

Year 11 Unit 2 House Design

Design brief:

Client- What is the name of your company?

What are they? Architectural Firm, Property developers, Builders etc.

What type of houses/units/town houses do they build?- modern, traditional, contemporary, individually designed, housing estate, family homes, uni student accommodation. . . .

Where do they build? – Inner city, outer northern suburbs. . . .

Give outline of business/company. When they were established, where they are located, if they have won any awards, what they are renowned for or have built a reputation as etc.

Audience- Age and gender of the clients for the one house you are designing for

Auction. The type of people they are- first home buyers, elderly couple, large family etc. Explain a bit about their lifestyle.

Presentation- A logo is to be designed for _____ that will be bold/ contemporary etc. and will be placed on the auction brochure/pamphlet.

The house/townhouse to be sold will feature on the front from an isometric viewpoint. A floor plan will be included with all dimensions and a blurb on the details of the property and distinguishing features/selling points is to be included. The brochure/pamphlet will be A4 in size and will be presented as a double sided leaflet.

Research

2-3 pages of cut and paste photos of houses that are of the same style that your company represents. All photos must be annotated.

Brainstorming

1 page mind map with thumbnail illustrations relevant to your design brief.

Generation of Ideas

- 8 different lettering styles are to be shown for your companies' name.
- Choose favourite 2 and copy them 3 times each
- Develop these fonts with different rendering techniques and mediums- choose favourite
- Develop different image designs for your logo. Choose top 2 and develop them with your chosen font.