

## Pearson BTEC Level 3 Nationals Extended Diploma

# Art and Design

## Unit 6: Managing a Client Brief

**Part S**

Window for supervised period:  
Tuesday 8 May – Monday 14 May 2018  
**Supervised hours: 5 hours**

Paper Reference  
**31832H**

**You do not need any other materials.**

### Instructions

- This booklet contains material for the completion of the set task under supervised conditions.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet must be given to learners as soon as it is received so that learners have four term time weeks to complete the research and preparatory work in advance of the supervised assessment period.
- The final supervised assessment must be undertaken in 5 hours in the period timetabled by Pearson.
- This booklet should not be returned to Pearson.

### Information

- The total mark for this paper is 60.

Turn over ►

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## Instructions to Teachers/Tutors

This booklet must be given to learners in its entirety as soon as it is received.

Learners should undertake independent research on the information given in this booklet.

Centres must issue this booklet at the appropriate time and advise learners of the timetabled sessions during which they can prepare. It is expected that scheduled lessons or other timetable slots will be used for some or all of the preparation.

The supervised assessment will take place in a period specified by Pearson.

For this task learners must formulate their own line of enquiry and complete their research and development work independently. It is expected that learners will spend no more than **25 hours** completing research and preparatory work.

These activities can be undertaken under informal supervision. Research and preparatory work can be brought in and out of the informally supervised environment, but it must be monitored so the learner's final submission can be authenticated.

Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Teachers/tutors should note that:

- Learners should not be given any direct guidance or prepared materials.
- All work must be completed independently by the learner.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

### Maintaining security

- During the supervised assessment period, the assessment areas must only be accessible to the individual learner and to named members of staff.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept secure.
- Only permitted materials for the set task can be brought into the supervised environment.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Learners are not permitted to have access to the internet or other resources during the supervised assessment period.

After the session the teacher/tutor or invigilator will confirm that all learner work had been completed independently as part of the authentication submitted to Pearson.

The set task is a formal external assessment and must be conducted with reference to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the preparatory period is conducted correctly so that learners have completed their preparation validly and independently, the supervised assessment is conducted correctly and learners submit evidence that is their own work.

### **Outcomes for submission**

Each learner must submit the following:

- a presentation that contains no more than 20 slides with speaker notes (Activity 1).

Each learner must complete an authentication sheet.

### **Instructions for Learners**

Read the set task information carefully.

In this booklet you will be asked to carry out a specific activity using the information provided and your own research.

You will be given up to 25 hours to complete your research.

You will complete Activity 1 within the set task under supervision and your work will be kept securely during any breaks taken.

You will have access to a computer.

You must work independently on this task and should not share your work with other learners.

Your teacher/tutor may clarify the wording that appears in this task but cannot provide any guidance on completion of the task.

### **Outcomes for submission**

You should submit:

- a presentation that contains no more than 20 slides with speaker notes (Activity 1).

You must complete a declaration that the work you submit is your own.

## Set Task Brief

The Design Museum is the world's leading museum for contemporary design in every form, from architecture and fashion to graphics, product and industrial design.

The Design Museum was established in 1989 and will celebrate its 30<sup>th</sup> anniversary in 2019. The museum plans to launch a 12-month exhibition to showcase design over the last 30 years and also design for the future.

There are three themes in the exhibition. These are:

- 1980s
- 1990s
- 2000s.

The Design Museum would like some new and innovative designs for bespoke products that can be on sale in their museum, high street and online shops. It would also like some creative designs for their internal and external exhibitions, promotional material, learning spaces and eating areas that their target audiences can use and feel welcome.

### Target Audiences

The Design Museum has recently moved to a new location creating three times more space. It would like to encourage more people to visit their new museum. Their two target audiences are:

**Senior groups** – to encourage senior groups aged 60 and above to be more actively involved with the arts.

**Young Creatives** – Young people aged 14–19 years.

*'See the designed world afresh in a friendly and welcoming setting'.*

The Design Museum has produced a client pack that gives information on the organisation, the themes it wants to address and the specific design briefs that need responding to. This can be found on page 10.

You will choose **one** client brief from **one** of the following art and design disciplines:

- 3D Design
- Fashion
- Fine Art
- Graphics
- Interactive Design
- Photography
- Textiles.

Artists and designers are being asked to produce a presentation of no more than 20 slides with their ideas in response to one of the briefs provided.

**The events, plans, projects and all other features of this case study of the Design Museum are purely fictional and are not intended to reflect the official views, opinions, plans, projects or status of the Design Museum. Any real life resemblance is purely coincidental.**

## Set Task

**You must complete the activity in the set task.**

### Researching the client and the development of ideas

Before putting together your presentation you must:

- use the client information pack as a starting point to research the Design Museum as an organisation
- select **one** of the following themes you want to use as the focus for your designs and research:
  - 1980s
  - 1990s
  - 2000s
- select **one** of the two target audiences:
  - Senior Groups (aged 60 and above).
  - Young Creatives (14–19 year olds).
- select **one** brief from **one** of the different specialisms listed in the client information pack
- develop ideas in response to the brief you have selected
- keep records and notes on the development of your designs made throughout this stage
- select **one** idea to include in your presentation – this does not have to be a fully finished design
- develop a version of the presentation and the accompanying speaker notes that go with it.

You will be assessed on your ability to:

- select relevant information and material from the brief to inform your ideas
- organise your presentation in a logical and professional way that covers all areas of the task and meets the requirements of the client brief
- communicate your ideas
- make links between the client requirements and your ideas
- explain how your ideas meet the brief
- justify your ideas.

## Activity 1

**Taken under 5 hours of supervision timetabled by Pearson.**

Produce a presentation for the client that demonstrates your ideas in response to a brief.

In your presentation you should include:

- the target audience and the theme you have chosen to respond to
- how you have selected and used the information from the client information pack to inform your ideas
- how you developed your ideas from the initial stages through to the final idea
- your final idea in response to **one** of the client briefs
- visual representations of your ideas
- your choice of formal elements and materials, techniques and processes
- how your ideas address the target audience you have selected
- how your ideas address the theme you have selected
- justification of how your ideas meet the client brief.

The presentation should contain no more than 20 slides with speaker notes.

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**(Total for Activity 1 = 60 marks)**

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**TOTAL FOR TASK = 60 MARKS**

## Set Task Information

Information about the client.

The logo for The Design Museum, featuring the words "the DESIGN MUSEUM" in a sans-serif font. "the" is in lowercase and smaller, while "DESIGN" and "MUSEUM" are in uppercase and larger. The text is white and set against a solid grey rectangular background.

For the Design Museum, design is a continually evolving subject that it explores through its exhibitions programme, publishing, permanent collection, learning and research activities.

Design is a way to understand the world and how you can change it.

The Design Museum is the world's leading museum for architecture and design. The museum's work includes all elements of design, including fashion, product and graphic design. Since it opened in 1989 the museum has displayed everything from a Sony Walkman to high heels designed by Christian Louboutin. It has had over 100 exhibitions, over five million visitors and has showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

The Design Museum has provided a client information pack. The pack includes a short history of the museum, a website link, images and other useful details. You will use the client information pack as a starting point for your research, ideas generation and designs. You will devise a response to your selected brief and choose appropriate materials for your presentation.

## Client Briefs

Select one brief from one of the following specialisms.

Your response must relate to **one** of the exhibition themes: 1980s, 1990s or 2000s.

Your response must also link to your chosen target audience: Senior Groups (aged 60 and above) **OR** Young Creatives (14–19 year olds).

### 3D Design

Design **one** of the following:

1. a chair for the museum's Parabola restaurant
- OR**
2. a fun design for a portable light to be sold in one of the museum's shops
- OR**
3. a decorative vessel to be sold in one of the museum's shops.

### Fashion

Design **one** of the following:

1. a stylish outfit to be photographed for the exhibition's promotional material
- OR**
2. a pair of shoes for display in the atrium at the exhibition
- OR**
3. a two-piece jewellery set that can be sold in one of the museum's shops.

### Fine Art

Design **one** of the following:

1. a piece of large-scale artwork for the atrium
- OR**
2. a series of three prints that can be sold in one of the museum's shops
- OR**
3. an installation for the Helene and Johannes Huth Gallery.

### Graphics

Design **one** of the following:

1. a large-scale design to be used on the glass exterior of the museum
- OR**
2. a series of three packaging designs for the Coffee & Juice Counter
- OR**
3. a poster celebrating 30 years of design, emphasising the number '30'.



### **Interactive Design**

Design **one** of the following:

1. an app that visitors can use to navigate the museum spaces

**OR**

2. an interface that allows users to customise a product design

**OR**

3. an interactive visual and audio installation for the atrium.

### **Photography**

Plan **one** of the following:

1. a panoramic image to be projected on the atrium walls or floor

**OR**

2. a series of square format images to be used in the Parabola restaurant menu

**OR**

3. a series of images to exhibit in the Helene and Johannes Huth Gallery.

### **Textiles**

Design **one** of the following:

1. a repeat wallpaper print that can be used in the common room

**OR**

2. a large-scale constructed textile piece to be exhibited in the atrium

**OR**

3. a small-scale fashion accessory to be sold in one of the museum's shops.

## Client Information Pack

For more information [www.designmuseum.org](http://www.designmuseum.org)

## Company History and Background



**Design is a continually evolving subject.....**

### **The Design Museum's DNA**

Building the world's leading museum of contemporary design and architecture.

#### **Design is**

Design is **everywhere**

Design is for **everybody**

Design is **global**

Design is **not only about things, but about what they do and what they mean**

Design is **a process that responds to needs, and creates change and improvement**

Design is **a vital tool that shaped and shapes the world**

#### **Our Vision**

For everyone to understand the value of design

#### **Our Values**

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life

**Enterprising** working hard to make the museum a financial success and build a strong commercial reputation

**Provocative** challenging people to look and think afresh about design

#### **Our Culture**

We inspire and equip visitors to look and think afresh about design, we:

**Make things simple:** intellectually and visually clear and memorable

**Make things personal:** resonant and meaningful, appropriate, conversational, questioning

**Make things active:** current and changing, hands-on and exploratory, opportunities to input

**Make things connect:** in the sense of providing context and connecting ideas, and connecting people

## Company Information

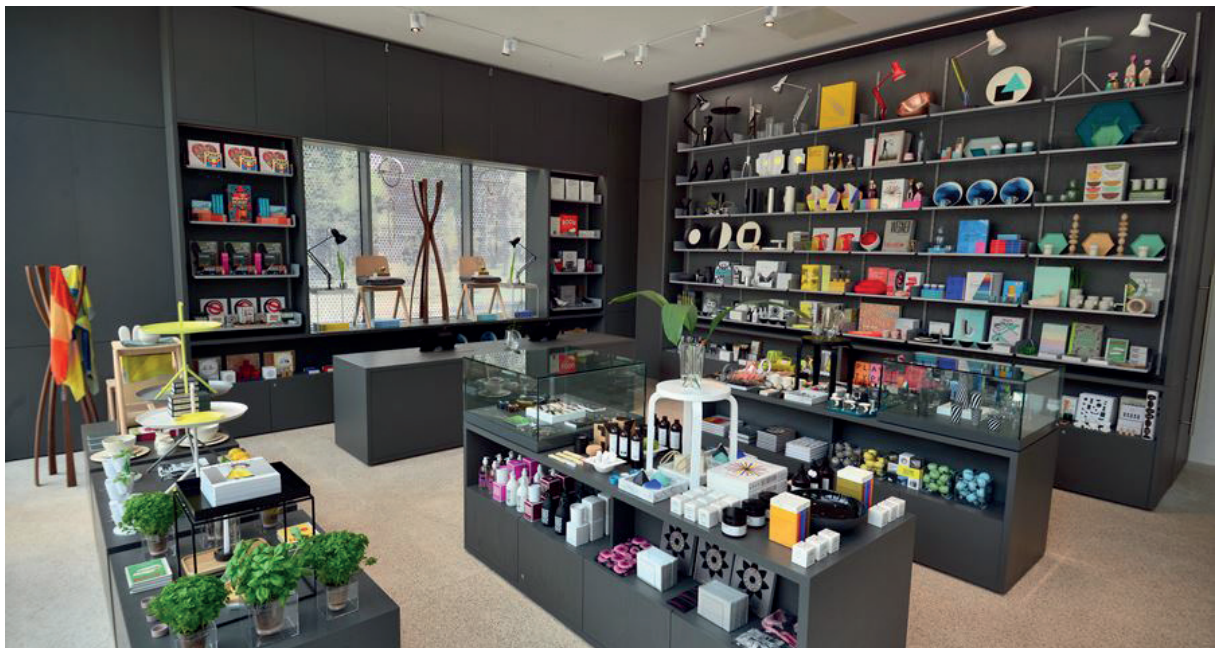
### The Design Museum Shops

For more information visit [www.designmuseum.org/plan-your-visit/museum-shop](http://www.designmuseum.org/plan-your-visit/museum-shop)

Shop a curated edit of the best in design books and objects from established brands and emerging designers. Every purchase supports the Design Museum.

#### High Street Shop

The Design Museum Shop on Kensington High Street is now open. Opening times 10am–6pm daily, with late opening on Thursday until 7pm. 224–238 Kensington High Street London, W8 6AG



#### The Online Shop

[www.designmuseumshop.com](http://www.designmuseumshop.com)

## The Atrium Shop

The Design Museum Shop inside the museum is located on the ground floor in the Atrium. Opening times 10am-6pm daily.



## Exhibition Spaces

For more information visit [www.designmuseum.org/venue-hire/event-spaces](http://www.designmuseum.org/venue-hire/event-spaces)

### The Helene and Johannes Huth Gallery

The Helene and Johannes Huth Gallery is located on the second floor of the museum with views over Holland Park.



The Helene and Johannes Huth Gallery features:

- 319m<sup>2</sup> of space, with a retractable wall system which allows the room to be divided into two sections allowing for both large and intimate events
- capacity for dining for 200 guests seated or 220 standing receptions
- the range of cutting edge Vitra furniture with its clean lines and ergonomically designed chairs will ensure your event has a contemporary style.

### The Atrium

The Atrium, the main entrance to the museum, provides a dramatic, triple height space with views of the stunning roof.



The Atrium features:

- 314m<sup>2</sup> of space, plus space on the mezzanine and 1st floor landing levels
- capacity for dining for 130 guests seated, 270 for standing receptions or 450 including other levels
- availability to combine with the Bakala Auditorium for awards ceremonies, receptions, canapé parties, delegate registration.



## Exhibition Spaces

For more information visit [www.designmuseum.org/venue-hire/event-spaces](http://www.designmuseum.org/venue-hire/event-spaces)

### The Bakala Auditorium

The Bakala Auditorium is a 200-seat theatre style space with state-of-the-art AV facilities. It is the ideal space for screenings, conferences, product launches, lectures and award ceremonies.



### The Exterior Space

The Design Museum is now open in its spectacular new location on High Street Kensington. The new address is 224–238 Kensington High Street London, W8 6AG.



- In 2008 the Design Museum selected the former 1960s building in Kensington High Street, West London.
- This unique landmark from the 1960s, a Grade II\* listed building that had stood vacant for over a decade, was transformed by a design team led by John Pawson who made the building fit for a 21st century museum.

## Spaces and Facilities

### Creative Workshop



The main home for the schools and colleges programme. Natural daylight, sinks, a workbench, AV and inspiring displays will ensure that this practical making space supports a wide variety of taught activity. 115 metres square and capacity for up to 40 learners.

## The Common Room



The Common Room is a lunch and storage space for visiting groups, and is also open for families to use at weekends and during school holidays. 97 metres square.

## The Design Studio



The Design Studio is a 'dry' studio space to complement the Creative Workshop and will support computer-based design and digital making. 93 metres square.



## Eating Areas

For more information visit [www.designmuseum.org/plan-your-visit/parabola-bar-caf-restaurant](http://www.designmuseum.org/plan-your-visit/parabola-bar-caf-restaurant)

### Parabola Bar Café Restaurant

The new Design Museum's restaurant partner is Prescott & Conran who operate the Parabola bar café restaurant, the Coffee & Juice Counter, as well as catering for private events.

[www.parabola.london](http://www.parabola.london)

Parabola will offer modern, informal all-day dining from brunch through to lunch and afternoon tea.



Parabola, named after the iconic mid-century modern roof of the building housing the new look Design Museum is a bar café restaurant located within the museum, that is open to all, whether visiting the museum or not. Open from brunch through to dinner, seven days a week.

### Coffee & Juice Counter



Visitors can pick up a coffee, juice or something more substantial to eat in or take away from the Coffee & Juice counter on the ground floor of the museum.

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