You are a budding designer who is looking to make a name for yourself in the information and communication design area. However before we design anything new we first need to look at what other designers have already created. After all there is no point reinventing the internet.

We are focusing on the design area of Information and Communication so your selected invention needs to come from this area. There is a list of some possible areas to get you started, if you pick something else just check with your teacher that you are on the right track.

Methods of communicating information
- magazines, search engines, CD’s,
- newspapers, email, telegraph,
- books, barcoding, advertising,
- CD, telephone, satellite,
- databases, video, mobile phones,
- Internet, DVD, computer program

Once you have selected a form of information and communication you need to do some research and present your findings.

Research

<table>
<thead>
<tr>
<th>Questions</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your design and what does it do?</td>
<td>5</td>
</tr>
<tr>
<td>Analyses how the design works?</td>
<td>10</td>
</tr>
<tr>
<td>Who designed it? Give brief history about that person.</td>
<td>5</td>
</tr>
<tr>
<td>What impact has this design had on people’s lives? Is this design ethical?</td>
<td>10</td>
</tr>
<tr>
<td>Why did you pick this design?</td>
<td>5</td>
</tr>
<tr>
<td>Bibliography – where you got your information from</td>
<td>5</td>
</tr>
</tbody>
</table>

Findings

Present your information in an **electronic format**. This could mean using word, publisher, power point, adobe or even create a video (check with your teacher that the format you want to use will work on a school computer)

**IMPORTANT INFORMATION**
- Hand in the assignment by the due date!!!
- Do not plagiarize (copy and paste information directly from the internet)
## Marking Criteria

| Outstanding | In depth description of the selected design and what it does.  
| 32 - 40 | Comprehensive analysis of how the design works.  
| | Informative and comprehensive history of the designer  
| | In depth evaluation of the social importance of the design. Strong discussion about how ethical the design is.  
| | In depth explanation of why this design was chosen  
| | Complete bibliography  
| High | Detailed description of the selected design and what it does.  
| 24 - 31 | Detailed analysis of how the design works.  
| | Detailed evaluation of the social importance of the design. Strong discussion about how ethical the design is.  
| | Detailed explanation of why this design was chosen  
| | Bibliography for all websites, correct format attempted  
| Sound | Sound description of the selected design and what it does.  
| 16 - 23 | Sound analysis of how the design works.  
| | Sound evaluation of the social importance of the design. Clear discussion about how ethical the design is.  
| | Sound explanation of why this design was chosen  
| | Bibliography attempted for most websites  
| Basic | Basic description of the selected design and what it does.  
| 7 - 15 | Basic analysis of how the design works.  
| | Basic evaluation of the social importance of the design. Basic discussion about how ethical the design is.  
| | Basic explanation of why this design was chosen  
| | Bibliography- list of websites only  
| Limited | Limited description of the selected design and what it does.  
| 0-6 | Limited analysis of how the design works.  
| | Limited evaluation of the social importance of the design. Limited discussion about how ethical the design is.  
| | Limited explanation of why this design was chosen  
| | No Bibliography  

### How to write a bibliography

**Online Resources**

For any piece of information you have used off the internet **you must include these details:**

1. Author’s name: Surname first, then first initial or name  
2. Title of document in ‘single quotation marks’  
3. Date of publication  
4. (Online) Available  
5. <full URL>  
6. Date of access in brackets

**Example:**