

# Research and design

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OBJECTIVE: TO DEVELOP YOUR UNDERSTANDING OF  
THE DESIGN BRIEF .

# Design task- Trend forecaster.

Design a new trainer/sneaker.

*The design task:*

*To design a new trainer/sneaker aimed at teenagers who want to be a trend setter. The product must be inspired by either Geometric/Abstract style prints.*



# Create a trend forecast.

For you to predict what is going to be on trend or fashionable you need to understand who your target audience is.

You need to find out what their likes and dislikes are.

## And why is this important?

- To find out which design inspiration they would prefer Abstract or Geometric.
- To see what colours they prefer.
- What style they prefer.
- What brands they currently like.
- What age group are most concerned about style and fashion.



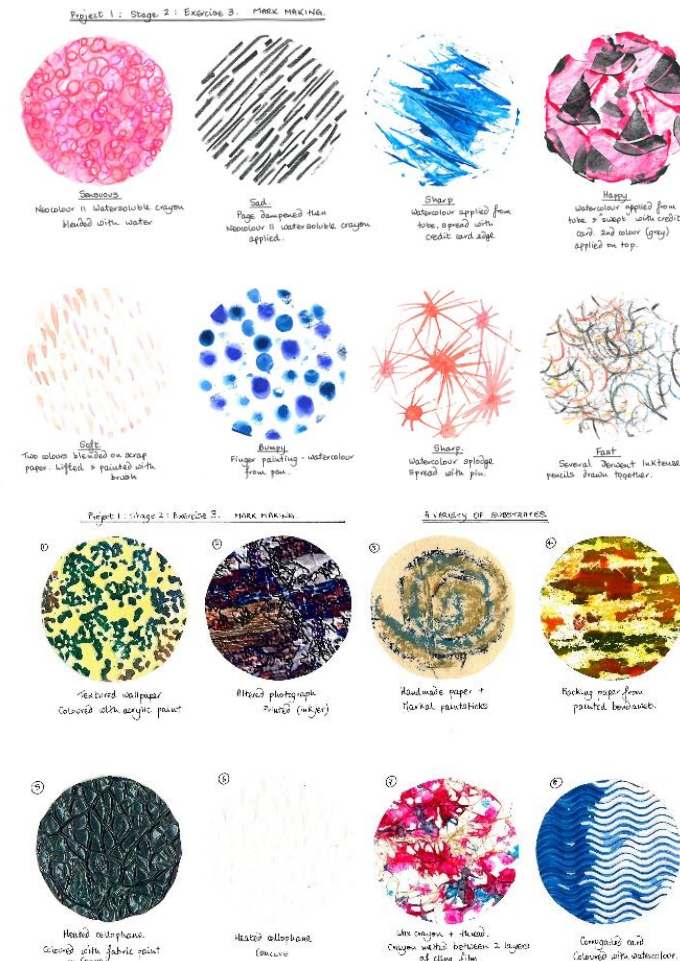
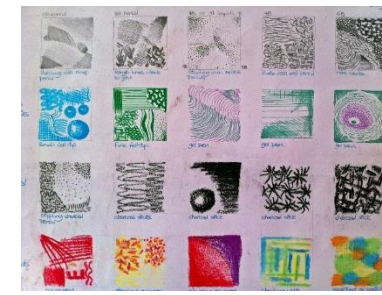
# Mark Making.

Based on your findings produce a range of mark making investigations. Use different medium to make marks.

The mark making you produce will help you produce the print for your final product, so consider what shapes and marks will be made. What colour combinations will work best. If your research informed you that your target audience prefer a certain colour make sure you include it.

Look at Pinterest to get some inspiration

[https://www.pinterest.co.uk/search/pins/?rs=ac&len=2&q=mark%20making%20for%20textiles&eq=mark%20making%20for%20t&etslf=10274&term\\_meta\[\]=mark%20making%20for%20textiles%7Cautocomplete%7C1](https://www.pinterest.co.uk/search/pins/?rs=ac&len=2&q=mark%20making%20for%20textiles&eq=mark%20making%20for%20t&etslf=10274&term_meta[]=mark%20making%20for%20textiles%7Cautocomplete%7C1)



# Research on a Designer

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Complete an Artist research page on Liz Payne. (on next slide)

[https://www.pinterest.co.uk/search/pins/?q=Liz%20payne%20textiles%20artist&rs=typed&term\\_meta\[\]=Liz%7Ctyped&term\\_meta\[\]=payne%7Ctyped&term\\_meta\[\]=textiles%7Ctyped&term\\_meta\[\]=artist%7Ctyped](https://www.pinterest.co.uk/search/pins/?q=Liz%20payne%20textiles%20artist&rs=typed&term_meta[]=Liz%7Ctyped&term_meta[]=payne%7Ctyped&term_meta[]=textiles%7Ctyped&term_meta[]=artist%7Ctyped)

Explain how her work could inspire your design process and how it relates to the design brief.

What do you feel are the strengths of her work.

What are the weaknesses of her work.

How her work could be improved. (consider how her work relates to the feedback you got from your class survey)

Does it fit the needs of the target audience?

# Liz Payne- Textiles Artists

Explain how her work could inspire your design process and how it relates to the design brief.

What do you feel are the strengths of her work?



Does it fit the needs of the target audience?

What are the weaknesses of her work?

How her work could be improved. (consider how her work relates to the feedback you got from your class survey)

Produce a mood board inspired by geometric shapes and abstract styles

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# Design, innovate and inspire

## *The design task:*

*To design a new trainer/sneaker aimed at teenagers who want to be a trend setter. The product must be inspired by either Geometric/Aztec style prints.*

Use your research to produce 4 detailed design ideas for your trainers.

Your designs MUST :

- Meet the design brief
- Take inspiration from your mark making.
- Be suitable for you target audience.
- Be produced with quality and care.
- Be innovative and creative.

Collage- cut up and use your mark making to collage your trainer designs

Use mark making to create texture and pattern on your designs.

Use a combination of collage, mark making and pencil crayons for a unique finish.

**Do Not** produce simple and uncreative designs. Take care in your presentation.

