



**Respect, Believe,
Achieve**

Year 5

Topic: Design for a Purpose

Links to Famous Artist/ Sculptor

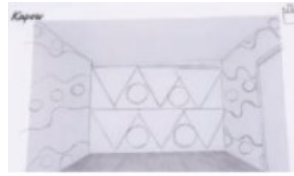
Morag Myerscough



As an Artist, what do I already know from previous learning?






I have made art from recycled materials, created sculptures, printed and created products using a range of materials.

I have learned how to display and present work.

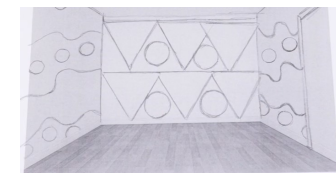
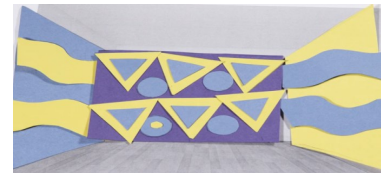


Key Vocabulary

Design Brief	The instructions given to the designer to follow.
Consumable	Something you buy again and again because you use it up or it wears down
Prototype	The first version of a new product or design.
USP	Unique selling point.
Heraldry	The art and science of designing and using a coat of arms.
Pitch	The presentation of a product with the aim of selling it to the client.

	Key Skills
	I can design my own coat of arms by selecting and placing imagery appropriately within a shape.
	I can work collaboratively to a design brief and present ideas and designs clearly in a visual format.
	I can investigate and understand the use of language when naming a design product .
	I can design a product based on a word .
	I can communicate through spoken and visual language to 'sell' a product.

Key Knowledge
I know what a coat of arms is and how symbols represent a person.
I understand the context of design throughout human history.
I know that a design requires both planning and purpose.
I understand the work of an important British design team.
I know that designers start with ideas and rough drawing before finalising their designs.
I know that designs can be reviewed and modified as a project develops.
I know that products have USP (unique selling points).



As an Artist, here's what I will have achieved at the end of the topic

- I will have created my own coat of arms.
- I will have followed a design brief and worked collaboratively to design a product.
- I will have taken risks when trying out, investigating and exploring different materials and techniques.
- I will have used my sketchbook to practice and try out ideas and techniques; record observations & research well known artists.
- I will have made careful and considerate judgments about my own and other's work and used this evaluation to understand what I need to do to improve my work. (I can think of some alternative titles for some artwork. I can explain what I think the artist is trying to say about the subject matter. I can discuss why the artist used this medium/style/technique. I can explain my emotional response to the artwork. I know how this artwork should be viewed/treated in the future.)