

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2017

**DESIGN P2 (PRACTICAL)
MEMORANDUM**

MARKS: 100

TOPIC 1: (50) VISUAL JOURNAL – Preparation starts three weeks before the end of TERM 2; the June/July Holiday and during TERM 3.

TOPIC 2: (50) FINAL PRODUCT – Supervised production time of 12–24 hours towards the end of TERM 3.

This memorandum consists of 3 pages.

2017 MARKING RUBRIC/GUIDELINES:

The rubric below is the suggested **marking rubric** that teachers may make use of for the marking of the Visual Journal Process (TOPIC 1) and the Final Product (TOPIC 2).

This is to ensure **standardisation with regard to marking** across all schools in the Eastern Cape Province. This must be pasted in at the end of the visual journal.

**SEPTEMBER P2 PRACTICAL – PAT 3****VISUAL JOURNAL PROCESS (TOPIC 1)**

CRITERIA		
Expression of intention and rationale: (Concepts/Creativity) Thought processes; Pushing the boundaries of design; Critical and analytical thinking; Idea generation		10
Evidence of research: Experimentation and exploration of source/inspirational material; Investigation		10
Technical ability: Skills, execution, experimentation and exploration of media		10
Evidence of detailed planning and presentation: Showing all the steps and planning towards a final design from the start, to a completed final mock-up; Problem-solving		20
TOTAL:		50

FINAL PRODUCT (TOPIC 2)

CRITERIA		
Creativity/Originality/Interpretation in terms of the concept, function and solutions that are relevant to the brief. Does it communicate effectively? Is the product successful/marketable/contemporary/relevant/smart/on trend?		20
Evidence of design involvement: Interpretation and appropriate use of the chosen design elements and principles.		10
Technique and craftsmanship: Method/Making; Competence in chosen materials and techniques		10
Professional presentation and time management (12–24 HOURS) Is it complete? Is it neat? Are there still areas that need work? Does it look rushed and untidy?		10
TOTAL:		50

Visual Journal Process (TOPIC 1) (50)

The learner must demonstrate a sound understanding of the interrelated (organised/related) nature of the **planning, action and reflection** cycle that informs the design process:

This includes:

- **Working from a brief** or identifying a need, a problem or an opportunity.
- **Investigating** the context of the design brief/theme.
- **Generating ideas** and investigates different approaches and methods.
- Investigating the use of appropriate **materials and production techniques**.
- Producing **samples, prototypes or maquettes**.
- **Evaluating the ideas** generated and selects the best solution.
- **Gaining of knowledge** and appreciation of design as a powerful instrument of change to add value to life.
- Knowledge and an appreciation of **aesthetics and functionality**, trends and markets.
- Knowledge of the differences between **designing for a need and designing for what the market wants**.
- Knowledge and an appreciation of **responsible design practice**.
- Continued development of **drawing skills**.

[50]

Final Product (TOPIC 2) (50) (12–24 hours)

The learner is able to **apply and provide evidence of the design process**. The final product/solution should show **clear evidence of the design process and relevance to the brief/problem**.

This includes:

- Demonstrating proficiency (**skill/ability**) in **materials and techniques** chosen to create design solutions.
- Presenting and effectively **communicating a design solution**.
- **Interpreting, using and explaining** the choice of design **elements, principles** and materials in the final product, service or environment.
- Self-discipline with regard to **planning, organisation and time management** of own work.
- Keeping to the time schedules and producing a body of work that reflects **12–24 hours** of work.

[50]

TOTAL: 100