their passion for bikes and getting kids active, from local schools and governments to holiday resorts and corporate organisations.

They want to foster a generation of healthy, active and happy children with positive lifelong habits. To achieve this goal, they partner with like-minded organisations, across all sectors, to collectively make a change and get more kids on bikes.



HOW IS THIS BRAND DIFFERENT TO OTHERS ??

Frog kids bikes has only been around three years and they've already established themselves as Britain's kids' bike specialists.

Lighter weight, better equipped and available in more colours and sizes without costing significantly more than the competition, Frog make children's bikes that kids love to ride.

PRO'S OF THE BRAND

8 colours

zero suspension

smoother rolling tyres

better size choice

sensible sizing

TARGET MARKET

Who is ideal customer?

Primarily it's parents who want to help their children enjoy cycling as much as possible, without spending a fortune! But they also sell bikes to bike training organisations, to schools, holiday companies and local authorities - anyone who has an interest in getting kids more active.



HOW DO THEY ADVERTISE???

Advert Campaign

Hoodies - plain green with logo

Touring with kids in norway

CUSTOMER PROFILE

NAME : Annie Jane

AGE : 11

HOBBIES : Dance, music, going
the park on my bike with friends

FAVORITE

COLOUR : Anything bright, pink, yellow, red, orange

LIKES : Being with friends, going on bike rides



WHAT DO THEY ALREADY OFFER?

8 colours to choose from

Give you a ready made questionair

How to choose a childs bike, accessories etc.

Balance, hybrid, pedal, road, track and mountain bikes

A website, email updates and store locations

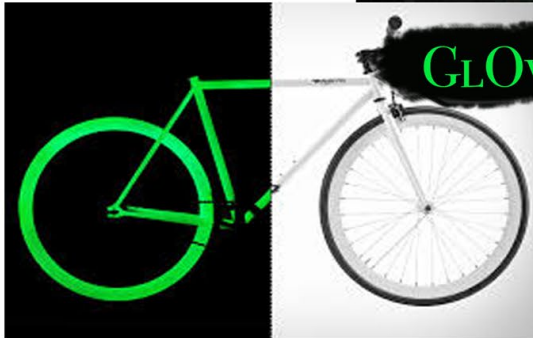


MY TARGET MARKET

Im aiming for my target market to be age 10-14 years. This will be different to frogbikes as theres is aimed towards the parents interests rather than the childrens, which is the aim of what im trying to change.



MoOD BoARd



GLOW IN THE DARK BIKE



WHO HAS DONE SOMETHING

LIKE THIS BEFORE ???

WHY IS MY IDEA

DIFFERENT ???



This company only offers stick on accessories to place on the bike to make it glow, where as my idea is to make the whole bike glow up in the dark.

I want the actual bike frame to be able to glow in a colour that the customer chooses, i have a range of colours for my customer to choose from such as: red, yellow, pink, green, orange and blue.

Therefore I believe the idea of my plan hasnt been done and its very unique.

DESIGNING MY OWN BIKE

Wheels will have neon glow up lights in them.

Bike Bars will all be an illuminous colour of the buyers choice.

Bike lights to match the neon colour.

Glowes up in the dark in colour of your choice.

Matching accessories can be added in colour of your choice, eg :

- Cycling helmet
- Bike lock
- Cycling pedals
- Cycling shorts
- Waterproof jacket
- Luxury bike
- Cycling bell.



neon colour/
glow in the dark

LINKING IT BACK

TO WHAT FROG BIKES ASKED FOR



Throughout my process of creating my idea, I have decided to design a glow up in the dark neon bike, I believe this is a fantastic way to show how 'cool, exciting, fashionable and welcoming' bikes can be. I have done a lot of research into my idea such as looking if anyone else has done anything like this before, I found a website that has tried to do something similar; stick on glow up accessories. Due to this I believe my idea is very unique and will attract a lot of people to the brand as it's never been done.

I have chosen to do the age range 10-14 years as I believe my idea is more suited to that age as they do a lot more cycling to children of age 1-4 years, therefore they will have more interest in the newest bike that's coming out, especially if it's glow in the dark.

Learner 2

Client Brief: RSPB – Graphics and typography to be used on promotional products that will be given out at the events

Chosen Discipline: Graphics

Target Audience: 8–12 year olds

Exam series: January 2020

Awarded marks mostly in mark band 2 across the AOs. Overall the work is not quite meeting any of the descriptors required for mark band 3 (wholly relevant, confidence, assured use of visual communication).



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	5
<p>Starts with quite focused research and then begins generate generic responses to the brief. The collated evidence is not wholly selective of the information but does inform own ideas. Sits in the middle of mark band 2 as all materials are selected for relevance and the selected information and materials clearly inform proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	5
<p>Seems to be just one idea that is explained via stages of production rather than being developed or exploring alternative ideas. Although not a completely unsuccessful outcome this does not seem entirely appropriate to the brief or TA. Overall this sits at the bottom of mark band 2 as this is a competent proposal that has been adequately developed. The proposal has some relevance to the client brief and demonstrates a competent use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	6
<p>Although there is some justification on the actual slides, in stages, the separate speaker notes provide most valid justification here. This also flows quite well form initial interpretations, research, development and outcome. Slide 14 presents a final idea that links previous findings quite effectively. The speaker notes again support this. Sits in the bottom of mark band 2 as the justifications given have some line of reasoning but this is communicated, there is also minimal consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	6
<p>14 slides for the proposal. Separate speaker notes that are informative and relevant. Overall this is minimal proposal that shows some evidence of planning, allocation of text / images, speaker notes, yet some refinement. Sits at the top of mark band 2 as visual presentation is generally suitable for proposal and client and shows some competent refinement and adequate ability to engage intended audience. The proposal is also presented in a clear and logical sequence. Presentation demonstrates coherent understanding of professional practice</p>			
Total mark		(60)	22



CLIENT BRIEF





THE BRIEF

- RSPB wildlife charity are passionate about inspiring future generations to take interest in the environment around them. The charity are planning a Members Weekend in 2020 to focus on encourage children and young people to the charity. To achieve this I will be creating a graphic art and design piece that can be displayed in various locations to help raise awareness.



TARGET AUDIENCE

- 8 to 12 year olds
- Open to new experiences
- Benefits in learning, physical health and emotional wellbeing
- Appeal to parents as they will be travelling and paying for membership of child

FACT:

- Did you know, one third of children spend less time indoors than prison inmates ?

To raise awareness and increase membership for RSPB, I will be focusing on the age group of 8 to 12 year olds. The reason for this is because younger children are more open to new experiences compared to 16 to 19 year olds. I have also chosen this age range because they younger audience would be easier to attract and appeal to; creating a bigger impact, not only on their learning, physical health and wellbeing, but also a bigger increase in new membership for the charity. As a part of this, I will also need to appeal to parents because they will be paying the monthly membership for their child.



RSPB

- The charity RSPB began in 1889
- Stop the trade of plumes (bird feathers) used on women's hats
- RSPB save and protect wildlife
- Essential to connect people with nature

FACT:

- Did you know, RSPB is the largest wildlife conservation charity in Europe ?



Avocet bird symbolises the bird protection movement in the UK

The charity RSPB began in 1889 to stop the trade of plumes (bird feathers) used on women's hats, which is responsible for the destruction of thousands of birds of paradise. It is important to continue the work RSPB do to save and protect wildlife making it essential to connect people with nature and encourage them to participate in the great work RSPB do to help protect and monitor the environment.



SERVICES & PRODUCTS

RSPB provide a wide range of services and products.

These include:

- Services:
- activities
- learning sessions
- arts and crafts
- story time
- competitions

- Products:

- bird care



- bird feeders



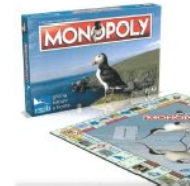
- bird food



- homeware



- games



- books



- guides



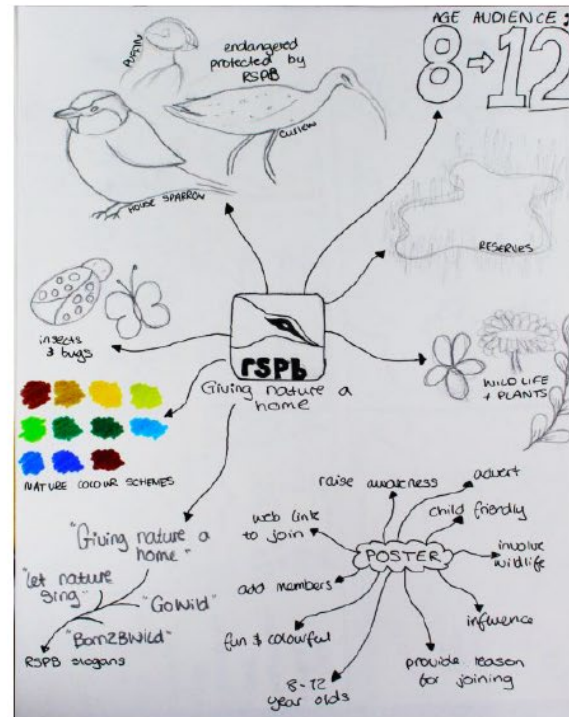
- crafts



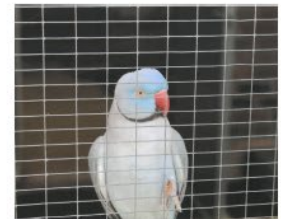


MINDMAP IDEAS

My initial step began by looking at different types of animals and nature RSPB protect, as well as a variety of techniques that could be used to produce child friendly, fun and persuasive designs.



Primary Imagery





INITIAL IDEAS

- Explore playful cartoon illustrations
- Relate to RSPB's brand image and have the ability to engage and promote the charity's youth membership
- Generated different designs



Next, I started to explore playful cartoon illustrations that would relate to RSPB's brand image and have the ability to engage and promote the charity's youth membership. Here I have generated different designs that include essential information I would need to incorporate into the poster.



DEVELOPMENT

- Collaborate my initial ideas to produce and advertisement poster
- Different styles of posters that would appeal to my target audience

- Requirements and Constraints:

- | | |
|-------------------|----------------|
| ■ requirements: | ■ constraints: |
| ■ prove it works | ■ time |
| ■ age appropriate | ■ money |
| ■ appealing | ■ material |
| | ■ scale |



Imagery:

- puffin
- hawfinch
- butterfly
- dandelion

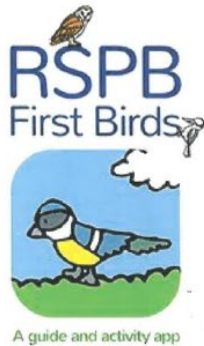
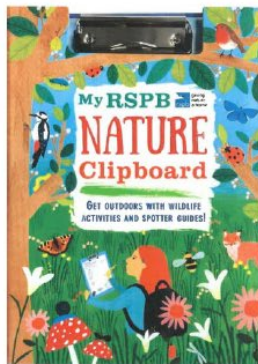
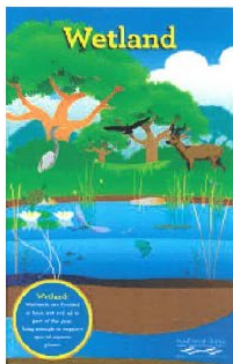


My next step was to collaborate my initial ideas to produce and advertisement poster used to raise awareness and increase membership. To achieve this I created different styles of posters that would appeal to my target audience of 8 to 12 year olds. I decided that using simple shapes and colours would make bold impacts to stand out in a busy event environment.



INSPIRATION

- Activities RSPB offer for children
- RSPB imagery



- Activities:
- count your wild miles
- upcycling
- build a bird bath
- birdwatching
- rock pooling
- mini beast hotel
- wild sleep out
- build a bird box
- pond dipping
- bug safari

My main source of inspiration comes from activities RSPB offer, focusing on using these to attract children to show them what they can experience from having a membership with RSPB. Another main source is imagery taken from the RSPB website; this has influenced and guided me in producing an art poster relating to the charity and has helped me identify and understand main features that I can highlight to help gain membership.



INSPIRATION

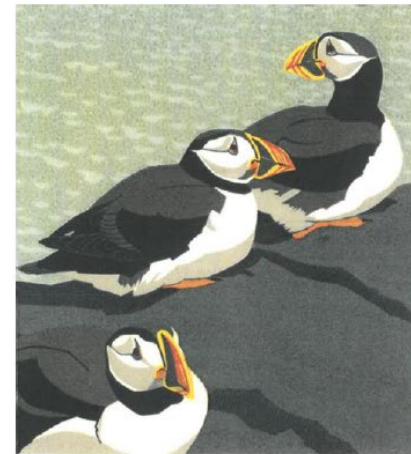
- Illustrations of animals
- Artist Robert Gillmor



“Willy Wix Linocut”



“Avocet Feeding”

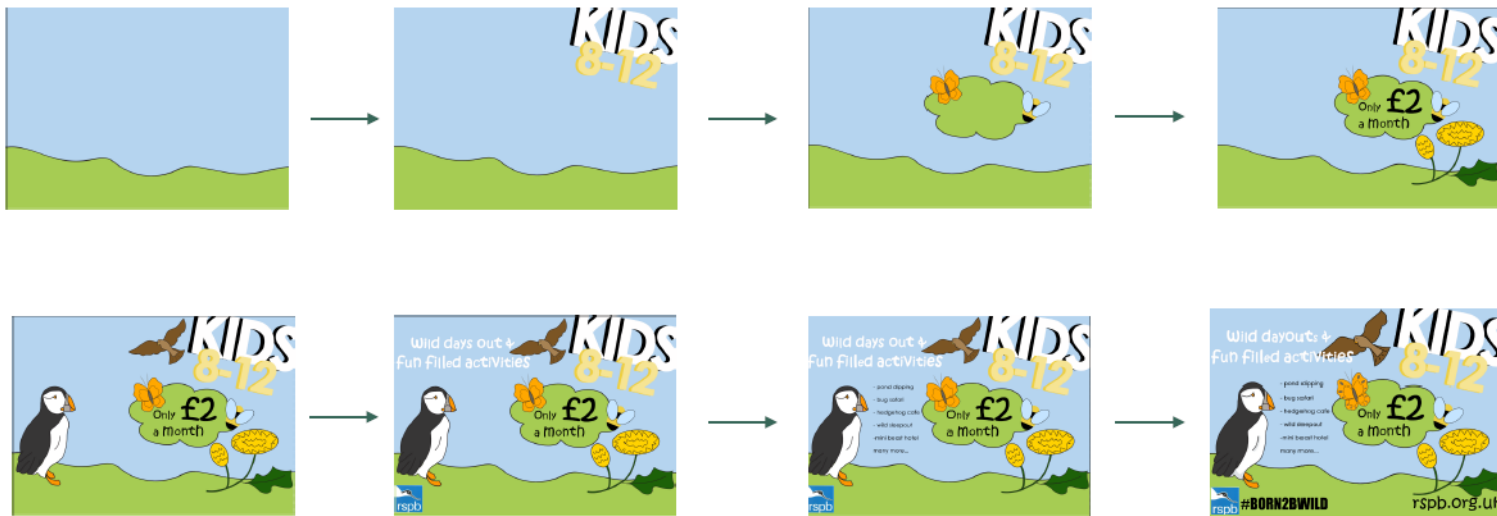


“Puffins 1966”

I have also taken inspiration from illustrations of animals and artists such as Robert Gillmor. Robert Gillmor is an artist, illustrator and founder of the “Society of Wildlife Artists”. Gillmor uses a variety of mediums which include: line drawing, watercolour, lino and screen printing. Gillmor’s lino cuts have influenced me most through his use of simple shapes and vibrant colours which link directly to my target audience.



DEVELOPMENT PROCESS

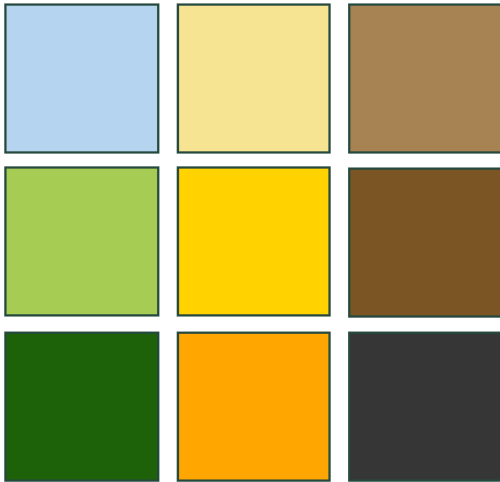


Using illustrator and photoshop I developed my designs further to show what the final poster would look like. Here is each stage of the process.



DESIGN

■ Colour Scheme



■ Font typeface

KIDS 8-12

Century Gothic Bold

wild days out
and fun filled activities

Kristen ITC

#BORN2BWILD

Impact

The colour scheme I am using is a limited palette which illustrates the theme of nature and wildlife. This limited colours are beneficial as it means cheaper printing costs because of fewer colours to produce. The colours are also gender neutral so not to identify with one specific gender and only to my target group. The fonts I have used are: (listed on powerpoint). I chose these specifically because they are used on the RSPB website, linking my poster to the charity as well as being bold and easy to read fonts that provide character to the poster.



MATERIAL & SCALE

- Materials:

- 170gsm poster paper
- Water and tear resistant paper

- Scale:

- A5 for handout leaflets
- A3 wall posters
- A1 large wall posters



The scale of my piece ranges from A5 for handout leaflets upto A1 for big wall posters. These will be printed on 170 gsm poster paper for indoor posters, and water and tear resistant paper for outdoors to add durability in any condition.



FINAL

Wild dayouts & fun filled activities

- pond dipping
- bug safari
- hedgehog cafe
- wild sleepout
- mini beast hotel
- many more...

KIDS
8-12

Only **£2**
a Month

 **#BORN2BWILD**

rspb.org.uk

My final design is inspired by simple shapes and bright colours creating an eye-catching art and design piece that would successfully raise awareness for the RSPB charity through engaging young children and providing all the key information a parent would need.

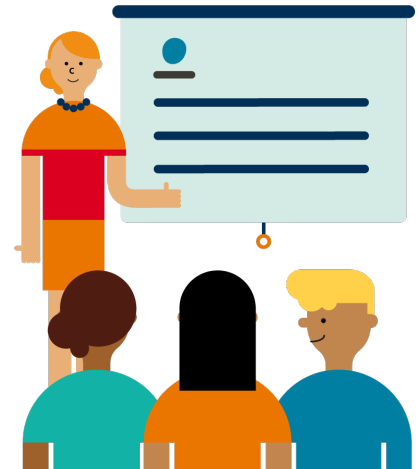
Learner 3

Client Brief:	Frog Bikes - Exciting 2D, 3D or interactive art and design that reflect the healthy lifestyles and values of Frog Bikes
Chosen Discipline:	Fine Art
Target Audience:	1-14 year olds
Exam series:	June 2019

Quite a personal response. The learner sets out intentions at the start with links to the Client Brief and Target Audience. However, they have used their own Target Audience of 1 to 14 years, which isn't what the client has asked for.

Slides 1 to 6 are based on research, again quite personal references here and the learner has looked at relevant existing products. Overall research has been well collated and presented using graphs and other visuals such as screenshots. The learner has also attempted to annotate these for relevance which works well. From slide 7 the learner starts to develop their ideas and these have some valid links to their research findings. 14 slides from the maximum of 15, with speaker notes.

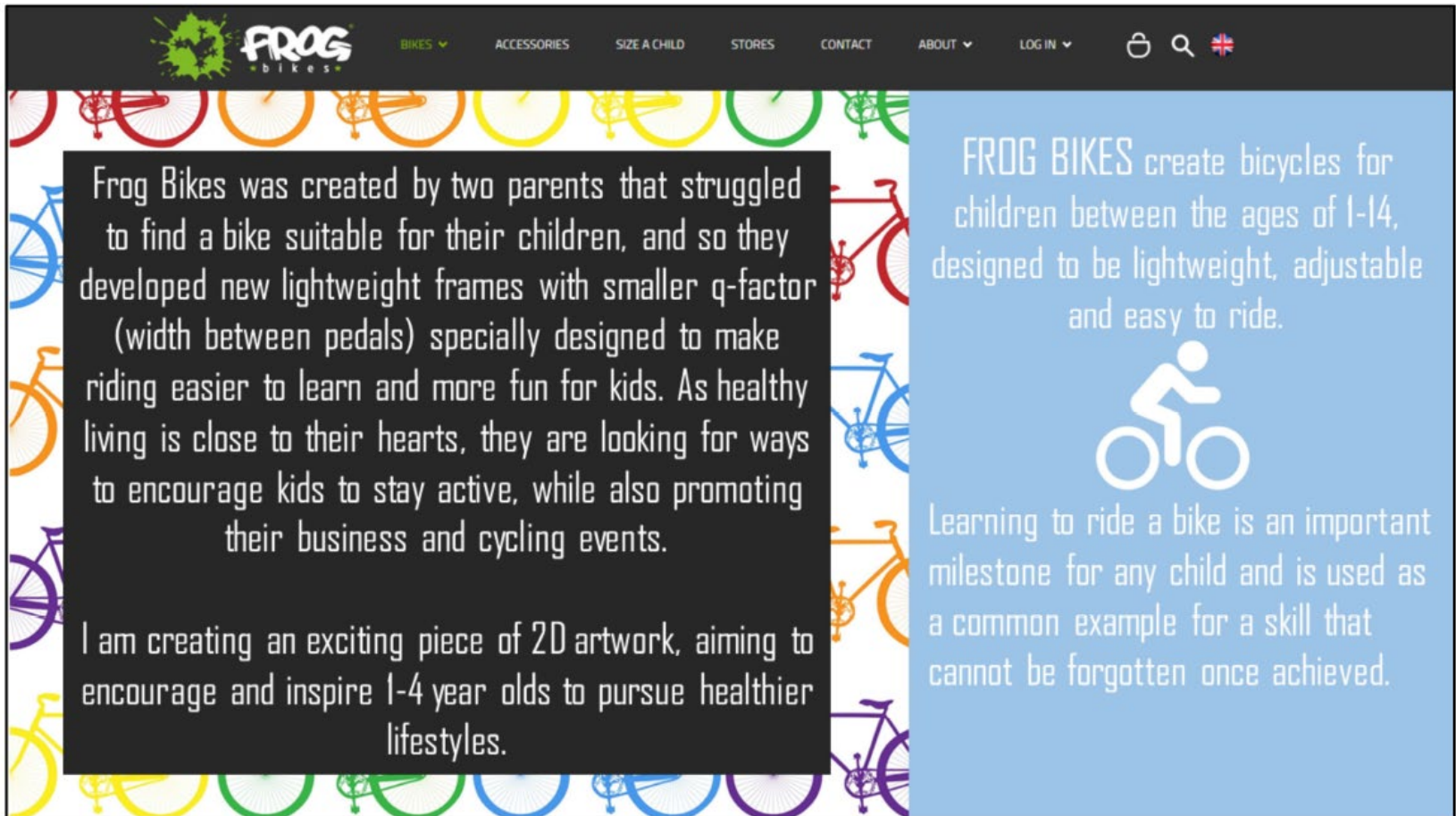
There is quite a lot of drawings rather than development and at times it is unclear which is the learners own work, it is also unclear how these have informed the final idea within the textiles outcome. Slide 13 is also very disconnected and the speaker notes don't really assist with any justification for this idea.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	6
<p>Awarded a mark of 6, top end of Mark Band 2. All materials are selected for relevance and the selected information and materials clearly inform the proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	8
<p>Awarded a mark of 8. This mark is the top end of Mark Band 2. The proposal is competent and adequately developed. There is also some relevance to the Client Brief, with a competent use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	8
<p>Awarded a mark of 8, middle of Mark Band 2. There is a competent justification of decisions communicated. Justifications show some clear line of reasoning with an adequate consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	4
<p>Awarded a mark of 4, in the middle of Mark Band 2. The visual presentation is generally suitable for the proposal and client, showing competent refinement and adequate ability to engage intended audience. The information is presented in clear and logical sequence with a coherent understanding of professional practice.</p>			
Total mark		(60)	26



I chose to create an exciting 2D piece based around illustration, as cartoon characters caught my attention often when I was the same age as my target audience. My initial response to encouraging children to be more active was remembering old sketches about health and safety and healthy living that played between television shows aimed at young people, which inspired my work.



Frog Bikes was created by two parents that struggled to find a bike suitable for their children, and so they developed new lightweight frames with smaller q-factor (width between pedals) specially designed to make riding easier to learn and more fun for kids. As healthy living is close to their hearts, they are looking for ways to encourage kids to stay active, while also promoting their business and cycling events.

I am creating an exciting piece of 2D artwork, aiming to encourage and inspire 1-4 year olds to pursue healthier lifestyles.

FROG BIKES create bicycles for children between the ages of 1-14, designed to be lightweight, adjustable and easy to ride.



Learning to ride a bike is an important milestone for any child and is used as a common example for a skill that cannot be forgotten once achieved.

I chose to create an exciting 2D piece based around illustration, as cartoon characters caught my attention often when I was the same age as my target audience. My initial response to encouraging children to be more active was remembering old sketches about health and safety and healthy living that played between television shows aimed at young people, which inspired my work.



In order to encourage children to lead healthier lifestyles, it's important to appeal to them directly.



1 in 4 children below the age of 6 has a smartphone, and nearly half spend up to 21 hours per week using them.

Younger and younger children are using the internet. Services intended for young children should be more accessible and attractive to them.



My niece, who helped me develop child-friendly designs, also has a mobile device; which is what led me to consider how to inspire healthy lifestyles in young children. By creating an interactive and accessible space for them to discover how to improve their own health in a fun and engaging way, interest in and awareness of cycling events would increase.



While researching the Frog Bikes website, I was using a mobile phone that caused the layout to become distorted and difficult to navigate effectively. When viewed on a desktop, the layout improved drastically, but there were still issues compared to the functionality of competitors' websites. As a child-oriented company, the website appears whimsical; but I found the language to be too advanced for their target audience (1-14 year olds) in some areas, such as the use of "instil". Overall, the website appeals largely to young boys, which I found to be disappointing as they market specifically to boys and girls below the age of 14; the branding should reflect the light-hearted nature of children with bolder, brighter colours.

BALANCE BIKES | FIRST PEDAL BIKES | HYBRID BIKES | ROAD BIKES | TRACK BIKES | MOUNTAIN BIKES

INTERNAL CABLE ROUTING
keeps fingers clear of cables when carrying the bike

SCALED-DOWN HANDLEBARS
Increases comfort, stability and handling

GENEROUS TYRE CLEARANCE
Enables the bike to be used for road, cyclocross and triathlon

AERODYNAMIC TEAR-DROP TUBES
Reduction of drag

FROG ROAD 70

COLOUR
● ● ● ● ●

PRICE
£480

WEIGHT
9.3 KG

QUANTITY

HOW TO BUY ADD TO BASKET

The mobile format causes each text block to fill the entire screen. The homepage becomes full of text that is difficult for children to understand.

CONFIDENCE BOOSTING

Every detail of the Frog bike is designed to instil confidence from day 1. Lightweight bikes mean riders can **balance, pedal, and stop with more control**. Plus easy reach brake levers make controlling speed a breeze.

The only feminine or gender-neutral colours are on smaller frames or toddler bikes.

TADPOLE	FROG 55	FROG TRACK 67
COLOUR ● ● ● ● ● ● ● ● ● ●	COLOUR ● ● ● ● ● ● ● ● ● ●	COLOUR ● ● ● ● ● ● ● ● ● ●
PRICE £120	PRICE £330	PRICE £295
WEIGHT 4.17 KG	WEIGHT 8.55 KG	WEIGHT 7.4 KG

Few bikes featured gender-neutral or feminine colours, mostly smaller frames and toddler bikes, although most featured an American or Union flag frame.

In 2015, research found that 13% of children aged 4-5 in the most deprived areas were overweight, compared to 5% from the least deprived.

Over 1 in 5 children aged 4-5 measured overweight or obese overall.

LEAPFROG

SECOND HAND BIKES AVAILABLE FROM FROG STOCKISTS

Find pre-loved bikes at a bike store near you. Search by model or by location to see what second hand bikes are available locally. If you can't find what you're after, try asking your [local Frog stockist](#) directly.

SEARCH BIKES

Browse bikes below or search by any of the following:

Postcode Distance Nationally Keyword

FROG 43



PRICE
£180

POSTCODE
CF14

FROG 43



PRICE
£165.75

POSTCODE
NP4

FROG 43



PRICE
£191.25


POSTCODE
NP4

All figures are based in the UK, from 2015/16.

I gathered these statistics from a report on childhood obesity from 2015/16. Leapfrog is a service offered by the company on their website, but little attention is brought to it. Although still expensive, it could be an invaluable service and a great way to encourage poorer children to take up cycling, both to improve their health and as a cost-effective method of travel.

DESIGN YOUR OWN BIKE

- COLOUR THE BIKE ANY WAY YOU WANT!
- YOU CAN USE PATTERNS LIKE SPOTS OR STRIPES
- THE 3 BEST DESIGNS WIN!



NAME: Faye

Children under 5 that can walk by themselves should get plenty of exercise- at least 3 hours of activity every day.

I asked 3 boys and 3 girls between the ages of 3-6 to design their ideal bike, using an illustration of a Frog bike.

3 boys and 1 girl agreed there weren't enough "girly" colours on all the bikes.*

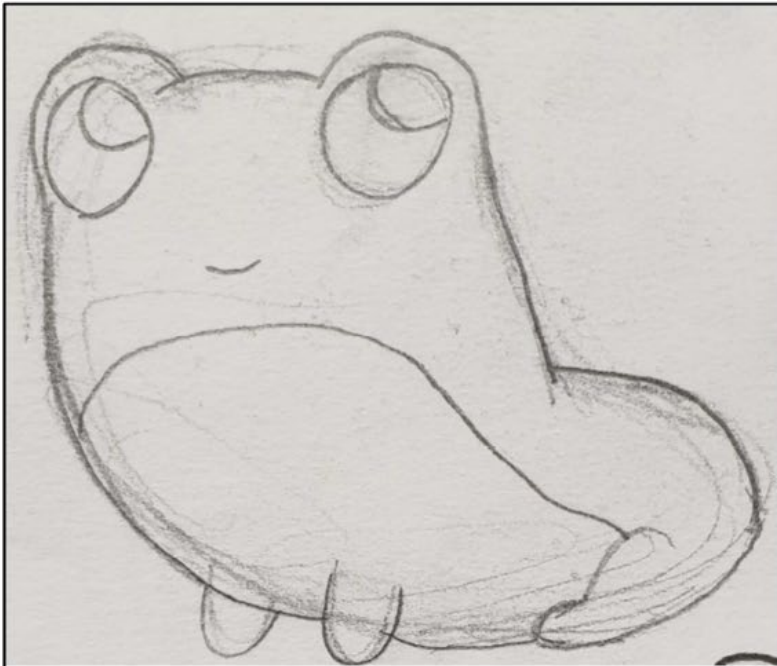
The most popular colour was **purple**. (50%)*

The least popular was **orange**. (0%)*

*from a group of 6 children, when asked to select from primary and secondary colours.

*from a group of 6 children, evenly split between boys and girls.

Including my niece, I was given permission to work with six young children (three boys and three girls) between the ages of 3 and 6 to test my designs and hear feedback from my target audience. I took with me several printed copies of an illustration of a real Frog Bike, and asked them to design their ideal bike after explaining the purpose of my brief and the designs that I had created. They offered me invaluable insight, and I allowed them to take their designs with them. My niece has graciously allowed me to keep one of her designs for inclusion with my brief.



The stylised cartoon frog illustration is a recurring addition that appeals to boys and girls.

Simple, vibrant mascots are effective at capturing the attention of young children.



One of my earliest ideas was of a simple, stylised frog mascot that was vibrant, cute and attractive to young children. I sketched out the cartoon frog and knew immediately that it would make it to my final piece. Included is the first draft and a later illustration featuring vibrant colours.

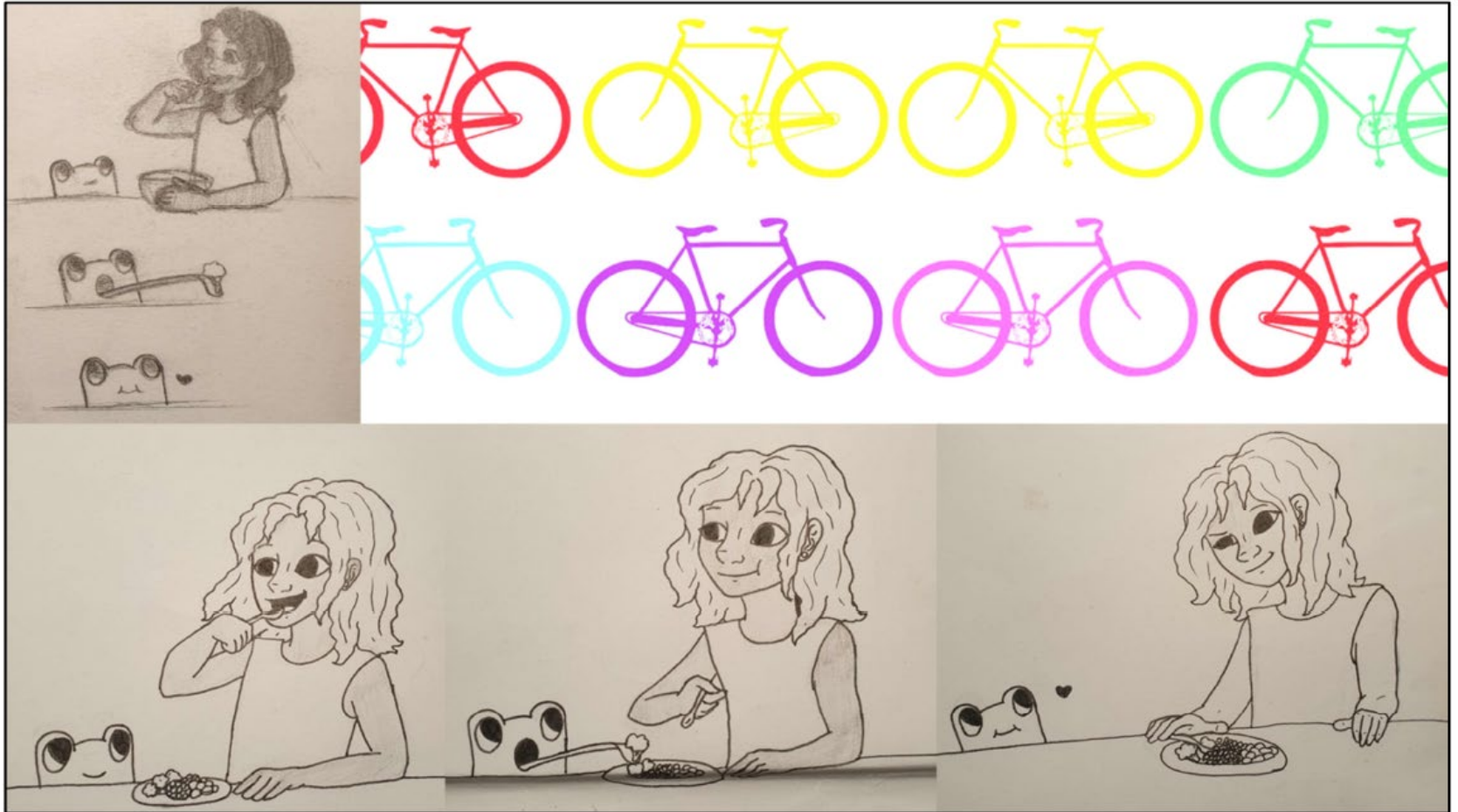
The 6 children that helped me enjoyed the frog mascot the most, offering suggestions of how he could be used; including merchandise such as helmets and coats, as a soft toy and on backpacks and water bottles.



My four earliest sketches incorporated the frog into the designs. I focused on 'healthy living' rather than cycling as I had never drawn a bicycle before. The frog design was dynamic enough that he could be placed anywhere in the design to accentuate it, and the stylised design meant that I wasn't restricted by realism when drawing him into a design.



I experimented with colour and posing, wanting to portray more movement in order to better reflect the physical activity and focus on healthy living. I became far more comfortable with drawing bikes, and continued to use the frog mascot by relating him to the activities shown. The handstand was difficult to plot out, as I had no idea how a real frog would accomplish it, let alone a cartoon one with stubby arms.



Deviating slightly from the physical movement, I put a focus on the 'lifestyle' part, incorporating the frog mascot into illustrations of other aspects of healthiness- such as eating proper meals. Included is an initial draft of the image, which I then expanded into a full sequence.



In order to improve my ability to draw and incorporate bikes, I practised sketching bikes available on the companies website, and attempted to draw the frog mascot riding a bike, which I felt was unsuccessful and didn't translate well in design. I quickly moved away from the frog mascot altogether, feeling as though I had used him as much as I possibly could and that it was time to focus more on other ideas, despite his popularity with my focus group.



As a precursor to my final piece, I attempted to spell 'Frog Bikes' using images of children completing various physical activities, or alluding to them. While 'Frog' was not successful and is difficult to make out, 'Bikes' was incredibly effective and immediately recognisable. As the piece was relatively small (A3) it was not as effective as I'd have liked overall, as featuring 15 children makes it look too busy. The paper used is also green, which washes out the pencil colouring of the figures.



My final piece is five individual children each riding a bike on a dyed background, with the frog mascot included. The background is Brusho dye on A3, which contrasts nicely with the plain white paper figures, which I outlined in 0.3mm fine-liner pen. I left the pencil markings on the four surrounding figures to amplify their perceived movement, while I erased it from the central girl, as she is being viewed head-on.

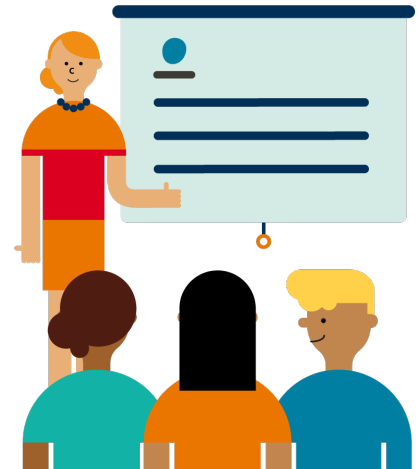
Learner 4

Client Brief:	Frog Bikes - New designs for graphics and decals to be used on FROG Bikes, games or products.
Chosen Discipline:	Graphic Design
Target Audience:	10-14 year olds
Exam series:	June 2019

There is quite a considered initial response. The learner looks at both target audiences within the first few slides. The learner then makes a choice (not fully justified) but there are some reasons.

The presentation then goes on to look at existing products and starts with initial sketches. Initial ideas are relevant to the chosen Client Brief (Potential products and decals).

The learner then moves onto some development in Illustrator that are quite effective. However, the learner uses a template image for the visual representation, and this does not display the design ideas very effectively. Final designs are presented well with some product mock-ups. 16 slides from the maximum of 15, with speaker notes.

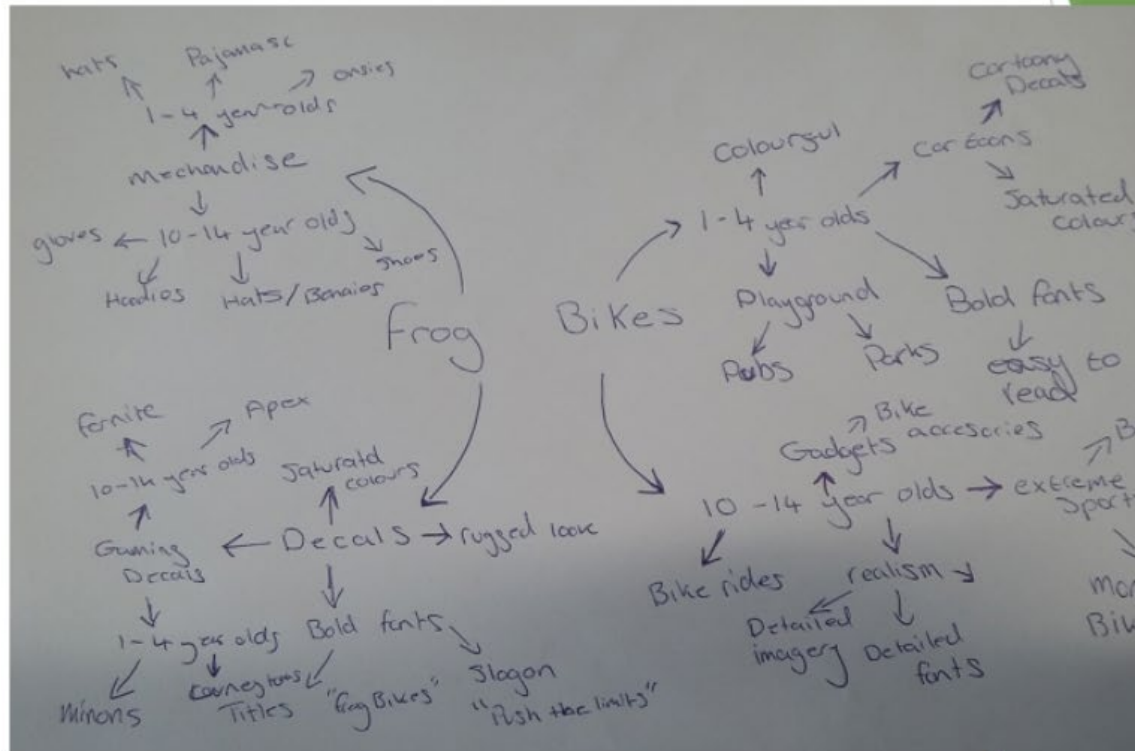


AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	7
<p>Awarded a mark of 7, at the bottom end of Mark Band 3. All materials are selected for relevance with confidence and the selected information and materials are appropriate and clearly inform the proposal. The work just comes out of Mark Band 2 as it does demonstrate some confidence.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	7
<p>Awarded a mark of 7, in the middle of Mark Band 2. The proposal is competent and adequately developed. There is also some relevance to the client brief, with a competent use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	8
<p>Awarded a mark of 8, in the middle of Mark Band 2. There is a competent justification of decisions communicated. Justifications show some clear line of reasoning with an adequate consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	9
<p>Awarded a mark of 9, at the top of Mark Band 3. The visual presentation and proposal are suitable for the client requirements. There is an assured refinement and a convincing ability to engage the intended audience. Information has also been presented effectively in a clear and logical sequence. The presentation also demonstrates thorough understanding of professional practice. This does not go into Mark Band 4 as the presentation does not demonstrate the required sophistication and in depth understanding of professional practice.</p>			
Total mark		(60)	28



Decal / Merchandise Design

Research



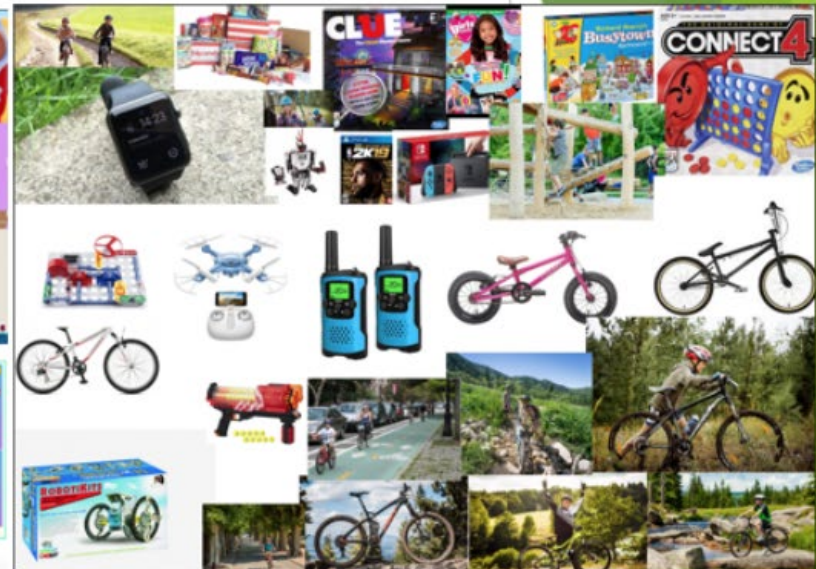
First piece of research I created was a "mind map". I did this to help me decide the age group I was going to target. As well as think of decal ideas I can include.

Reference Sheets

1-4-Year-Old



10-14-Year-Old



I created reference sheets for 2 main reasons. First being to decide an age range to target out of the two I have been giving. And, to help think of ideas and color schemes I can include in my development stage. When creating these pages, I decided to focus the rest of my project around the age range 10-14-year old's as most of my design ideas were linking in with that age range.

Typography Research

1-4-Year-old logo

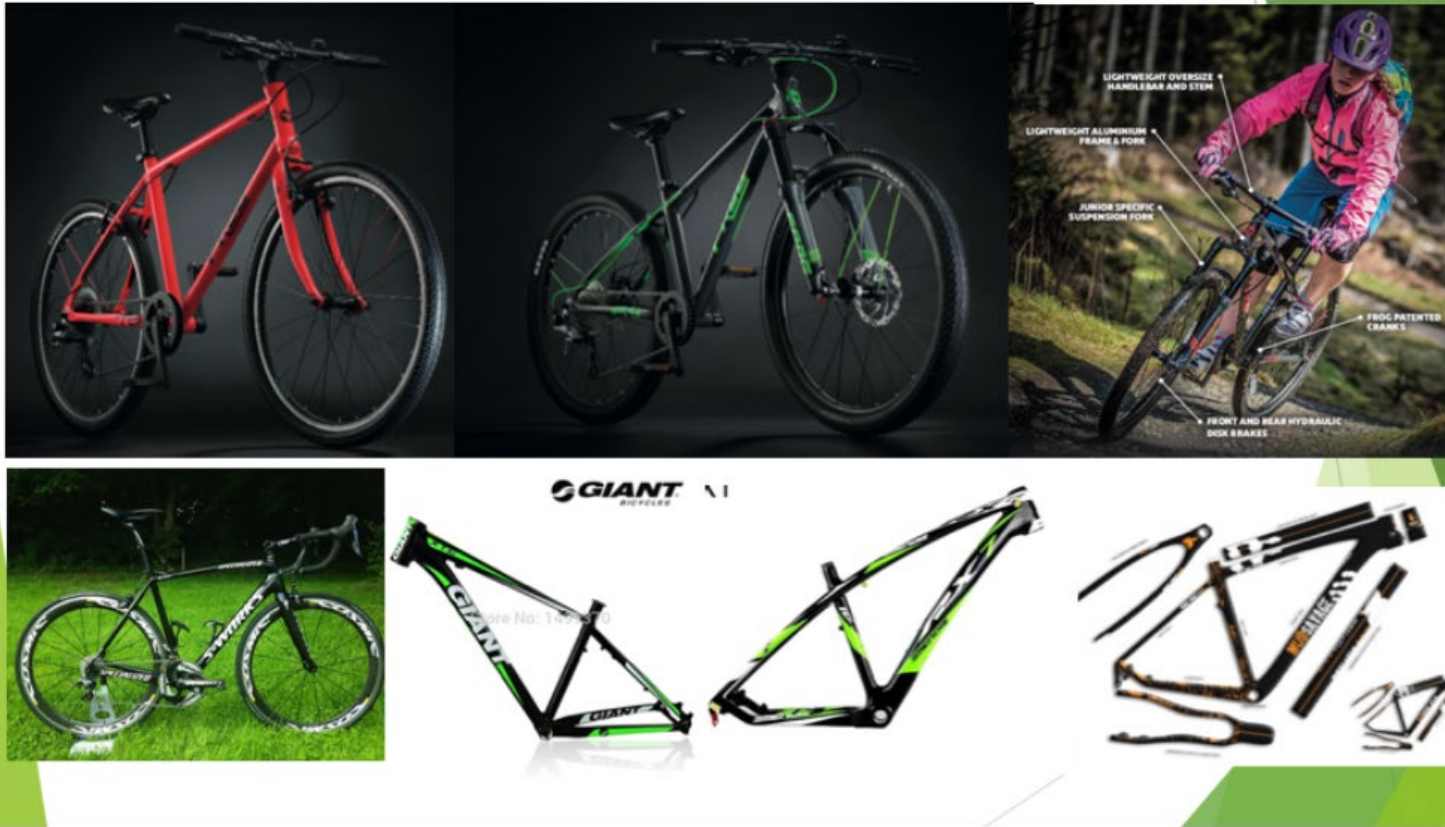


10-14-Year-Old logo



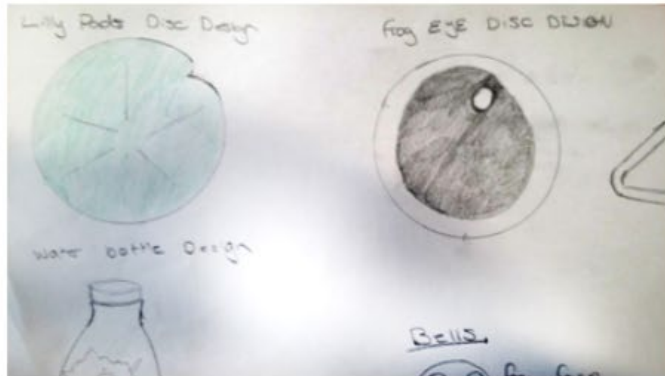
then looked at the two different frog bikes logo. Each one for each age group again this helped me decide on which age group I was going to use as I thought the 10-14-year-old logo was much more professional. Not only that but also the bike design for the older age also links in with most of my additional ideas.

Frog Bikes/Decal Research



Once I figured out my age range I then focused-on decal research. I looked at many different brands and included some of my favorite, above. I also looked at Frog Bikes decals and how they looked already so I could get a sense of the what kind of design and colour they were going for.

Idea Development



2 Disc Designs

Lilly Pad/Frog Eyes

2 Merchandise Design

Frog Bike Logo Water Bottle

Frog bike cycling Drink Bottle

3 Bells Designs

Frog face/ Lilly Pad/ Frog Foot Print.



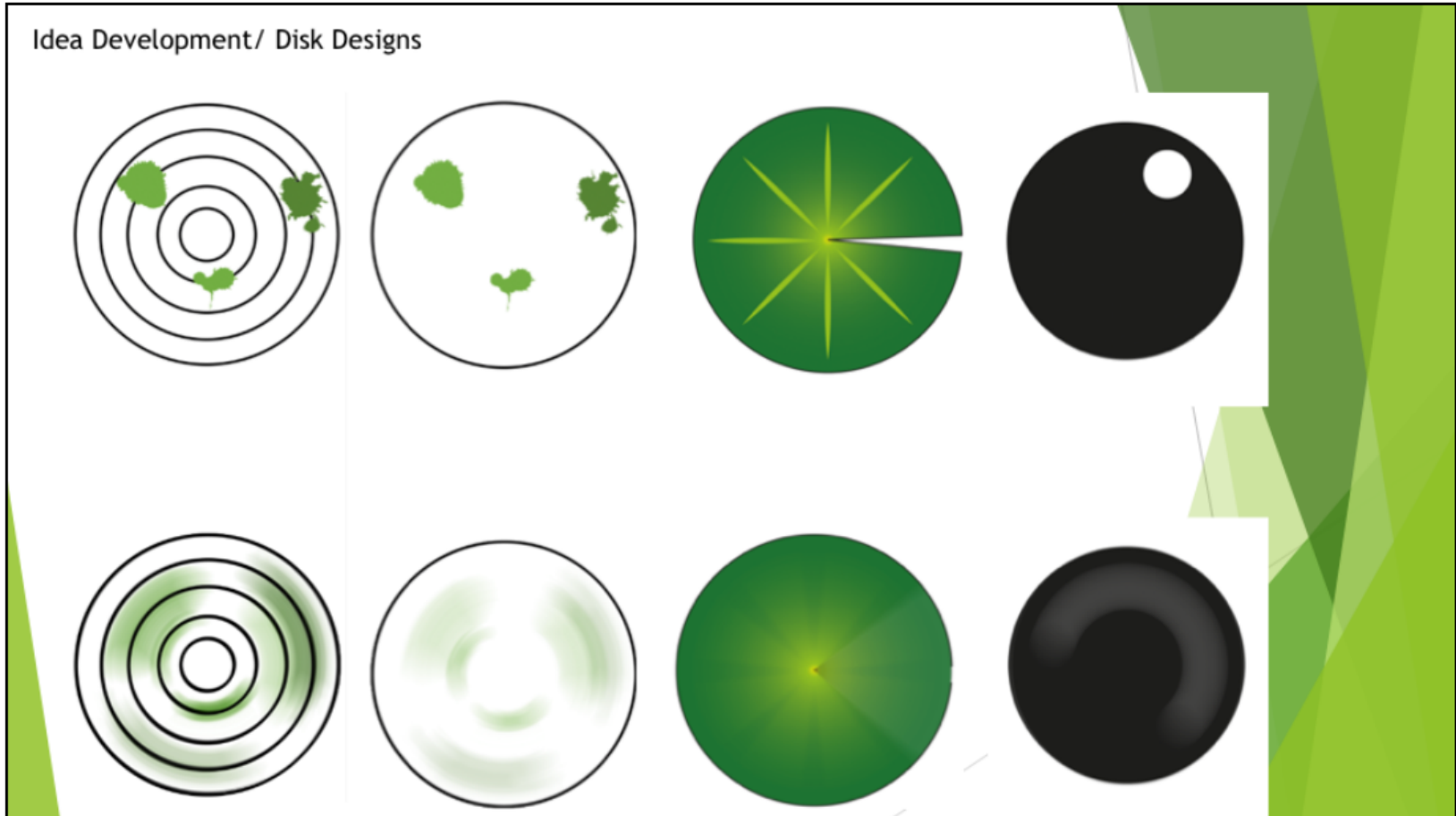
Decal Design

Frog Bike Logo Decal



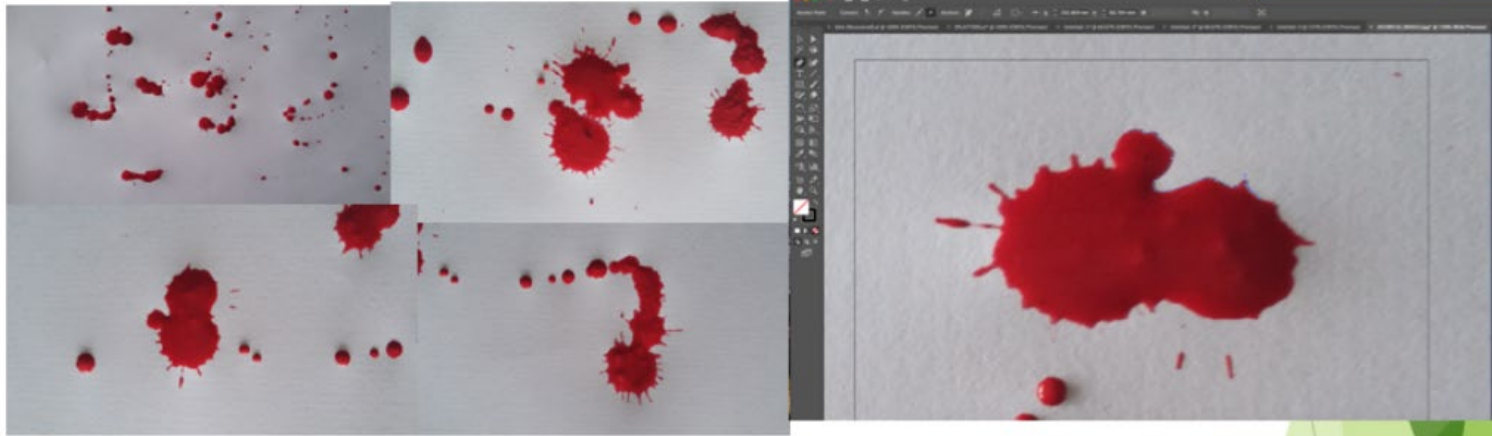
I started then sketching out my ideas, starting with wheels discs and then water bottles and bells. An finally a decal design helping my decided were the logo is going to be placed.

Idea Development/ Disk Designs



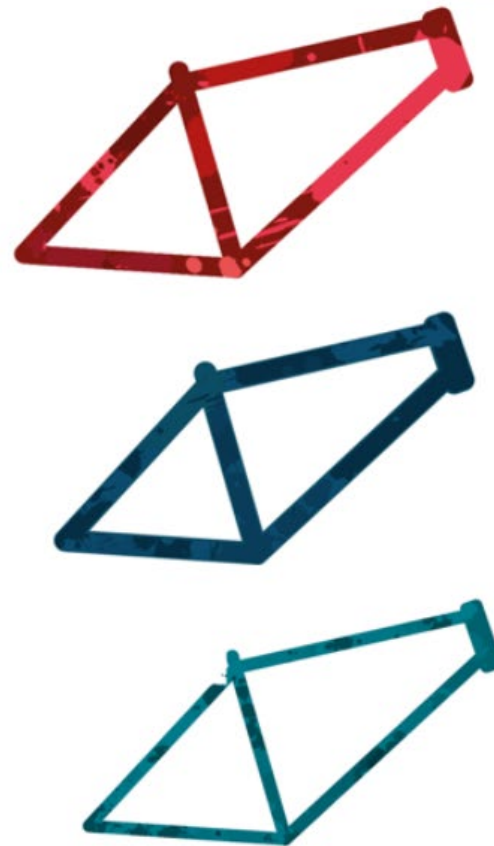
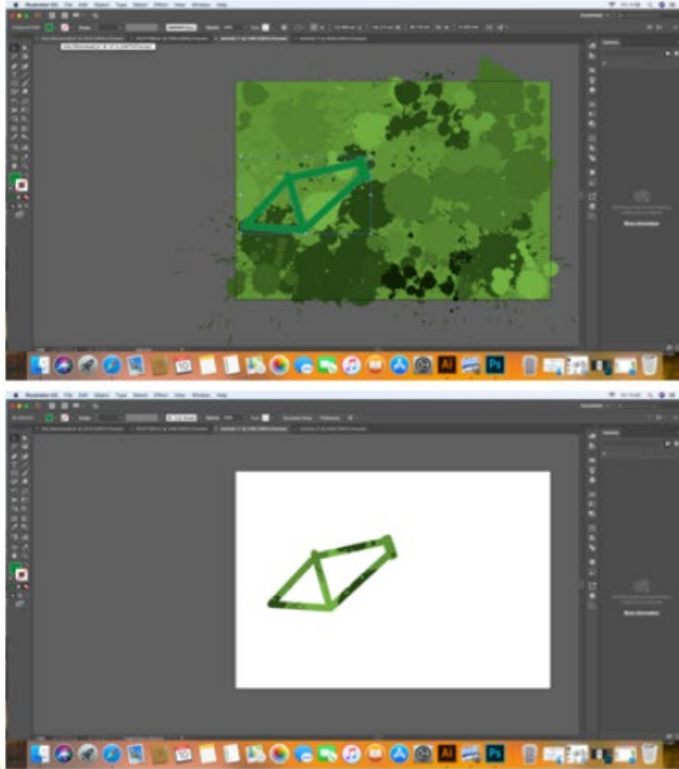
After my sketches I jumped into illustrator and made some disk wheel designs. The first two being inspired by the logo. However, I did not like the first one with all the circles inside of it, so I got rid of them. Next the Lilly pad and frogs' eyes inspired by the name.

Idea Development/ Splatter Experiment



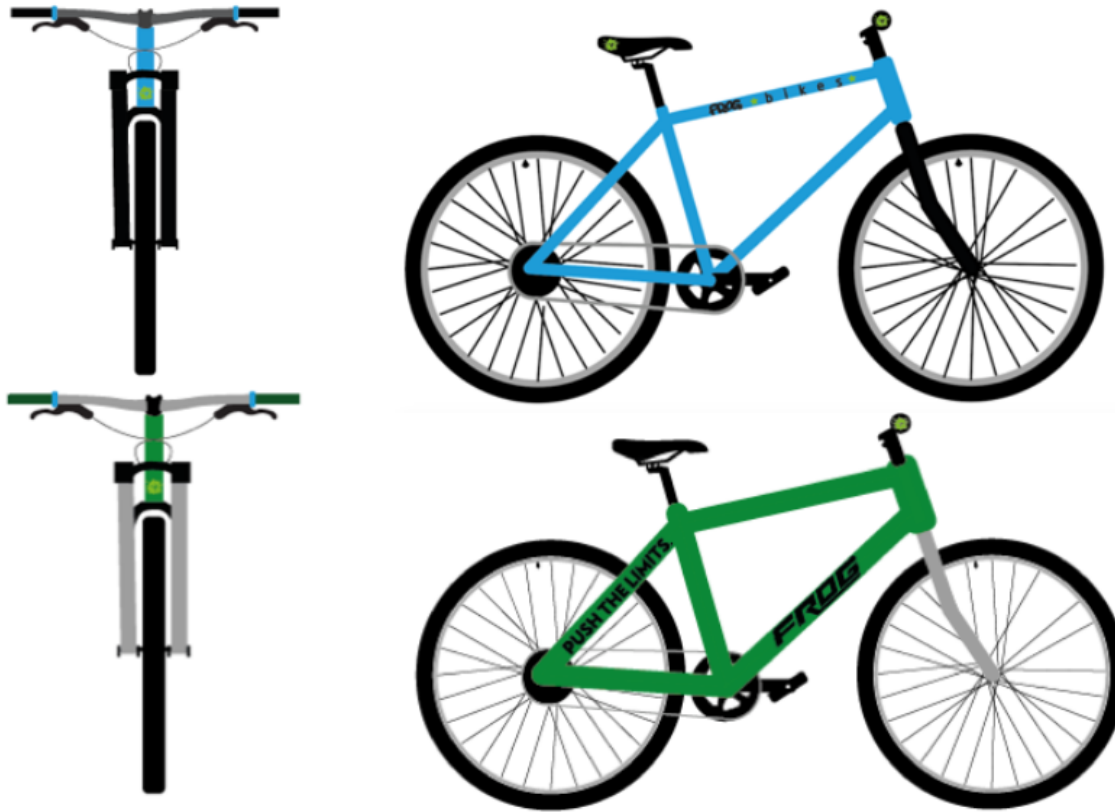
I wanted to stick with the splatter theme of the Frog Bikes logo so I first I splattered some paint on paper and took a photo of it. Then in illustrator I traced it with a pen tool and filled in. I carried on doing this with all the spates changing altering them as I go. I then used colour balance to change the colour of each one for each decal design.

Idea Development/ Decal Design



Once I created my splatter texture I then copied in my frame of my bike. I then position it on my collages and pressed "Cmd 7" to create a clipping mask leaving the texture only on my frame. I repeated this for all the other frames and colours.

Decal Designs



My first decal designs I didn't use the splatter effect, only single colours. I thought I would create a design with both a thick and thin frame as most boys prefer a thicker frame where most girls prefer a thinner frame.

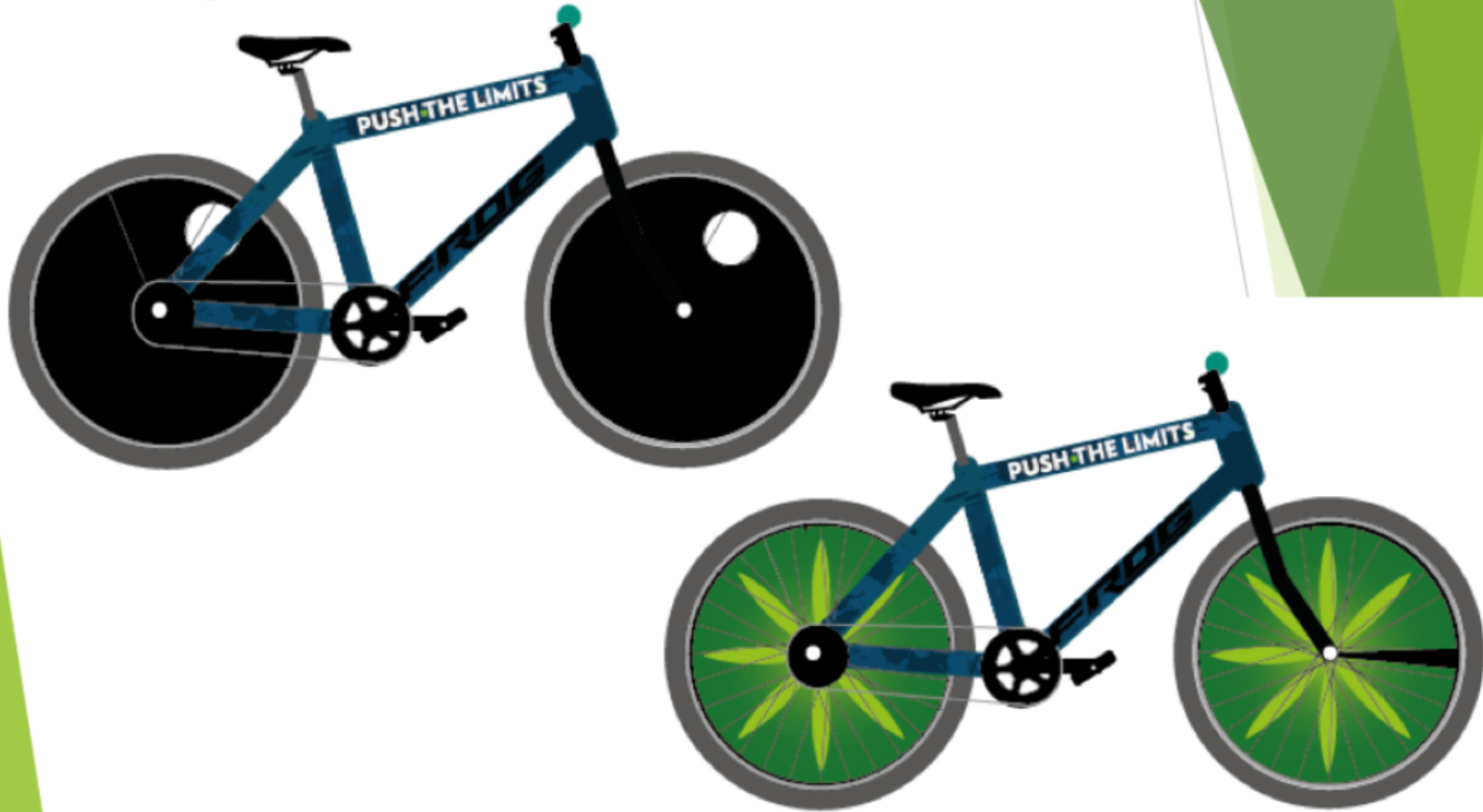




Then I added the splatter effect. I think the splats link into the logo perfectly, not only that but would also hide a lot of the dings and scratches it is going to get through consent use



Decal Disc Design



Then I added my disk designs to my decals, I think these would be a good addition to the bike line as it gives the company so much more room for the designs, logos and slogan.

Disk Decal Designs



Mock ups Designs



I created three mock ups that the company could use in their campaign. First being a cycling glove, next a sports bottle and lastly a helmet. These would be a good idea as it gives the company even more products to use to promote their bikes.

Learner 5

Client Brief: RSPB – An educational resource that will be used offline or online

Chosen Discipline: Interactive Design

Target Audience: 8–12 year olds

Exam series: January 2020

Awarded marks mostly in band 3 across the AOs, however this was not quite meeting the descriptors required for mark band 4 (exceptional, insightful, fully relevant, comprehensive justification). The overall presentation brings the overall mark down as this more reflective of mark band 2.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	7
<p>Research collated on pages 2 to 5. There is a range of valid research sources accessed (RSPB websites, existing products and quite an informative and relevant mood board). Lots of detailed explanation on the text on the slides as well as the speaker notes. Sits in at the top of mark band 3 as all materials are selected for relevance with some confidence and the selected information and materials are appropriate and clearly inform proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	10
<p>Pages 8 to 14 show a range of development that is clearly linked to initial ideas and collated research. Quite inventive idea development with the VR binoculars that relates to the client and TA (including parents) within the justification. Ideas have been analysed for strengths / weaknesses / improvements. Lots of ongoing feedback from the TA that has been used in the development. Just gets into mark band 3 as there is an assured proposal that has been confidently developed. The proposal is also mostly relevant to the client brief and demonstrates an assured use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	10
<p>Although there is valid justification throughout the pages for more than one idea, page 11 clearly presents a final justified idea that link previous findings effectively. Just gets into mark band 3 as there are justified decisions that are communicated confidently. Justifications also show a coherent line of reasoning and an assured consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	6
<p>Overall this is well presented proposal, the full 15 slides have been used for the proposal. No speaker notes but lots of information and annotation throughout. The presentation shows some good planning, allocation of text / images, speaker notes and refinement. Stays at the top of mark band 2 as visual presentation is generally suitable for proposal and client, showing competent refinement and adequate ability to engage intended audience. The information and proposals are presented in clear and logical sequence and the presentation demonstrates coherent understanding of professional practice.</p>			
Total mark		(60)	33

UNIT 6: RESPONDING TO A CLIENT BRIEF

The Brief

For this project, you, the RSPB, have asked me to create an imaginative and innovative idea for a product that will help your members weekend come alive while young people are able to see and learn about some of the projects that you have been working on.

For my target audience I have picked the demographic of 8-12 year old children – this is years 4 to 7 in school. In order to meet the brief I will be carrying out a series of both primary and secondary research on a couple of different things. One will be about the target demographic- this will help me learn about the types of products that generally appeal to this age range and the second thing will be looking into existing products, that the age range likes, in order to influence my own ideas for an innovative product.

The brief is to create an imaginative and innovative product for my chosen demographic. I will be generating and developing a series of ideas and design variations for 3 different products I will propose to you. Based upon target demographic feedback, I will picking one idea and developing it further in order to create the most appealing product for the demographic and a product that creates a successful project in response to the brief.

Chosen Demographic and Market Research

Secondary Research

For this project, I have decided that the target demographic will be 8-12 year olds. After looking at the RSPB website, I believe that offering something more to this demographic will be beneficial as it is an area of the market that you haven't yet established yourselves in despite the small section of activities and games on your site.

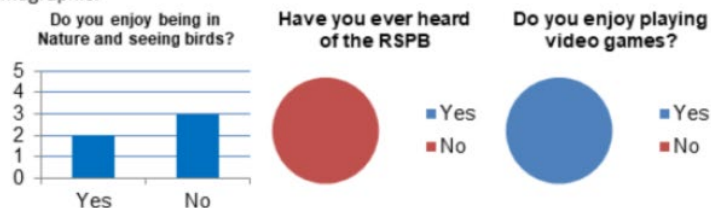
Before beginning the process of generating ideas and prototypes, I carried out some market research about the chosen demographic. This age range would have been born between 2007 and 2011 which is a fairly modern era. This means that they are currently growing up with a huge amount of technology. This includes things like smartphones, tablets, high tech PCs, Playstations and Xboxes. I wanted to investigate this further and find out how much time this age range would be spending on a screen. I found a case study from Dr Anne Fishel who is from the department of Psychology at Massachusetts General hospital in Boston. She carried out a study in 2017 about how long 8-12 year olds spend on a screen. The average time was 11 hours per day, which backs up my theory that this age range spend a huge amount of their time using technology. This knowledge is something that could be considered when generating ideas for proposals.

Another thing I discovered in my research is that this age range are still curious. They are wanting to learn new things as well as find new things that they may enjoy. Most of the people in this age range will be in a mix of primary school and early secondary life. This would mean that fun, educational products could potentially be a route to go down as this can help build their knowledge and create memorable ways of helping them learn. To back this up, I also found another case study on the goKid website from December 2018. It said that the majority of the people in this demographic likes things like AR and VR games. Apps like puzzle games, educational games like Duolingo and Froggipedia were all very popular - Duolingo being a language learning app and Froggipedia being an augmented reality app about the anatomy of different frog species. Introducing an educational factor into the products I propose could also be a good way to move forward as it will also come with a lot of benefits to the demographic.

Primary Research

As well as secondary research, I also carried out some primary research of my own. I asked 5 people, from the target demographic, questions about the RSPB and gaming. When asked if they have ever heard of the RSPB, all 5 students said no. This can be used as a positive thing because it means that we have a new area of the market

to penetrate. When asked if they enjoy being in nature and seeing birds, 2 of the students said yes and 3 said no. Again, this can be turned into a positive as it means the opportunity is there to create a product that will change their minds. In order to back up my secondary research about this age range spending a lot of time on screens, I also asked the students if they enjoyed playing video games. All 5 of them said yes, which is something that needs to be considered when moving forward in the project. A product such as an app or game should be considered as it is something that is highly likely to appeal to them.



The first thing I did was carry out some primary and secondary research on the target demographic. It is important to carry out a range of both primary and secondary as it helps to give us as much information about the target audience as possible. This will then be used to help influence my own ideas, later on the project, with a greater accuracy in terms of creating something appealing to this demographic instead of creating a proposal for a product that is way off the mark.

Existing Product Research- Zoo Tycoon

As well as target demographic research, I also carried out some research about existing products. Based upon the market research I did, I wrote down some potential product ideas that I would like to propose. Based upon this, I then went and did some research on products that are similar to the proposals I had in mind. One thing that I had found is a game called Zoo Tycoon and its sequel, Zoo Tycoon 2.



Zoo Tycoon 2 is a popular DS game that was released in 2005. It received a platinum sales award which indicates that at least 300,000 copies were sold in the UK alone. The purpose of the game was to build and run your own zoo, starting from scratch. You are able to pick and choose from a range of different animals and types of enclosures as well as design your own look for the zoo by installing different types of restaurants, souvenir stands and gift shops. Alongside this, the game also has an educational aspect. With each animal, comes information and certain requirements as to how they should be looked after. This teaching the user about animal habitats, their location, the food they eat and the things they need in their enclosure in order to be able to live happily. The main thing that I was looking at in this game was the educational aspect. I think that the target demographic enjoy this game because there is so much that they can learn by looking after the animals but it doesn't feel like they are sitting reading a textbook or doing homework. It's a game that allows them to have fun and enjoy what they are doing while they learn new things along the way, which I think is an important factor of education. It is also more likely for a student to remember something they have learned if they have fun while they were learning it. The game also has a creative aspect where the users can be as creative as they like when it comes to building the zoo. This is an important thing to consider going forward as well because 9-12 year olds tend to be very imaginative and can be very creative at this age as well. These are all things that I will be considering when making concept sketches and prototypes for my proposals.

After writing out some potential ideas I would like to propose, I looked into some existing products that were similar concepts to my initial ideas. The purpose of this is to look at some of the features that make this product successful. Looking at something like this would help me determine somewhat of a success criteria in terms of what features are appealing to the user, specifically my target age range. It is also useful for helping to inspire my own ideas for potential design elements.

Existing Product Research- Google Glass

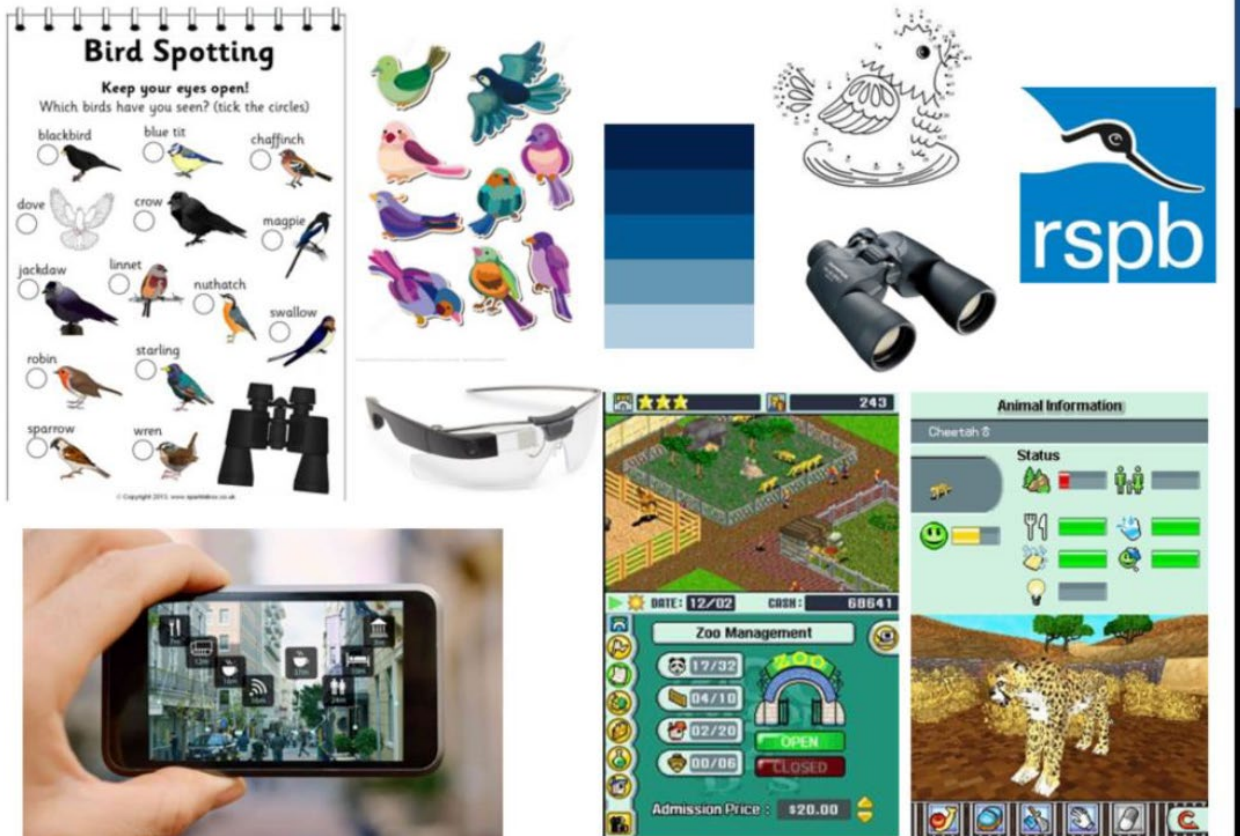
I also looked at a second product that is similar to a potential idea that I would like to propose. It is a product that has been designed and created by Google, called "Google Glass".



Google Glass is an Augmented Reality product with the target audience being adults and older students (teenagers) who have a good understanding of technology. They are worn by the user like normal glasses and there is a small AR chip to the side of the right lens that projects the AR overlay in front of your eyes. The images on the right are what you can see from the user's point of view, as you can see, the notification will appear in the middle of the lens. Using hand gestures to swipe and tap on the side of the frame, you are able to scroll through notifications and respond to them. I have chosen to include Google Glass as part of my research because one of the ideas I have is to experiment with the use of Augmented Reality in a similar way but with a slightly different product. The idea would be inspired by Google Glass but aimed at my target demographic of 8-12 year olds.

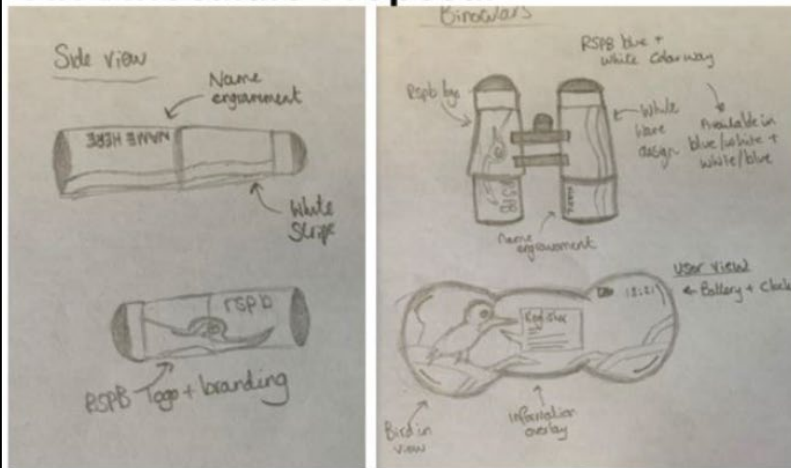
Google Glass is another existing product I looked at. It is a product that is mainly aimed at adults and older teenagers which is a completely different age range to what my product proposals would be. When generating design ideas for a product like this, it is important that I adapt my idea to ensure that it will suit 8-12 year olds. I would need to think about how I would make such a high tech product work for a slightly younger age range. If I do not do this, the product would not appeal to the target demographic, they may also not understand how to use it which would also put the entire project at risk of being a failure.

Mood Board



As a starting point to the development process, I have created a mood board that would help me to get thinking about the sort of things I could be including in my designs. I have included the RSPB logo as a reference to your branding and colour scheme along with a blue colour palette that I could potentially use as complimentary design colours. All of the images that I have included relate to the three potential product ideas that I am going to propose to you.

AR Binoculars Proposal



The first idea that I would like to propose to you is a set of Augmented Reality Binoculars that is specifically made for the target demographic.

This pair of binoculars works by turning them on (battery charge like an iPhone) and looking through the lens. When a user sees a bird through the lens, the technology in the binoculars will be able to detect what type of bird is in view. Once it has established what the bird is, an information overlay will appear in a text box next to the bird, providing the user with information about the bird's name, origin, danger category (ie- near extinction) and a general, mini fact file about the bird. The top right hand corner will also display the time and battery level of the binoculars, the user will always be able to see these. In terms of outer case design, it will include the RSPB branding with the bird icon along one side of the binoculars and a wave

pattern on the other side. They will also be able to be brought with pre-engraved names onto the side of them. If someone's name is not available, non-engraved versions will be available. Colours can be brought in versions of blue or white as the base colour – this would be to keep the RSPB branding and use the product to represent you as a recognisable brand and charity.

Why would this appeal to the target demographic?

This product would appeal to the target demographic for a couple of different reasons. One reason is because of the educational factor. As already mentioned in the market research, this demographic enjoy learning new things in a fun and memorable way. These binoculars will allow users to have fun experiencing augmented reality technology as well as learn about different species of birds. It also fits in with the technology aspect of the research- they will enjoy this as they will be able to continue using the technology that they love. It would also appeal to any young student who may have parents that enjoy bird watching. They will be able to go together and spend time with each other whilst still learning and having fun with technology at the same time.

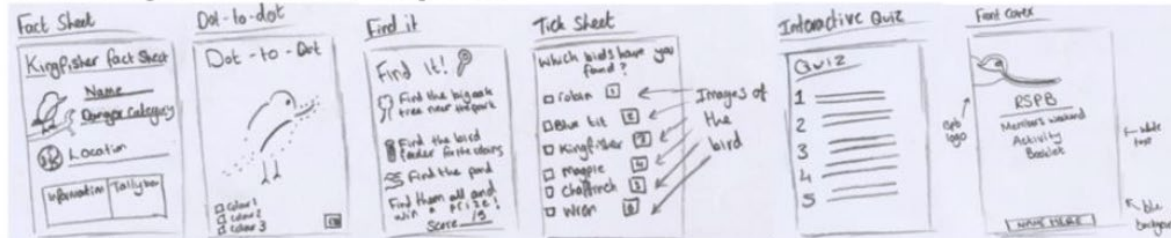
Potential Developments to consider

If we were to decide to move forward with this proposal, there could be a couple of potential developments that could be considered. One of these would include the Binoculars having a user database where a list of all of the birds that have been spotted are stored in a digital list that the user can go back and look at. One other potential development linked in with this is that the digital database can be synced with an app on the user's phone. All of the birds can be stored there as well as a location, time and date that the bird was spotted.

This first product proposal is for a set of Augmented Reality Binoculars. A product like this would certainly help meet the brief and help bring the members weekend event alive. Something like this will allow younger students, the target demographic, to get even more involved than ever before. They will be able to join their parents or any

other family members in any bird watching sessions that may happen throughout the weekend. Not only would this product appeal to the target demographic, it is also something unique. A set of AR binoculars has not been done in an industry like this yet and releasing this product at the members weekend would be a great opportunity.

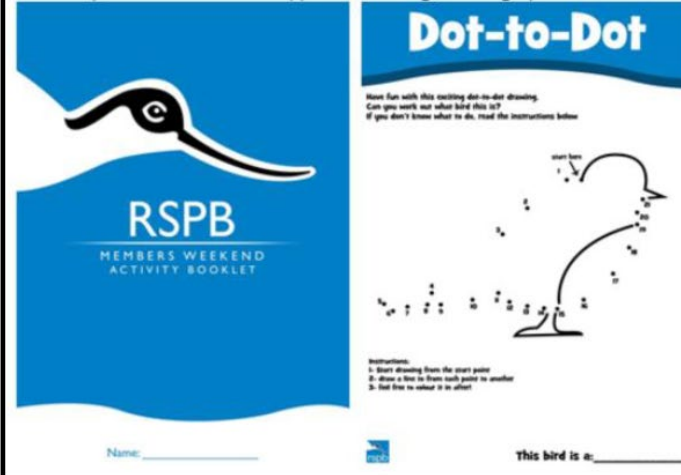
Activity Booklet Proposal



The second idea I would like to propose is a special edition activity booklet, made specifically for the members weekend. It would be an A5 sized booklet – making it easy to be carried around - and it would be filled with all sorts of bird related activities such as fact files, competitions, colouring, drawing, dot to dot, sticker pages, find it (find certain items like bird feeders) and even tick sheets for when certain birds have been seen. It will also include some quiz pages which will contain questions that will be answered as members walk around the reservoirs.

Why would this appeal to the target demographic?

An activity booklet like this will appeal to the target demographic. The main reason why, is because it is something that they can easily engage with as there are lots of different types of activities to do.

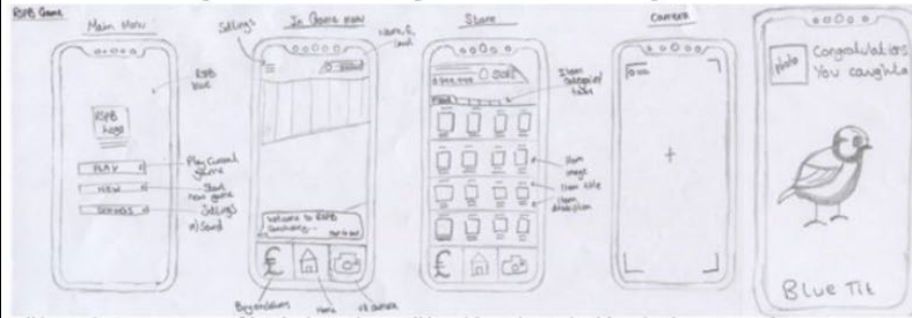


Continuing with the educational factor, they will also be able to learn a lot of new things from the quizzes and the fact sheets which will also be a factor as to why they would enjoy something like this. They can also make friends and socialise with other people in their age range who may be going through the booklet as well. This will further increase their enjoyment as well as have a positive affect on their health. I have also mocked up the front cover and a dot-to-dot page in Photoshop. I mainly used the pen tool, shape tool and the text tool to make these. They are prototype versions of what the layout and style of the booklet could look like. I have used a font called GrilledCheese BTN for the second page and it is a font that doesn't have accurate points or parallel lines which helps to create something that looks fun and appealing to the age range. I wanted to go for a minimal and modern design; I feel this would be more appealing to 8-12 year olds as modern design is the style they've grown up with.

This second proposal is for an activity booklet for 8-12 year olds. It would be something that they can do whilst seeing the projects that you are working on as well as something they can sit down and do during a lunch period or even at home once the members weekend has finished. Some potential developments we could consider would include something like having QR codes throughout the book that take the user to some online games. These QR codes could also be links for competitions

where prizes can be won or even interactive YouTube videos to do with the RSPB and what you are all about. Something like this would help the members weekend come alive because it is something that 8-12 year olds can engage in. Instead of just doing walking around with their parents, potentially getting bored after a while, they will be able to stay engaged and have fun by doing the activities in the booklet as they go.

RSPB: My Sanctuary Game Proposal

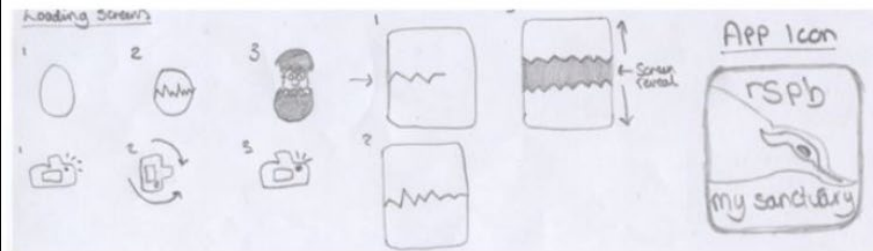


The third idea that I would like to propose is the concept of a mobile game that the target demographic will be able to download and play on their phones or tablets. Inspired by the Zoo tycoon game, the users will get the chance to build and run their very own bird sanctuary whilst playing along to an interactive story in the game. Starting from scratch, the user

will have their own space of land where they will be able to begin building bird cages, enclosures, recovery centres for ill birds and anything else you would see at a bird sanctuary. A character guide will be there in game to help them progress through the story as well. Whilst being able to use in game money to buy encloses and special items, the only way that the user can add new birds to their sanctuary is by seeing one in real life. They will need to take a picture of the bird – using the in-app camera – and this will then detect what the bird is and then send into the virtual world, adding it into the sanctuary for the user to look after. The in game guide will teach the user about all of the different birds that they catch and show them how to look them after properly.

Why would this appeal to the target demographic?

A mobile game like this would appeal to the target audience for one main reason – gaming. As I have already mentioned in the market research, 8-12 year olds enjoy playing a lot of video games and with 11 hours a day being the average, it is evident that they spend a lot of time doing so. The concept of a new game will immediately get their attention and could even end up becoming a mainstream game due to the creativity, educational factor and the fun element – which would of course be great for raising awareness of the RSPB as well.



Potential developments to consider

One potential development that we could make with this is to introduce a fitness and health feature to the app. My idea for this would be to include things like achievements and competitions that unlock special edition products to buy in game. For example- walk 10km to unlock and special bird feeder.

This third proposal is for a mobile game that would be released at the beginning of the members weekend and available on both the Apple and Android store. As you can see, I created a series of various sketches for different screens that would be seen in the app. This being the main menu, in game menu, store, camera and an example of what the screen could look like after a new bird has been found – this would

transition into the sanctuary and the bird photo would be turned into a digital bird for the user to look after in the game. At the bottom, I have included some variation sketches for potential loading screens and loading icons that could be included in the game. Something like this would definitely help the event come alive as 8-12 year olds would love something like this.

Demographic Feedback

Before moving forward with a particular product, it is important that I get some feedback from the target demographic. This would help me figure out what product they like the most and the reasons why they like that specific product. It will also help me to start thinking about potential developments or design changes could be made in order to make the product even better. So, I put together a small focus group that included 5 people from the target age range. I showed them all of the sketches for the products and explained how each one would work, here are the questions that I asked:

Name	What product did you like the most?	Why did you like this product the most?
Chloe	The Mobile Game	Because I like playing games on my phone
Jake	The Binoculars	Because I like going bird watching with my dad
Olivia	The Mobile Game	Because I have never played a bird sanctuary game before
Charley	The Mobile Game	Because I liked the look of the design
Sam	The Mobile Game	Because I really enjoy playing games

Name	Which product do you like the least?	Why?
Chloe	The Binoculars	Because I think bird watching sounds boring
Jake	The Activity Booklet	I don't like drawing
Olivia	The Binoculars	I never go bird watching
Charley	The Activity Booklet	I think I would get bored of it very quickly
Sam	The Activity Booklet	I prefer playing video games

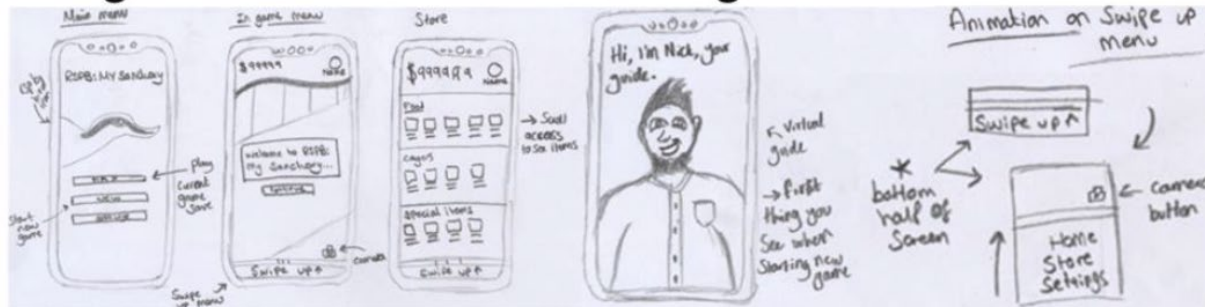
These are the responses to the first two questions that I asked the students. Everyone but Jake said that their favourite product was the mobile game. The reasoning as to why they liked this product the most were all slightly different but still had one main point – because they enjoy playing games. Olivia said that she liked the game because she had never played a bird sanctuary game before. I found this point interesting as it most likely shows that bird sanctuary games are not as popular currently – regardless of other games that may be similar. The second set of questions I asked the students were about the product they liked the least. 2 people said that they least liked the Binoculars whilst 3 people said they least liked the activity booklet. The 2 students that didn't like the binoculars were because they either didn't like bird watching or they have just never been before which would indicate they most likely wouldn't get a lot of use out of buying the binoculars.

Based upon these results, it is clear to see that the mobile game was the most popular product that I have created. The target demographic seemed to really like the idea of playing a game but also it was a game that they could play while also playing outside. This confirms that the market research I carried out at the beginning of the project was accurate as it has helped me to go down the right route of creating a product that the target demographic will enjoy. I will be moving forward with development for the mobile game.

Before deciding upon which product to move forward with, I got some feedback from 5 people in the target demographic. I asked them about their favourite and least favourite products. The main purpose of this to help establish what sort of things appeal to them and what sort of things don't. It was important that I asked what

products they didn't like and why because it helps to establish what sort of things I should be avoiding when developing these products. It was clear that the mobile game was most favoured by the demographic so that is the product I will be moving forward with.

Design Variations and Chosen Design



Now that I have decided to continue forward with the mobile app, I have created another series of sketches for some design variations. I have drawn out a second design for each of the main pages that you would see in the app. This includes a main menu that would be seen upon start up of the app, an in game menu and a store. I have also drawn up a design for the character guide that will help the user through the story. The main idea was to create a character that looked friendly which I think I have achieved. This was important because a character that would be intimidating or scary to the user could potentially be enough to put them off of playing the game so it is vital that this character looks like someone the user would want to be friends with. This screen would be the first thing that the user would see when they start a new game. The character would introduce themselves and begin a tutorial of what to do and how the game works, he will also guide the character through the story line of the game.

Name	Which design do you like best?	Why?
Chloe	B	It looks simpler to understand
Jake	A	I like the way the store is laid out
Olivia	A	I prefer the buttons being at the bottom of the screen
Charley	B	I like the swipe up feature
Sam	B	Because I prefer the main menu

After creating some design variation sketches, I went back to the same students and held another short focus group. I showed them the new sketches and explained the difference in the design. I then asked them to choose which design was their favourite and why. 2 students said that A (the original sketches) were their favourite designs and 3 students said that B (sketches above) were their favourite designs. The reasons that the students gave me were all different. Jake said that he preferred designs A because he preferred the way that the store page was laid out. Olivia said that she preferred designs A because she thought that having the buttons fixed at the bottom of the screen was better as she knew where they were. The students that preferred design B were again, all different – mainly talking about the simplicity of the design and Sam said he preferred B because the main menu looked better. In conclusion, I have learned that both designs are liked by the target demographic so my decision going forward is to merge aspects of both ideas together.

Now that I have decided to run with the mobile game, I wanted to create another series of sketches for potential designs. This would help me look at where the weaknesses are in the designs and help decide what is best for the demographic, moving forward. Eventually, I decided to go for a mix of elements from the original

sketches and the new ones. This is because there were elements of both that the target demographic liked so I wanted to make sure that all of these were included in the final designs in order to make sure that the product is good enough to appeal to the demographic.

Digital Design Process (Prototypes)



Here are a series of digital prototypes that I have created for the app. They are digital mock-ups that I created on Photoshop in order to get a better idea of what the finished version could look like. The first mock-up I made was for the main menu. Due to the results of the focus group, I decided to keep the main menu the same as the sketches for design B. This was mainly due to the fact that one of the students said that they specifically liked that design. This is a good sign because it means that it does appeal to the target demographic and that is a very important factor when thinking about design concepts. I opted for a blue, white and black theme in order to keep with the RSPB branding – also having the bird icon coming across the middle of the screen like it does in the logo. The buttons were made with the shape and text tool. I have opted to use a type face called Gill Sans. It is a sans serif font that looks similar to the text used in the logo. However, the main reason why I wanted to use this font was because it is very clear and easy to read, so 8-12 year olds shouldn't have any problems reading it. The second page I created was the store page. As you will notice, I have gone for a clean and well organised design layout. It is very important that I do not overwhelm the users with too much information at one time as they may become confused and then end up not playing the game at all. The greyed out section in the background (on the last 3 images) is to represent the user's sanctuary. As this is a prototype of layout and design, the sanctuary hasn't been included as this would be a high quality and highly detailed virtual world. The third screen I made is the main screen that the user will see when they are in game. I have included one of the speech bubbles that will appear when the character guide is talking to the user. The third screen I have made is an example of the swipe up menu being activated. The user will swipe up from the bottom and the mini menu will appear.

In terms of thought processes, I wanted to make sure that I was offering a clean, well organised design to the user. For a young age range, it is important that there isn't too much information or too much to look at in one time as it can cause an information overload as well as just look like a poor quality app which will not appeal to 8-12 year olds. I opted for a simple and sleek design that is clear to understand.

Development



After analysing the first set of prototypes, I went on to create some further developments. I worked on the main in-game page, the bottom menu bar and the store page. In the first image, you can see that I added the RSPB logo in the background of the top section of the screen. I did this because I feel it adds more depth to the design instead of just flat shapes an imagery – I think that the target demographic would have found it too plain and boring if I had continued to use flat shapes. In the second image, I worked on the bottom menu. From a design point of view, having a swipe up menu would have caused technical issues. For users who have an iPhone X and up, the swipe up would have referenced the iPhone gesture to close the app which would be frustrating for the user. Instead, I decided to integrate the original idea (from sketch series A) of having a fixed a menu at the bottom of the screen. This works a lot better as the user will not get frustrated with it for not working properly. The final image is a development of the store screen. I have made the store section larger so that it fills the entirety of the screen, making it simpler and more organised for the user.

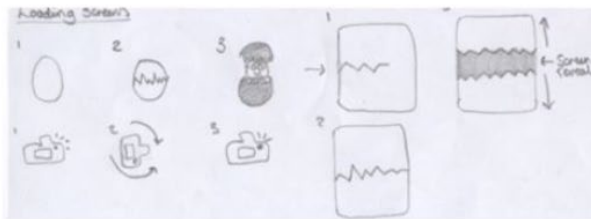


I also carried over a new development that I mentioned in the original proposal for the app. This is called the “My achievements” page and will be available to get to from within the store. This is a fitness and health based feature that I would like to integrate into the app. Users will be able to unlock certain special items to buy in the store by completing certain challenges and achievements. This challenges will be fitness based, for example, “Walk 10km in a day to unlock and special bird feeder”. There will also be other types of fitness based challenges like cycling or step counting. All of these will encourage 8-12 year olds to want to get out of the house whilst still being able to play a game. This will also encourage the demographic to want to come to more RSPB events. This is because they will be able to complete their challenges on the walks and events that you hold often as well as be able to get pictures of birds to add to their sanctuary. I also believe it will “help the event come alive” for the members weekend as lots of people, especially from the target demographic, will be playing the game and having fun in nature whilst learning about the different projects you are working on and just learning about birds in general.

In terms of developing the game even further, I had two potential ideas. One idea was the achievements page and the second was to introduce a feature where users can use real money to pay for special products. I rejected this idea because it wouldn't have been best suitable for 8-12 year olds. I thought that a fitness and

health feature would be much more beneficial, especially long term, to someone in this age range. I also thought it would be more appropriate because they would be able to get their awards by walking around the reservoirs throughout the members weekend.

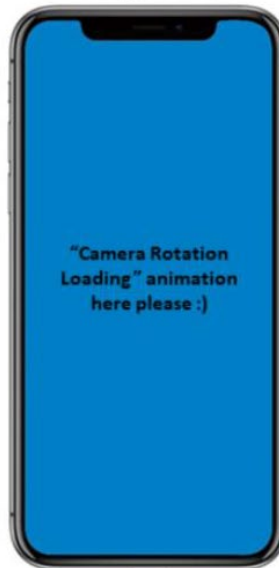
Development Continued – Loading Screens



Still Graphic



Loading Animation



In continuation from the developments, I have also made a prototype for a loading screen. In the original series of sketches, I drew out some potential ideas of what the loading screen could like and the breakdown of each stage. The first idea was to have an egg in the middle of the screen. This egg would then begin to crack and a baby chick would pop out at the end of the animation. The second idea was to have a camera icon in the middle of the screen. This would then twist round 360 degrees clockwise, and then back again before flashing at the end of the animation. My third idea was to go with something that filled the entirety of the screen. Similar to the first idea, a crack would go along from one side of the screen to the other. Once it reached the other side, the screen would split in half to then reveal the game and the user would be able to start playing. I decided upon using a slightly developed version of my second idea with the camera. I used the same concept but took away the flash at the end. I didn't like the way it looked and certainly didn't think it would look appealing to the target demographic. So, I decided to keep things a bit more simpler and just have the 360 degree spins repeat themselves as you can see in the animation to the left. I feel this offers a much cleaner and more smooth transition than what my original idea did.

The animation was created in Adobe After Effects. I started by making the camera with the shape tool in Photoshop which I then put into After Effects. Using a simple rotation transformation in order to make the camera rotate 360 degrees clockwise and then 360 degrees anti clockwise. I then put this on repeat in order to create the 5 second animation that you can see.

I decided to go with the camera idea for the loading screen because I feel it was more appropriate to the game. It is a lot more simple compared to the other ideas so I think it would appeal more to the target demographic when compared to the other ideas that I had in mind. I think something like the idea of the cartoon chick would come across as too young for the targeted age range where as something like a spinning camera is more relevant to the main concept of the game.

Feedback After Development

Name	Is the text and colour scheme clear?	Would this be the type of game you would play
Chloe	Yes	Yes
Jake	Yes	Yes
Olivia	Yes	Yes
Charley	Yes	Yes
Sam	Yes	Maybe

Name	What is your favourite part about the game?	What is your overall opinion on the design?
Chloe	The fact I can take real pictures and add them to the game	I really like the colours
Jake	I really like the new layout of the store	I think that the layout is really good
Olivia	My favourite part is the achievements page	It is organised well
Charley	I really like the new fixed menu at the bottom	It looks really modern
Sam	I like the new design for the store page	I really like it

After creating all of the prototypes and mock up designs the app I went back to the 5 students that I spoke to originally and gathered some more feedback from them. I asked them a series of 5 questions about what their thoughts are on the prototype versions of the app. The first question I asked them is if they felt that the text and colour scheme was clear. All 5 students said yes which is good because it is important that there is good contrast between all of the features so that they can be easily seen. It is also important that there is good contrast between the background and any text. If there isn't, the users will not be able to read the instructions or any of the features which will most likely put the target demographic off of wanting to play the game. The next question that I asked them was "would this be the type of game you would play?". All of the students said yes apart from Sam who couldn't decide if it was the type of game he likes to play. Again, this is good because it means that the concept of the app and the overall design does appeal to the target demographic which helps to make the project a successful one. We also discussed what the students' favourite part of the game was. There were a variety of different answers. 2 people said that they really liked the new design for the store, one person mentioned that they really like the concept of taking a real life picture and adding it to a game and the new development for the achievements page was also mentioned. One final thing I asked is if the students thought that the design was simple enough to understand the concept of the game. All 5

is the design simple enough to understand the concept of the game?



students said they liked the overall layout of the game and they were easily able to understand what each page did as well as understand the concept of the game.

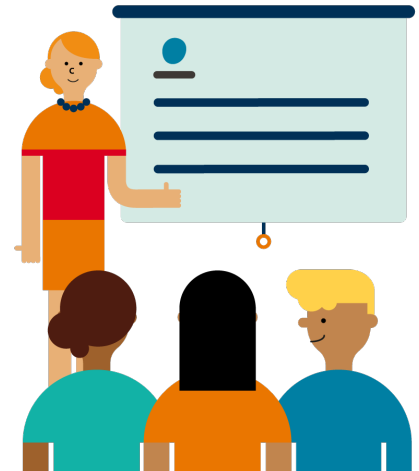
I wanted to get some final feedback after development in order to see if anything else should be changed. Overall, the response was positive and nothing needed to be changed. The game appeals to the target demographic and nearly all of them said they would like to play it.

Learner 6

Client Brief:	Frog Bikes - Exciting 2D, 3D or interactive art and design that reflect the healthy lifestyles and values of Frog Bikes
Chosen Discipline:	Interactive Design
Target Audience:	10-14 year olds
Exam series:	June 2019

A good engaging start, seems to have grasped the client Frog Bikes very well and the chosen Client Brief effectively. The Target Audience maybe slightly misunderstood as the response may be more appropriate for a lower age range. Some repetition of information from the Frog Bikes website but there is a valid attempt to summarise information with relevance on the initial slides. Slide 5 also has a clear and focused interpretation of the Client Brief and their intentions. Slide 6 has quite a good summary of their research rather than just reiterating the given brief.

There is a justified choice of the Target Audience and their chosen product (SMART watch). The learner has also given valid thought to costs and associated ideas for the age group such as an App, Games, prizes etc. Slightly over the recommended 3 -4 slides for research, however this does follow a logical order and is easy to follow. The learner then goes onto the development and visual representation in slides 7 to 11. The development work is also consistently linked to the Target Audience and Client Brief. 14 slides from the maximum of 15, no speaker notes



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	8
<p>Awarded a mark of 8, middle of Mark Band 3. Not quite towards Mark Band 4 as the research is not exceptional or insightful, however all materials are confidently selected, relevant and do clearly inform the proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	12
<p>Awarded a mark of 12. This mark is again the middle of Mark Band 3 as there is an assured proposal that has been confidently developed, relevant to the client and has an assured use of visual communication. The mark cannot move any higher as the work is not approaching exceptional, comprehensive or fully relevant. Nor does the learner have an exceptional use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	9
<p>Awarded a mark of 9, right at the top of Mark Band 2. There is clearly a competent justification of decisions communicated that shows a clear line of reasoning with an adequate consideration of the demands of the client and audience. You could say there is more than an adequate consideration of the target audience but maybe on occasion this has been pitched slightly lower than 10 to 14 year olds. This is also the AO were speaker notes may have helped move into Mark Band 3.</p>			
AO4	Organise information and proposals for presentation	(12)	9
<p>Awarded a mark of 9. This is right at the top of Mark Band 3 as the visual presentation is entirely suitable for the proposal and client. There is an assured refinement and a convincing ability to engage the intended audience. Information has also been presented effectively in a clear and logical sequence. The presentation also demonstrates a thorough understanding of professional practice. The work doesn't go into Mark Band 4 as the presentation does not demonstrate the required sophistication and in depth understanding of professional practice.</p>			
Total mark		(60)	38



Who is FROG Bikes?

HOW IT ALL STARTED

Founded in 2013 by Jerry & Shelley Lawson, in a look out for child-friendly, fun and exciting bikes for their own children. FROG bikes objectives are all about quality, lightweight and affordable prices! Their goals and aspirations as awarded them with global accolade; industry awards for innovation and design, an award-winning factory, around 1,800 retailers worldwide and thriving partnerships.

DESIGN

A Collaboration of Brunel University & renowned bicycle engineer [Dimitris Katsanis](#) (of Team GB Olympic fame); has reformed the thinking behind children's bike design.

As our Head of R&D, [Dr Tom Korff](#) explains:

"Our bikes are not scaled down adult bikes, as children are not miniature adults. At Frog, we put the child into the centre and design our bikes around the child's unique anatomy and his/her unique needs".

The bike's quality of design, has been carefully selected and created solely for the child's comfort and enjoyment. Features such as adjustable brakes and our handlebar stem add-on provide room for growth, whilst the shorter cranks, scaled down handlebars and easy to reach brake levers assist comfort so they can travel further and faster.

SUPPORTING LOCAL BUSINESS

Professional and quality service to all our customers is one of our key focuses. Our dealers are at the heart of everything we do and take care of everything from bike fitting, professional advice, assembly by a qualified mechanic, on-going support and servicing.

Our aim is to educate communities and provide resources so little ones get riding earlier. We can provide everything from on-site support to a fleet of Frog Bikes for your little ones to try!







Task

FROG Bikes is planning a series of nationwide cycling activity events that will introduce children to their world of cycling and exercise. Its goal is to encourage a generation of healthy, active and happy children with positive lifelong habits. The company aims to increase children's participation in the enjoyable activity of cycling.

FROG Bikes wants to inspire the next generation to be passionate about cycling and everything associated with cycling. It wants to show children that cycling is cool, exciting, fashionable and welcoming. The events will promote FROG Bikes' new range of bikes, safety equipment, clothing and other products.

I have been asked to produce a creative proposal for price of art or design work that is suitable for the selected target audience of 10-14 years. FROG Bikes will look at these proposals and then select which ones it will commission to turn into completed art and design.

This is where I have come up with the idea of creating a watch which is linked to a mobile app, which promotes cycling by gaining prizes on the mobile apps game.



Target Market

Product

The product needs to be fun, creative and interactive in order to catch the target markets eye. The app needs to relate back to FROG Bikes aims to 'increase children's participation in the enjoyable activity of cycling'. I believe creating an app which involves games with goals will help to increase the usage of the big as interactive software is regularly used by this target market age range.

Place

FROG Bikes see their products through other larger companies such as Halfords, Giant Store and Quinn Cycles. The watches would also be available in the stores where the bikes are sold

Target market
10-14 years

Price

The app will be free, with the purchase of a 'FROG Bikes Watch', aiming to be priced at around £40. included within the price is the app, watch and phone stand to click onto the bike for riding. This price in comparison to competitors is around the same price to others.

Promotion

In order for the product to be seen the app and product both need to be advertised in common places that 10-14 years old would be, for example - using another app or website/ children's magazines/advertisements features on children programmes.





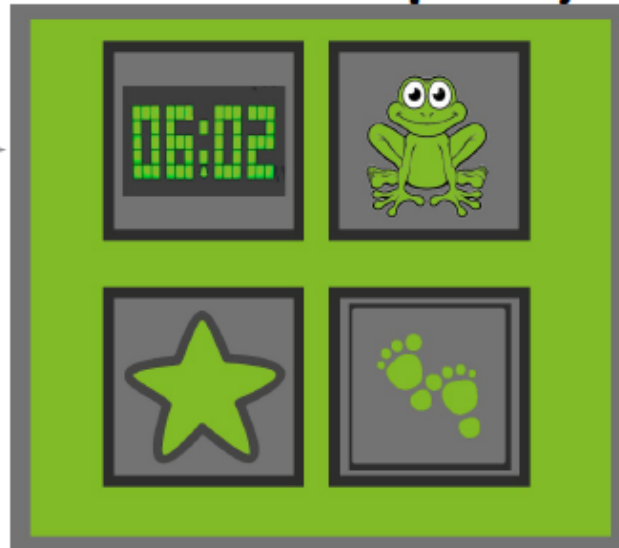
Introducing the FROG Watch



Screen Display



OPENING SCREEN - tap to access the icons



CLOCK - for telling the time

STAR - goals they are reaching throughout game

FOOTPRINTS - in case of an emergency, eg; if the child was lost

FROG - click when cycling and the children will now the game tracker has started



Mobile App Features



The child friendly app is connected to the FROG watch for the children to play on the games and collect prizes.

FROG Game - a game promoting cycling to the children, the game involves a frog cycling similar to the popular game layout as super mario bros.

Achievements - for the children to gain from cycling more and also using the FROG Game. More you cycle the more prizes you win for the FROG Game, this could be from 'skins' for the FROG or new levels.

GPS/Tracker/ emergency icon -for parental us for the children safety.



How Will This Work?

Wondering how the watch will know how the children cycle? Heres how!

The FROG Watch uses a 3-axis accelerometer to **understand** your motions. By analysing acceleration data, the watch provides detailed information about frequency, duration, intensity, and patterns of movement to **determine** the child's distance traveled and heart beat rhythm through vibrations from the arm.

This also allows the watch to detect any emergency incidents. For example, if the child was having a cardiac arrest , the watch will read the heartbeat and eventually send mini electrical shocks to throw off the heartbeat to try and help the child. If the problem escalates the watch will contact 999 emergency and send their location via the GPS emergency icon on the watch.



Existing Products

KidiZoom Smart Watch

Pricing
around - £30-£40

KidiZoom Watch is a popular choice of interactive watch choice by children. The watch allows the children to take photos and videos using a dual camera; Play games; voice record and more. The camera is also waterproof.

Comparison

The FROG Bike watch, solely focuses on cycling and games surrounding the activity. FROG Bikes watch benefits the children's health and wellbeing.

The KidiZoom watch its for fun, just based around everyday life. However do they have a good feature of waterproofing the watch.

Pricing
KidiZoom

The



Existing Apps/Games

Froggipedia



Froggipedia is an AR app (augmented reality) that allows users to explore and learn about the anatomy of a frog – without the dissection.

Box Island



Box Island is a computer science game app that teaches kids coding.

Overwatch: PEGI 12



Overwatch is a multiplayer shooting game in which two teams of six players compete to capture and defend various objectives.

Fortnite



A game created for playstation. An island of 100 people fight their way to the last person surviving. The colourful game became extremely addictive and suitable for a wide age range.

A Dark Room



A Dark Room relies totally on graphics. Instead, A Dark Room is a strictly text-based adventure game that forces kids to think outside the box. Forcing you to use imagination and mind simulation.

(Top 5)





FROG Watch



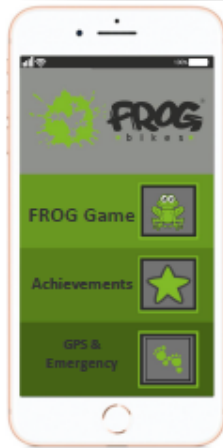
PRODUCT : FROG Watch

PRICE: £36

AGE RANGE: 10-14years

ABOUT: FROG Watch, is based around children's well being and health. Creating a watch with connecting mobile app, to encourage children to cycle more.

The more the children cycle, vibrations picked up through the watch by reading their heartbeat will calculate into the watches database an signal over to the phone and create levels,points and achievements. For the children to play with on the FROG Game, therefore encouraging the children to cycle more, to make their game more exciting.



Learner 7

Client Brief:	Frog Bikes - Clothing, textile designs and/or accessories that promote safety when riding a bike
Chosen Discipline:	Fashion
Target Audience:	10-14 year olds
Exam series:	June 2019

Not such an informative start, quite basic information selected to inform first few slides. This improves with some good reasoning for the choice of Target Audience. The work develops when the learner starts to look at existing accessories with safety features / enhancements. One design idea is stated, although this is well developed with relevant features in line with the Client Brief and Target Audience. The learner continues to develop this with alternative colour schemes, again some good justification stated. This is further developed using a 3D model, however, the 2D illustrations seem to be better represented.

Overall, the learner has really used their research to inform their ideas and the outcome is quite successful and convincing. Again, the better final presentation of the idea comes before the end within the 2D visual representation. 15 slides from the maximum of 15, with speaker notes.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	9
<p>Awarded a mark of 9, at the top of Mark Band 3. The learner does not move into Mark Band 4 as the research is not exceptional or insightful, however, all materials are confidently selected, relevant and do clearly inform the proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	13
<p>Awarded a mark of 13, towards the top of Mark Band 3. There is an assured proposal that has been confidently developed, relevant to the client and has an assured use of visual communication. The mark does not move any higher as the work is not going towards exceptional, comprehensive, fully relevant or have an exceptional use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	12
<p>Awarded a mark of 12, in the middle of Mark Band 3. Justification of decisions is communicated confidently. Justifications show a coherent line of reasoning and there is an assured consideration of the demands of the client and audience. This does not move higher as it is not going towards exceptional, excellent or comprehensive for Mark Band 4.</p>			
AO4	Organise information and proposals for presentation	(12)	8
<p>Awarded a mark of 8, in the middle of Mark Band 3. The visual presentation and proposal is suitable for the requirements of the client. There is assured refinement and a convincing ability to engage the intended audience. Information has also been presented effectively in a clear and logical sequence. The presentation also demonstrates thorough understanding of professional practice. The work does not move into Mark Band 4 as the presentation does not demonstrate the required sophistication and in depth understanding of professional practice.</p>			
Total mark		(60)	42



Frog Bike

Frog Bike



- ▶ Frog bikes known for children bikes



Frog Bike is known for making children bikes, founded in 2013. They are set about creating quality, lightweight and affordable bikes for children to ride. Award winning factory which has around 1800 retailers worldwide.

Age group 10-14

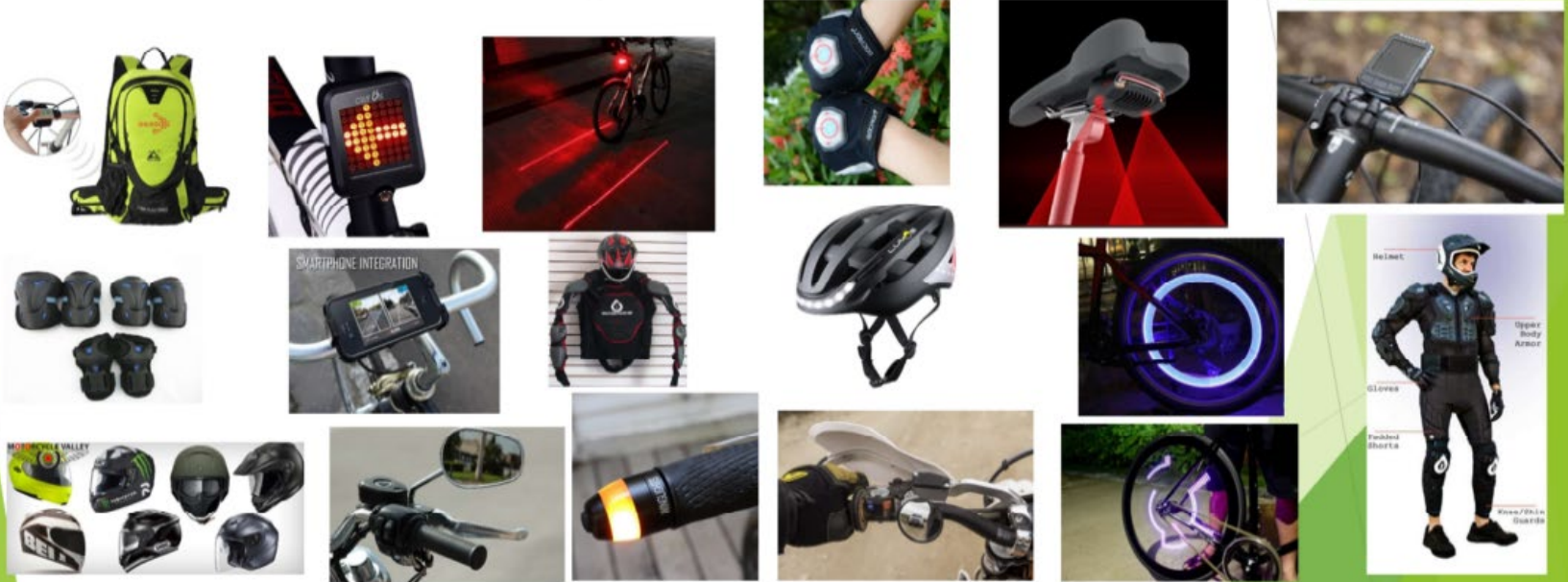


I chosen to aim for 10 to 14 years of age because I believe my design can help on safety while keeping the trend and style for the age range. They are born in a digital age which most will be using electronics and watching Youtube the most. Most they would want gaming and something that is within the pop culture.

Bike accessories



I have researched bike accessories for safety measures.



I picked these pictures because they are safety mechanism that can be useful for teens who are on bikes. From light indicator which will point attention to other cars; mirror which will help instead of looking back which will be a huge risk; protective gear which will protect them from getting injured.

More designs



This is what teens mostly like to wear. That brings the style toward the bike design of aspect.

What I been collecting for research



- ❑ Backpacks
- ❑ Canvas
- ❑ Hardshell
- ❑ Zip
- ❑ Laptops
- ❑ Daypack



I thinking this certain design interested me since a lot of 10-14 and not just that age range would prefer backpacks. So I thought of having it styled designed while having safety and cool features.

My design on the bag

- ❑ The camera are used to record for incident and casual riding.
- ❑ Hardshell is used to protect the back spine. The added faux leather create the idea similar to a gaming chair creates more usual comfort.
- ❑ The indicators light flashes left or right.
- ❑ The back light signal drivers and glows if the bike breaks.
- ❑ Front light can be use to able to see at night and signalling passerby.
- ❑ The neon like effect which can be light up when a light flashes it. It goes around the back and the front which is like a safety vest (m3 reflective).



I come up with a design that would work this is a quick concept of the bag design. Right now I made a concept of a design but it can have more variation of colours for what 10 to 14 wants and having its modern style look. The design will attract this generation of teens who are into gaming. It has added safety features. All of it can be connected via Bluetooth with a app which does most of the bag functions.

Colour preferences



A PAIR & A SPARE
WARDROBE AEMAR
COLOUR
DRESSING GUIDE

IF YOUR MAIN COLOUR IS:	CREATE EASY COMPLEMENTARY OUTFIT REFINISH WITH:	OR GO FOR A TONAL OUTFIT
PINK	Light blue, Dark blue, Grey, White, Black	Red, Yellow
RED	Light blue, Dark blue, Grey, White, Black	Pink, Yellow
ORANGE	Green, Light blue, Dark blue, White, Black	Yellow, Brown
BEIGE	Dark blue, Purple, Brown, White, Black	Yellow, Orange
YELLOW	Green, Dark blue, White, Black	Yellow
GREEN	Orange, Purple, White, Black	Yellow, Light blue
LIGHT BLUE	Pink, Red, Orange, White, Black	Dark blue, Purple
DARK BLUE	Pink, Red, Yellow, Grey, White, Black	Light blue, Purple
PURPLE	Orange, Grey, Green, White, Black	Light blue, Dark blue
BROWN	Yellow, White, Black	Orange
GREY	Pink, Red, Dark blue, Purple	White, Black



I chose black colour which is a common colour teens would go for. Red and blue are the common colour. Red is a warm colour. It is a colour of temper and anger. It shows power and superiority. Blue is a cool colour. It is a charming colour, calming and a beautiful colour. Has a sense of royal and sincerity. Green colour is a restful colour. It is a colour of nature, fertility and life. It shows harmony and growth. The hardshell metal colour gives it a modern look which also a alternate colour to black. The white backpack is the lighter version of the design. So it not just the dark look but having a lighter bring a brighter and enlightened feel.



The mobile integration

- ▶ The image I got the idea for this function.



This is the idea for the Bluetooth integration from the backpack which it can able to use the camera to look back and forth while recording. It can turn on the front light from the strap. This is an idea of how phone can be placed on the bike.

Hardshell science and m3 reflective



Hardshell backpack is developed for motorcycle riders. Hardshell is aerodynamic and water resistant. It is meant to protect the user from having a expose back. Which lined with ABS hardshell that is then coated in a foam panel that is soft against the body.

M3 reflective reflect a large light back to the driver who sees you riding. The retroreflectivity helps the eye perceive objects in low light condition when illuminated by a light source. The material appears brighter to the observer and will see the brightest near the located near object.

How phone connect to bag camera



The Bluetooth connection simply add with a app which it can use the cameras from the bag to able to use it as a mirror and also to record incidents. It can be sent to the police for safety measures. It can control the lights on the backpack so you can make the light on or off, dim, bright and flicker.

Developing the 3D backpack

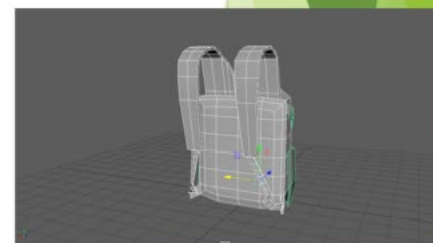
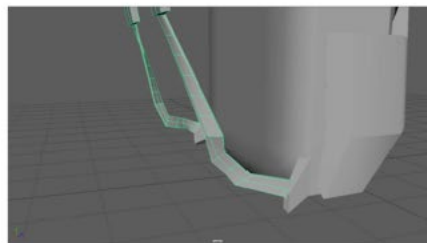
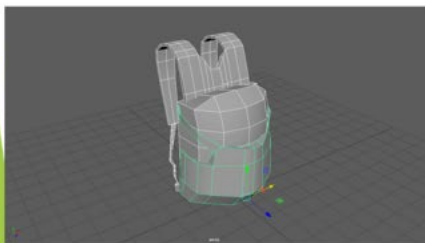
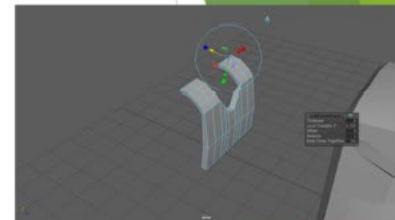
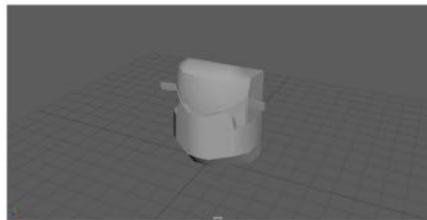
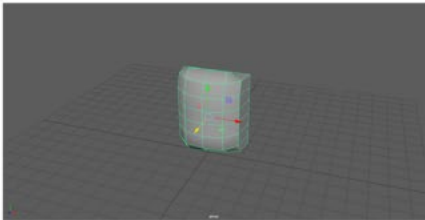


Image one to six, right to left.

Image one. I started out using a cube then I curve the edges to make it the shape of the hardshell part of the backpack.

Image two. I added the holster that goes around the hardshell of the backpack. I made it by I started out as a square then I extrude and curve it around it.

Image three. I making the straps of the part wear you wear the backpack around.

Image four. I have added the straps onto the backpack.

Image five. I made the bottom straps to connect the bottom backpack.

Image six. The outline of the backpack is done.

Developing the 3D backpack part 2

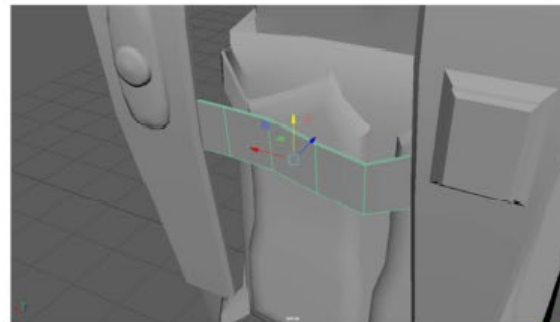
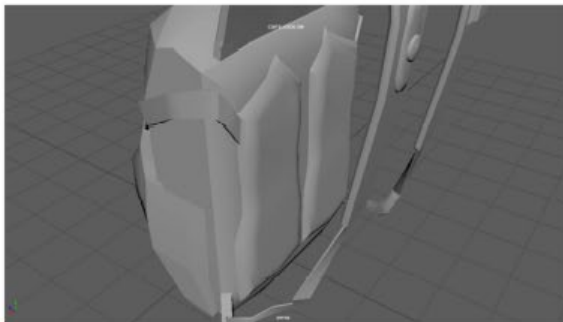
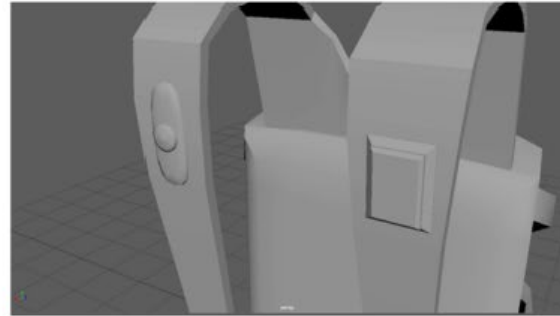


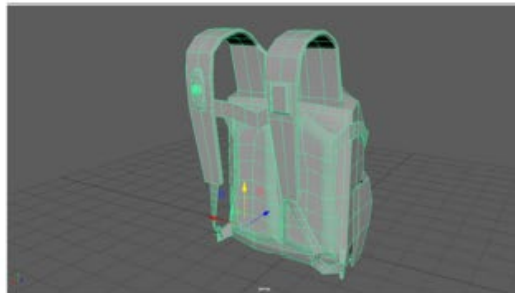
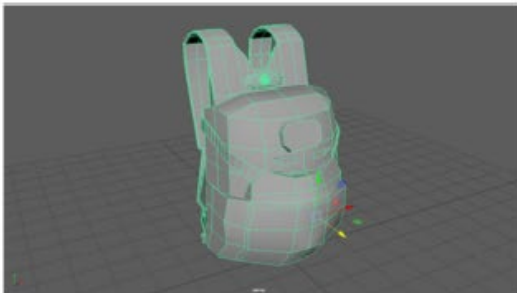
Image 1. I added the indicators.

Image 2. I added the camera and light.

Image 3. I made the cushion part of the backpack.

Image 4. I place the strap in the middle so it holds the main straps together.

Finished 3D backpack

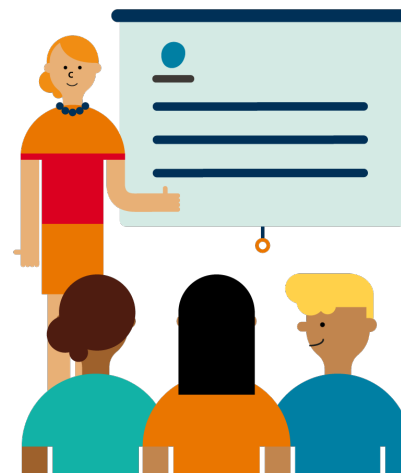


Learner 8

Client Brief:	Frog Bikes – Unique and engaging art and design work that would be used or displayed in and around a new cycle track that will be a focal point at the event.
Chosen Discipline:	Graphics
Target Audience:	10–14 year olds
Exam series:	June 2019

A good start with a clear reasoning of intentions based on the client requirements. The learner links this to some further practitioner research references and how this has inspired their approach. Slides then start to look further into the client and what they are about, and the learner has linked this with their own research findings. There is then further research regarding tracks and how they could display their own work, again relevant to the Client Brief and focused. Speaker notes also justify the information on the slides.

Slides 1 to 6 remain focused on research; development starts at slide 7. Development work has good links to their research, Client Brief and Target Audience, again this is consistent with their intentions. The learner finally presents two final ideas and they present this effectively in situ. 15 slides from the maximum of 15, with speaker notes.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	8
<p>Awarded a mark of 8, middle of Mark Band 3. The learner does not approach Mark Band 4 as the research is not exceptional or insightful, however, all materials are confidently selected, relevant and do clearly inform the proposal.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	14
<p>Awarded a mark of 14. The learner has been awarded a mark is at the top of Mark Band 3 as there is an assured proposal that has been confidently developed, relevant to the client and has an assured use of visual communication. This does not move higher as it is not going towards exceptional, comprehensive, fully relevant or have an exceptional use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	14
<p>Awarded a mark of 14, right at the top of Mark Band 3. Justification of decisions is communicated confidently. Justifications show a coherent line of reasoning and there is an assured consideration of the demands of the client and audience. This is also the AO were speaker notes have helped move into Mark Band 3. This does not move higher as it is not going towards exceptional, excellent or comprehensive for Mark Band 4.</p>			
AO4	Organise information and proposals for presentation	(12)	9
<p>Awarded a mark of 9. The learner sits right at the top of Mark Band 3 as the visual presentation is entirely suitable for the proposal and client. There is an assured refinement and a convincing ability to engage the intended audience. Information has also been presented effectively in a clear and logical sequence. The presentation also demonstrates a thorough understanding of professional practice. This does not go into Mark Band 4 as the presentation does not demonstrate the required sophistication and in depth understanding of professional practice.</p>			
Total mark		(60)	45

UNIT 6 – MANAGING A CLIENT BRIEF FROG BIKES

Brief

- 'Unique and engaging art and design work that would be displayed in and around a new cycle track'
- Target 10 - 14 year old and parents
- 'Ultimately, we want to foster a generation of healthy, active and happy children with positive lifelong habits.'

<https://www.frogbikes.com/about-frog.aspx>

Fun, active graphics

Images



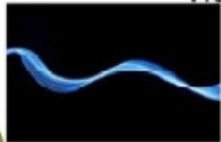
I have chosen to create unique artwork that will be displayed at a cycle event, and would support the ethos of the company. I chose to do this by exploring the 'positive lifelong habits' that FROG bikes promote, this led me to begin thinking of the future and how I could express the clients lifelong journey with cycling.

Inspiration



Futuristic

Videogames



Combining Frog bikes ethos of embracing the outdoors with a futuristic video games aesthetic that will attract a young teenage audience



Outdoors



Adventure



Techniques:



Andrew Whyte - light painting



Edward Muybrige - movement



Natalia Goncharova - Futurism

I visualised the future literally, and decided to experiment using outdoor aesthetics with a futuristic twist. My inspiration for this was retro video-games and the way they portrayed the future, such as TRON and Super Mario. This led to me to research light painting and long exposures. Edward Muybrige and how he captures movement was also something I looked at; showing the movement from the present into the future.

Research

- Targeted at middle class families – parents and children aged 10-14

- 10 – 14 year old interests

- Video Games
- Social Media
- Socialising
- Fashion – new, colour, texture

- Parents interests

- National trust
- Outdoor family activities
- How they appear to others

Market Research:

Dark, mysterious,
dangerous



Outdoor, adventurous,
bright

Initial ideas

- 'cool, exciting, fashionable' → appeal to age group
- Promoting 'lifelong habits' → Focus in on the 'lifelong habits' by using futuristic elements while keeping the adventurous, outdoorsy imagery used by Frog bikes



'Tron' style lighting/
track



Movement

Nature

Current social climate:

Today nearly a third of children aged 2 to 15 are overweight or obese'

<https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action/childhood-obesity-a-plan-for-action>

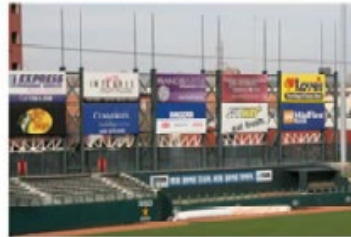
Need to promote a sustainable healthy lifestyle; get them riding for the future

The reason we want to encourage cycling as a lifelong habit is to help with the ever-growing problem of childhood obesity. When researching the age group of children aged 10-14 it became apparent that they aren't taking part in nearly enough physical activity, despite a multitude of research that supports the physical, mental and academic benefits of this has. Therefore, by adding in 'cool' and 'fashionable' elements to the final piece it will reach a wider audience and hopefully increase the number of children who are taking part in physical activity.

Trackside Display



2m x 1m



Synthetic plastic polymer

Aluminum

Trackside display A-boards I have found are usually sized at a ratio of 2:1 and are either printed on card or plastic. Therefore I intend for the final piece to be created with a 2:1 ration and printed on card.

Designs



Long exposure image using light painting



Child of targetted age



Company logo

Combines futuristic, videogame-like text, colours and movements combined with the outdoor elements the company embraces.



This was my first design attempt. I used long exposure photography to capture the light movement on a track through woodlands. This created a futuristic frame to impose a boy cycling in to. I then added a slogan, encouraging a lifelong journey, with the same glow as the light. I believe this fits the brief and what I set out to create as it combines futuristic elements with the outdoors. That being said, this edit isn't 'cool' enough to engage the younger audience.

Designs



Framework of a bike



Clock graphic



Videogame design

However doesn't fit the aesthetic of the company



This style of imagery would be attractive to young target audience

I took a simple shot of a bike and converted it into a graphic using threshold on Photoshop, by adding a clock graphic as the wheels and a videogame floor as the background, gave a fresh view of cycling. This is a simple graphic that I do think would appeal to 10-14 year olds, however it doesn't fit with the adventurous aesthetic of the company, as it doesn't feature any outdoor or family orientated imagery.

Designs



- Combining graphic with forest background
- Shows movement
- Bright and bold

More movement shown



By adding in the track background this combines elements of FROG bikes aesthetics with the engaging graphic. The graphic looks video game-like and by adding layers and blurring the image it creates the effect of movement- like they are riding into tomorrow; riding into their future with cycling.

Designs

Electric blue glow
Text stands out more

Text placed behind bike



More movement/blur shown



This is the same edit as the last, the only change I have made is the colour of the glow on the text as this glow makes the writing stand out more and compliments the pink of the bike. I also placed the text behind the bike to give the image depth.

Designs



Videogame like graphics

Movement shown

Bold colours



Same font as previous
(hotel)

With this edit I wanted to create a blue bike, to appeal more to boys. This lost detail around the legs and isn't as engaging as the previous edit. However, when I created the background for this I drew inspiration from Super Mario and think the rainbow track works well cutting through the background of greenery. This also led me to create the slogan; expressing how cycling can 'light up' the path to your future.

Designs



Simpler bike design
Less colour- brings balance



I wanted to see the previous edit with a simpler bike, so the emphasis of colour really stays on the track. This edit works better as it evens out the busyness of the image and adds a more retro feel.

Final Designs



2m x 0.88cm

JPEG File

Displayed on A boards around a cycle track

These are my final designs for the track display. I chose this as one of my final designs as it encompasses all elements of the brief, it represents the values of FROG bikes, encouraging lifelong habits, as well as being vibrant and cool to appeal to the target audience.

Final Designs



2m x 0.88cm

JPEG File

Displayed on A boards around a cycle track

I chose this as my final design for the same reasons as the last. The bright colours entice the younger audience and make the brand FROG bikes appear more current and fashionable. The fact only the bottom half of the bike is being shown, allows the audience to complete the image in their head; adding themselves to the scene and therefore making them more likely to be affected by the piece.

In Situ



These are what the finished designs would look like in situ.

Learner 9

Client Brief:	RSPB – A small-scale or large-scale 3D design that will be suitable for indoor or outdoor locations
Chosen Discipline:	Fashion
Target Audience:	16–19 year olds
Exam series:	January 2020

This learner has chosen the brief to suit her own preference to propose a different outfit that is available for the fashion option (An affordable and unique art and design product or outfit that will be sold at pop-up shops at the events), possibly to enable a more creative approach and work outside the constraints of affordable/sellable?

Awarded marks in the top of mark band 3 across most the AOs, AO1 moves into mark band 4 for the research. There is not really the sophistication, entirely fluent sequence or in depth understanding of professional practice to move into mark band 4.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	11
<p>Research collated on pages 1 to 8. Initial research is quite in depth and focused on the primary and secondary research of the Target Audience and existing products. Also varied sources have been used purposefully and the learner has been quite selective with the information used to ensure relevance and validity. Some lovely, vibrant visual references to fashion. Even at this stage the research seems to inform own ideas. Sits in the middle of mark band 4 there is mostly an exceptional selection of materials for relevance, and the selected information and materials insightfully inform proposals.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	14
<p>Pages 9 to 14 show a range of development that is clearly linked to initial ideas and collated research. The learner makes pertinent links to natural images / bird images via shape, colour and silhouette. Good links to designers and links to the theme and brief. Even though templates have been used the development drawings are creative and clearly influenced from the research. Sits at the top of mark band 3 as there is an assured proposal that has been confidently developed. The proposal is also mostly relevant to the client brief and demonstrates an assured use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	13
<p>Although there is valid justification throughout the pages, page 15 clearly presents a final justified idea that links previous findings effectively. Although there are no separate speaker notes, the ongoing annotation, final justification on page 16 and the evaluation on page 18 support decisions made very well. Sits at the top end of mark band 3 as the justification of decisions is communicated confidently and there is a coherent line of reasoning. In addition, there is mostly an assured consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	9
<p>18 slides for the proposal. No speaker notes but lots of textual information and annotation throughout. Overall this is well presented proposal that shows some good planning, allocation of text / images, speaker notes and refinement. This stays at the top of the mark band as holistically the visual presentation is entirely suitable for proposal and client and shows an assured refined and convincing ability to engage the intended audience. Information and proposals are presented effectively in a clear and logical sequence, and the presentation demonstrates a thorough understanding of professional practice.</p>			
Total mark		(60)	47



Unit 6: Managing a Client Brief

Initial Client Brief: The Royal Society for the Protection of Birds (RSPB) wildlife charity is passionate about inspiring future generations to take an interest in the environment around them

All background photos are my own.

16-19

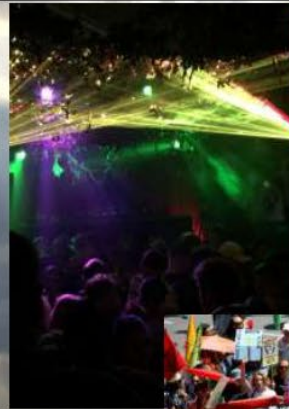
Target Audience

I chose my target audience to be 16-19 year olds, being in this age bracket gives me an exclusive insight into the minds and lives of the people I am trying to draw in with my art piece.

Things that interest people in their late teens:

- Social media and the influencers it brings to their screens
- Music
- Fashion
- Popular culture, a lot of pop culture in the modern age leads back to social media influencers
- Climate change, extinction rebellion

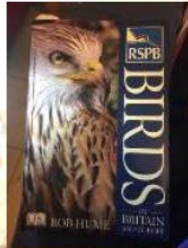
Social media has become a massive part of the social structure of our youth, getting anything to be popular with today's youth must include a strong social media presence. To capture the interest of young people with products you, the RSPB, could be making relevant merchandise to draw people in whilst simultaneously advertising your brand name and getting the message of the work you're doing out there.



I have chosen the client brief to produce a three-dimensional art piece that can be displayed at members weekends. The three-dimensional medium that I am going to use is textiles and fashion design. I will design three runway pieces that will be part of a new competition for art and design students to enter original pieces inspired by the birds of Britain. This will simultaneously get people in the target audience age group to research and learn about birds which could then spark further interest in the RSPB and create amazing social media promotion for the RSPB. The whole fashion show could be streamed live online, with a spokesperson giving speeches about climate change and saving the natural habitats that birds live in. The three outfits I design will be a one-off, bespoke. This means that they can be sold to collectors for a fairly large amount of money, which can be given directly to the RSPB to help fund the purchasing of reserves to make into safe habitats for birds. This will also bring awareness to people older than those I am targeting, as they would be the ones who have the money to spend on collecting fashion pieces. Appealing to a wide range of people is essential to carrying on the amazing work you, the RSPB, are doing. Capturing the interest of wealthy people could generate sponsors for your charity.

CONTEXTUAL RESEARCH

To help me thoroughly understand your charity and it's message.









The RSPB's plans for the future are focused around making larger areas for birds to live safely and to ensure that protected habitats do not get destroyed. A lot of the work they do involves conservation of species, habitats and breeding areas. Without charities like this the birds of Britain would be no where near as well off.

Origins

The RSPB was originally the SPB, society for the protection of birds. It was founded by Emily Williamson in her own home in 1889. Its intention was to put a stop to the brutal use of plumes in women's hats which were at the height of fashion in the Victorian era. After quickly gaining popularity, the SPB merged with the Fur, Fin and Feather Folk to create a stronger society with a more powerful platform. At its beginnings all of the members were female.

Since the RSPB started in the late 1980s it has been campaigning to change or put in place laws that better help and support birds; buying over 200 reservations all over the UK to make sure birds have protected habitats to live and breed in; reintroducing certain species of birds that hadn't bred in England for many years and also saving some species from being driven out in the first place.



Safeguarding Species From across the RSPB's extensive 2000, 100+ and 1000+ species and 1000+ sites in the heart of nature reserves.		Farming Work with farmers to protect and enhance wildlife-friendly farming techniques.	
Land management advice The advice works to improve and restore habitats needed to support the UK's bird life.		Mapping and GIS The modern uses of the RSPB's data on the application of up-to-date, accurate data.	
Centre for Conservation Science Support our research and innovation, including projects, and partner with our conservationists.		Our positions Support the RSPB's position on nature, and bring change through our work with policy and law.	



1930s



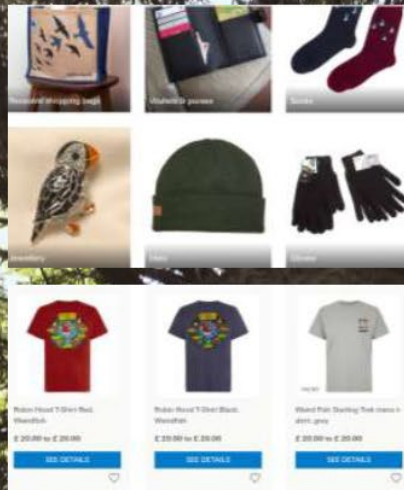
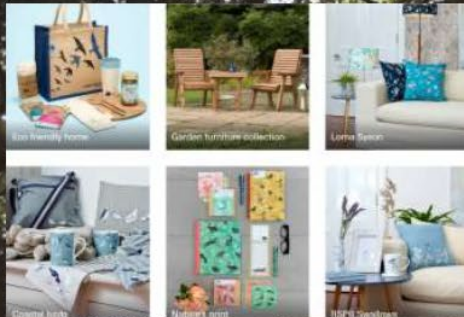
Current



On The RSPB website, you offer a range of products that people can use in their own garden to attract and take care of birds. Giving your members a way to contribute to the protection of birds themselves on a small scale is a good way of making people more emotionally invested in the organisation as they are making a difference they can see working and helping. You also offer a wide range of homeware, garden ware and clothing. Each section has several collections within it showing off many different categories of items. Something I did notice was that a lot of the products are made by other brands. If the charity put some money together to hire a fashion and interior designer you could have more in the range of products with your brand name and logo on. Creating a clothing brand for your charity would cut out the expense of paying the companies whose products you're buying. You could make sure all your clothes are made from sustainably sourced materials that pose no threat to nature.



Your charity's signature colour combination is a mid-blue and white. The font in your logo isn't strongly associated with your brand, but the thing that people do pair with the RSPB is the avocet logo. I would like to incorporate the avocet into my designs as it is such a signature symbol of the RSPB.

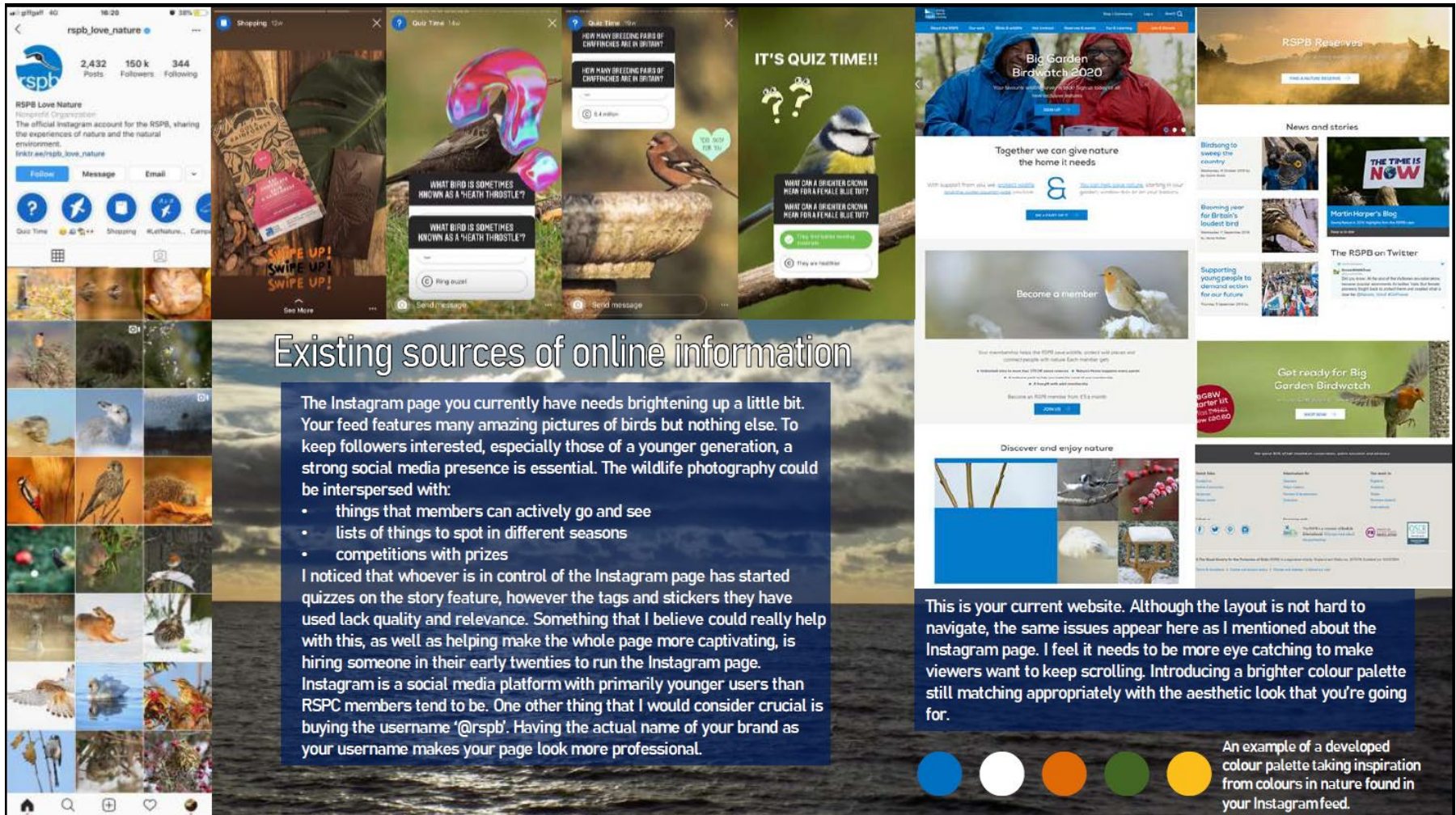


The biggest event that you currently organise is The Big RSPB Birdwatch. Although this is ideal for many of your members and I'm sure they thoroughly enjoy it, to engage a younger audience more events should be put on that don't involve sitting still for a long time. A few ideas for events that could be put on:

- Sports days
- Fashion shows
- Art events
- Tea parties
- Picnics



Promotional posters from the RSPB





Marchesa is a fashion brand that specialises in high-end womenswear. At New York fashion week 2016 they presented a line inspired by caged birds. Designers Georgina Chapman and Keren Craig described the collection as 'a botanical menagerie of caged birds and cascading florals placed under a cascading midnight sky'.

The dresses were truly spectacular, many showing off 'hand-dipped dyed ombré tulle and organza' skirts which seem to drift around them like the feathers of the birds that inspired them. The Embellishment on the dresses also included embroidered and sequined birds; cage-like netting; swathes of chiffon and tulle. The way the designers have captured the essence and vibrance of the birds is amazing. Each design unique in its beauty and elegance. The way the designers have used texture to create body and shape or, in contrast, to create a sleek and well tailored look. I chose a selection of eight dresses that inspire me the most out of a collection of 34. Out of the few that I chose my favourites are the turquoise piece with individual feather like structures attached all over to create a fluttery effect; my other favourite is the white and pastel blue chiffon dress that makes the model look like an angel floating down the runway. The elegance and beauty of this collection is something that I would like to bring to my own designs.



Georgina Chapman (left) met future partner Keren Craig (right), while they were both students at Chelsea College of Art and Design. Then went on to co-founder the brand Marchesa.

MARCHESA



VIVIENNE WESTWOOD

- Self-taught, British fashion designer
- Helped shape today's fashion scene
- Inspirations: punk music of the 70's, paintings from classical artists, 90th-century bustle
- Exhibition at the V&A, largest ever dedicated to a British fashion designer

Her Homo Loquax show supported Extinction Rebellion climate change protesters at London fashion week 2019.



I have chosen to research Vivienne Westwood as I think she is an amazing designer and a strong role model for me. I love the way her style changes and adapts with her inspirations at the time, I thought she'd be appropriate to include in this project as her sources can be seen clearly throughout her collections and I want to take notes from how she does this so I can appropriately and creatively translate birds into runway outfits; she also is a very relevant figurehead in the fight for climate change which is inescapably linked with the health and wellbeing of birds.

STELLA MCCARTNEY

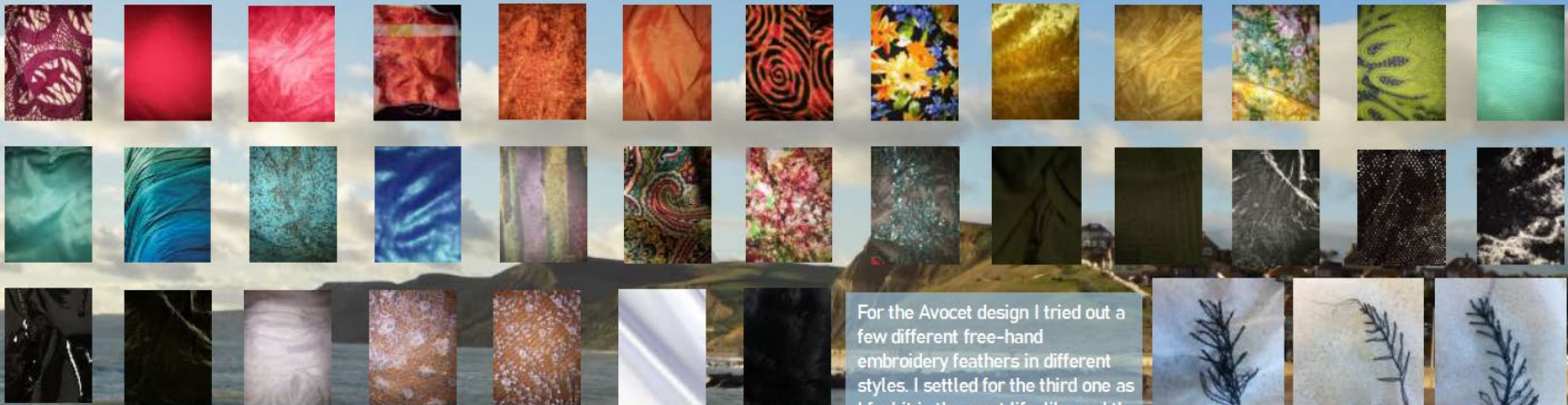
- Interested in fashion from a young age
- Her designs are simple with a feminine touch
- Her aim is to make wearable clothes for everyone



The reason I chose Stella McCartney to be an element of my project is because of her strong stance on animal rights. Like her mother, she is an animal rights activist as well as being a strict vegetarian. Refusing to use fur and leather in any of her designs, she turns to vinyl and plastic for shoes and raffia and fabric for belts and bags alike.







I collected fabric samples from lots of different places to get inspiration for the texture and structure of my final designs.

For the Avocet design I tried out a few different free-hand embroidery feathers in different styles. I settled for the third one as I feel it is the most life-like and the highest quality.



I'm doing a project on the rspb and I have designed runway outfits inspired by different British birds



I narrowed it down to the three birds of which I thought my designs were strongest; the three birds I chose are Kingfisher, Avocet and Middle Spotted Woodpecker. I felt it important to include the Avocet as it is such a signature icon of your logo and charity as a whole. I then picked my favourite two outfits from each category to narrow it down further. To assess which designs would be best I put them on my Instagram story in an Instagram poll. As most of my followers on Instagram are the ages of 16-19 I thought it was a perfect way to gather the opinions from my target age group.



Middle Spotted Woodpecker



Kingfisher



Orange half made from dip-dyed silk to achieve the right gradient from golden orange to deep red; blue side made from dip-dyed silk to achieve the gradient of dark green through turquoise to a royal blue; oval marking made from two-toned chromatic synthetic fabric to hint at the shine of the feathers after coming out of the water; shoes made from transparent plastic with blue polka dot pattern and heels covered in yellow velvet.

Avocet



Bodice made from black velvet; cut-outs on the shoulders, back and chest; sleeves interspersed with white lace; skirt made from layered, white chiffon with free hand embroidered feathers in black cotton on the top layer; underskirt made from white silk, knee high boots made from shiny black plastic to imitate the shine of the beak.



Speaker notes

My ideas for this project developed from your brief to get a younger generation of people interested in the RSPB. I started by thinking about what people from this age group are interested in, what makes them want to take part in a project or activity, which makes them want to learn more. Being in this age bracket myself helped this as I could use my friends and college peers as a research group. After this research, I chose to pursue the path of fashion design as this is something that I love and I wanted to bring my passion and emotion into the work I did for your charity in hope that it might spark the same passion and interest in others. I decided to create a charity fashion competition with all profit going straight to you, the RSPB. My vision is to have it somewhere outside, maybe at one of your many nature reserves, with a temporary runway built from wood and recycled palettes. I would string up fairy lights either side and make origami birds strung up with them.

After settling on this idea, I started my research into the RSPB. I looked into your origins and all the work you've done in the 130 years that this organisation has been alive; I also studied your plans for the future and considered this when developing my project. I thought a good way to start designing was to get inspiration from your existing products, posters and logo. I knew from the start that I wanted the avocet to be a part of my final compilation of outfits as it is such a quintessential part of your brand. Your posters are eye-catching and all involving photos of birds, which seems fairly obvious. I derived from my research that I wanted birds to be the

centre of what I did. I wanted to get people talking about birds, word of mouth is one of the most powerful types of advertisement. The next step was to pull inspiration from a wider pool of sources, I looked into various artists and fashion designers before settling on the three that I showed in my presentation as I thought they were the most relevant either for aesthetics or ethical reasons. I thought it important to also pull inspiration for my designs from literature published by your organisation itself. I turned to 'Birds of Britain and Europe' to decide which birds, in particular, I wanted to design from. I decided to focus on British birds as I feel this is more relevant to your brand as well as me as an artist.

I feel that my proposal will directly benefit your organisation as I have combined something that sparks interest in the target age group and combined it with the basis of your organisation, birds. I have taken inspiration directly from the birds to keep authenticity throughout my designs. I think that the competition that I explained before will get young people interested in wildlife and birds in particular, as making people work on a project to do with birds means that they will have to do at least a small amount of research to make their designs relevant and this will show them how interesting and amazing birds are. I think you should choose my proposal because I have thoroughly researched your organisation and made informed decisions on the style, colours and textures of my designs to suit not only the birds they are based on but also the target audience.

Bibliography

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Target audience pictures

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Bird inspired dresses

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Bird artwork

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McCartney

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Marchesa

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Materials

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<https://www.etsy.com/uk/listing/19702421/>
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<https://www.shutterstock.com/video/search/flags/>



Evaluation

Overall, I think my project went well. I feel that I met all of the expectations in the client brief whilst simultaneously making my work appealing to the target audience. I enjoyed working on a project to do with birds and found both the research and design elements very interesting. Things I think went particularly well were the kingfisher and black-throated diver designs, even though I didn't pick the diver to be one of my final designs, I still like the textures and patterns in the outfits I designed. Another thing that I thought I completed well was getting the opinions of my target audience and using that to inform my decisions about my final piece.

To improve my project, I could do some more contextual research, particularly about the future plans of the RSPB; develop all of my initial designs further to get a better idea of which ones would suit the scenario best, developing all of my designs would also have given my Instagram audience a better idea of what they would actually look like; if I had more time I could research into what different techniques I would use to make the outfits, and I could even make textile patterns for each of them so that the exact shape and size is clear.

In conclusion, I thoroughly enjoyed this project as it meant that I got to learn more about birds and combine that with fashion design which is my favourite area to work in. Although there are things that I could do to improve I feel that I met all requirements of the brief and carried out my work creatively and imaginatively.

Learner 10

Client Brief:	Frog Bikes – Website, app or printed materials that promote Frog Bikes’ activity events
Chosen Discipline:	Graphics
Target Audience:	1-4 year olds
Exam series:	June 2019

A clear yet simplistic start. This continues with relevant information that has been collated well and is succinct. The learner justifies the choice of Target Audience and some personal interpretation. There is further research on relevant existing products and brands and from slide 6, they clearly outline their intention of designing a poster to promote events. Development starts with initial drawings / plans that have been modified and enhanced digitally. This is then further developed using colour and annotations.

Slide 11 shows the stages of development succinctly and final slides 12 and 13 have the presented outcome. The outcome is highly skilled and demonstrates an exceptional use of visual communication. Overall the proposal and the outcome really do meet the Client Brief and Target Audience and the final poster is an excellent solution. 13 slides from the maximum of 15, with speaker notes.



AO1	Demonstrate ability to select relevant information and material to inform proposals	(12)	10
<p>Awarded a mark of 10, just in Mark Band 3. This just moves out of Mark Band 2. There is an exceptional selection of materials for relevance and the selected information and materials insightfully inform proposals.</p>			
AO2	Develop art and design proposals relevant to client brief	(18)	16
<p>Awarded a mark of 16, in the middle of Mark Band 4. The learner achieves their highest mark in this band due to an exceptional proposal which is comprehensively developed. The proposal is fully relevant to the client brief and demonstrates an exceptional use of visual communication.</p>			
AO3	Justify the decisions in relation to brief, audience and client demands	(18)	15
<p>Awarded a mark of 15, just into Mark Band 4. There is an exceptional justification of decisions communicated. Justifications given show an excellent line of reasoning and a comprehensive consideration of the demands of the client and audience.</p>			
AO4	Organise information and proposals for presentation	(12)	11
<p>Awarded a mark of 11, in the middle of Mark Band 4. The visual presentation enhances the proposal and shows a perceptive integration with the client and a sophisticated ability to engage intended audience. Information and ideas are presented comprehensively in a clear and fluent sequence. Presentation demonstrates an in-depth understanding of professional practice.</p>			
Total mark		(60)	52



FROG BIKES; A Design Brief on the Importance of Cycling

Our brief is to present a presentation of our creative proposal that's suitable for FROG Bike's goal of inspiring the next generation to be passionate about cycling.



FROG[®]
★ b i k e s ★

- Frog Bikes is a company that strives to encourage kids to cycle more often by hosting events and offering affordable, suitable kid-friendly bikes.
- They want to inspire the next generation by planning a series of nationwide cycling activity events that introduce children to the world of cycling and exercise.



It's important to know who the company you're working for is, I have listed their aim and their reason for this design brief to show that I fully understand their proposal and needs.

FACTS & STATISTICS

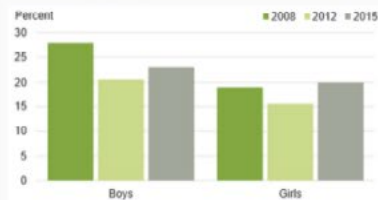
About Exercise in Children

- 1 in 10 reception year children are classified as obese
- On average, only 3.6% of pupils in primary cycle to school.
- 9 out of 10 children do not meet the recommended physical activity guidelines, not getting enough exercise.

Met physical activity guidelines²

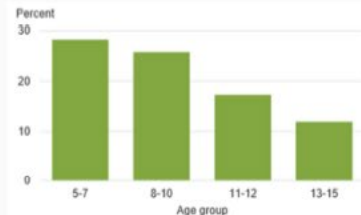
The proportion of boys who met the guidelines increased from 21% in 2012, to 23% in 2015.

The proportion of girls who met the guidelines increased from 16% in 2012 to 20% in 2015.



Proportion who reported low activity age

In 2015, the proportion of children who met physical activity guidelines decreased with age; 28% of 5-7 year olds, compared to 12% of 13-15 year olds.



To show the importance of cycling, I have compiled statistics that list the current crisis in the lack of exercise in our youth. This is to justify the company's brief and for me to get a better idea on why they aim to inspire the next generation to cycle.



TARGET AUDIENCE

Reasons & Inspiration

- Target audience is 1-4 year olds.
- This age group is a lot easier to work with as it is easy to generalise them with the same interests, level of education and as well as being able to keep simplicity and easy design.
- Inspiration will come from modern cartoons and TV shows, as well as finding out what appeals to a 1-4 year old's eyes by looking at colours, shapes and concepts.

My decision of choosing 1-4 year olds as my target audience was that it was easier to be specific yet diverse during a stage of childhood where they are still developing and generally the same interests and hobbies. I show my understanding of what can appeal to a 1-4 year old with colours, shapes and textures.



Here is a 'moodboard' compiling of different things a 1-4 year old would experience or have interest in, many including repetitive surprise YouTube videos. This is to further extend my research into the interests of the age group I have chosen and to show evidence of understanding it.

CREATIVE PROPOSAL

An illustrated event poster



Here I reveal my plans of what I want to do for my creative proposal, which is a digitally illustrated event poster. I listed some examples of illustrated posters for different kinds of kid-friendly events to show what I want to produce for FROG bikes' brief.

WHAT TO INCLUDE

Information on Event poster

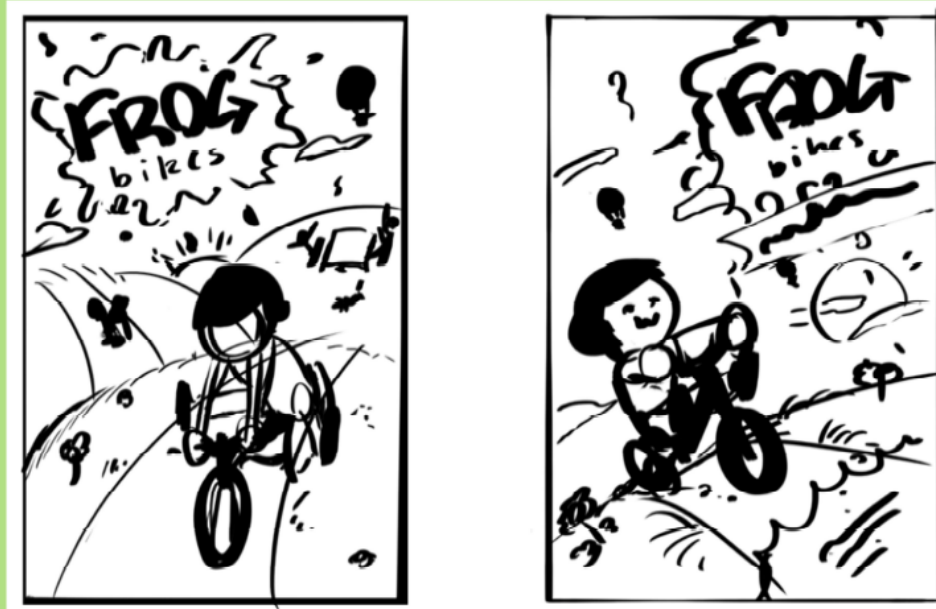
- Space designated for event information (such as a date).
- FROG Bikes merchandise, specifically an official bike and clothing/gear.
- Colourful clutters in the background (balloons, confetti) to catch attention.
- FROG Bikes official logo.
- Bright, saturated colours.
- Room for graphics.



I specifically mention what I will include into the poster I'll make to plan ahead as well as show that I am applying the relevant research I have listed into my work.

INITIAL DRAFT

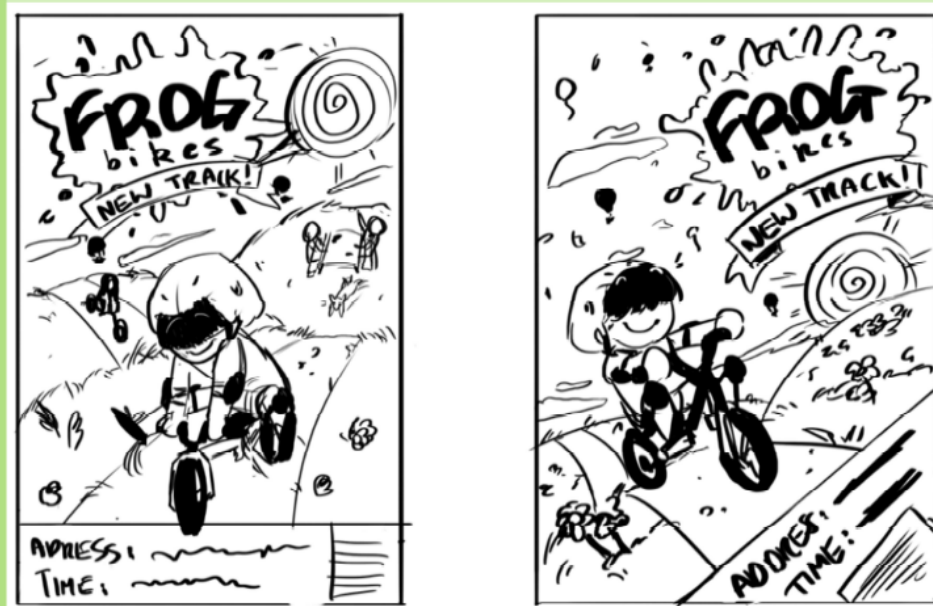
First concepts



These are my first concept drafts of two event posters, I wanted to play with different angles and placements of where could everything be. My base of these posters is having a kid on a FROG bike, wearing either FROG safety gear or T-Shirt who is riding through a field/park.

SKETCH CLEAN-UP

A more clear mock up



These are clean-up versions of the rough drafts I did, more detail has been put in and placements of where things go are more apparent.

FINAL COLOURED DRAFT

Colour placements and Annotations



A final draft of the product, I decided to go with the second product due to better placement and angles. I added some colour (not final) to bring it more to life. I put some annotations as notes of what to change for the complete product concept and what to improve on.

PROGRESS OF FINAL CONCEPT

Sketch, to lines, to colour.



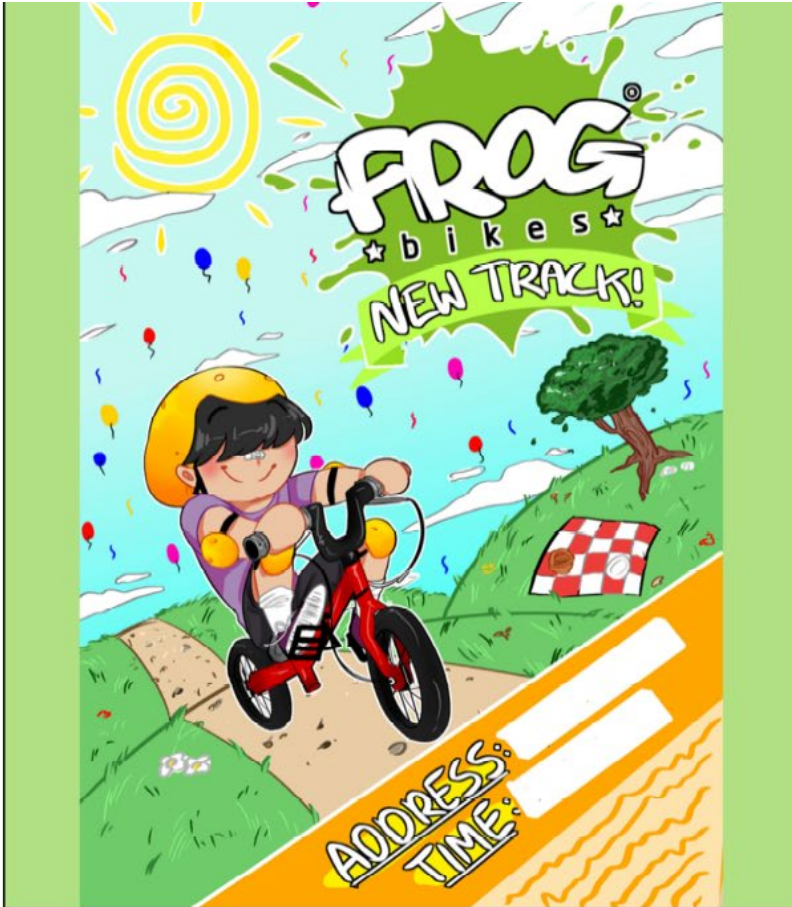
Here is a progress show of how I did the event poster, I made a sketch and I started with lineart on the kid and coloured her in.

PROGRESS OF FINAL CONCEPT

Sketch, to lines, to colour.



More progress on the poster, I moved onto the background and added some coloured lines within the lineart of the background and the kid to made it softer.



FINAL CONCEPT Refined and Completed.

After adding some finishing touches and event info placement, I was finished with the final product and here I present it in all it's glory.

ALWAYS LEARNING