** Visual Art Assignment 4:**

**Wireless Industrial Design**

**Date:** Due

**Overview:**

In this assignment students will improve the design and quality of a wireless product. Industrial design is an applied art whereby the aesthetics and usability of mass-produced products may be improved for marketability and production. The role of an Industrial Designer is to create and execute design solutions towards problems of form, usability, user ergonomic, engineering, marketing, brand development and sales.

General Industrial Designers are a cross between an engineer and an artist. They study both function and form, and the connection between product and the user. They do not design the gears or motors that make machines move, or the circuits that control the movement, but they can affect technical aspects through usability design and form relationships. And usually, they partner with engineers and marketers, to identify and fulfill needs, wants and expectations.

The goal of this assignment is to appreciate the link between producer and consumer, artist and engineer, and the usability of marketability and production.

**Preparation Work and Tasks:**

1. Study your subject.
2. Identify the design and quality of the product.
3. Design improvements both in design and quality.
4. Draw your new product on paper.
5. Adjust colour, value, and other changes to your assignment.
6. Finish the industrial design of your wireless product.

**Evaluation:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Level 4** | **Level 3** | **Level 2** | **Level 1** | **%** |
| Time/Effort | Class time was used wisely. Much time went into the planning and design of the assignment. | Class time was used wisely. Sufficient time went into the planning and design of the assignment. |  |  | 20 |
| Drawing/Painting | The assignment is expressive and detailed. Shapes, patterns, shading, and texture are used to add interest to the assignment. Student has great control and is able to experiment a little. | The assignment is expressive and somewhat detailed. Effort has been made with shapes, patterns, shading, and texture to add interest to the assignment. |  |  | 20 |
| Use of Materials | Student typically keeps materials and area clean and protected without reminders. The student shows great respect for the materials. | Student typically adequately cleans materials and work area at the end of the session without reminder, but the area may be messy during the work session. Student shows respect for the materials. |  |  | 20 |
| Creativity | Student has taken the technique being studied and applied it in a way that is his/her own style. The student’s personality comes through. | Student has taken the technique being studied and has used source material as a starting place. The student’s personality comes through in parts of the assignment. |  |  | 20 |
| Design Principles | Student applies design principles with great skill. | Student applies design principles with much skill. |  |  | 20 |