

Jewellery Design Revision

Part A – Analysis and
Evaluation

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

Robert Ebendorf, “Man and his pet bee” brooch, 1971

Materials: Copper foil, carnelian bead, plastic toy, photograph, aluminium dial and silver beading. 17cm



12. Jewellery Designers often produce pieces with a distinctive style. Comment on this brooch. In your answer, refer to:

Sources of inspiration
materials
Target market

What is your opinion on the style of this piece. Give **two** reasons

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

WENDY RAMSHAW - Brooches of Coloured Tears (1998)

Each brooch is 27 cm x 7 cm

and made of 18ct gold with multi-coloured stones.



12. Jewellery Designers often produce pieces with a distinctive style. Comment on this brooch. In your answer, refer to:

Sources of inspiration

materials

Target market

What is your opinion on the style of this piece. Give **two** reasons

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

Backpiece and Hairpiece in White Pewter and buffalo leather by Articular (1996)



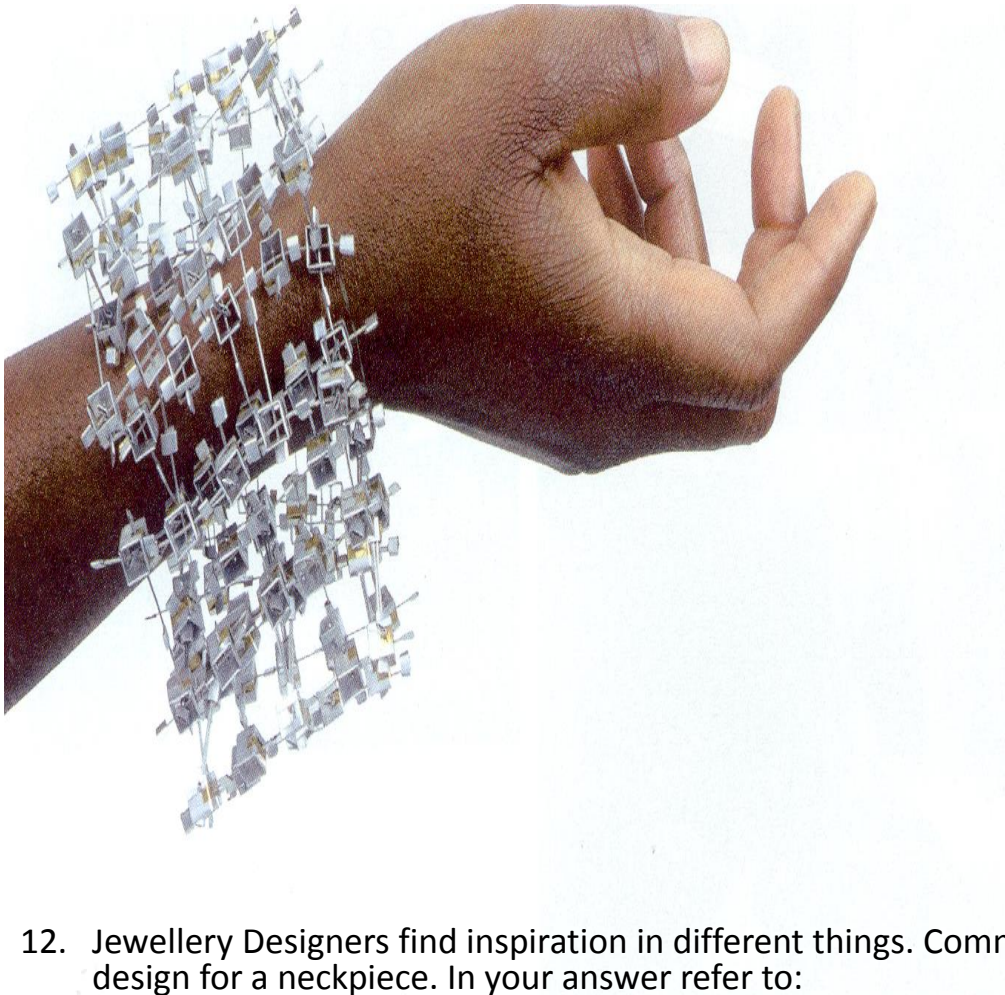
12. Jewellery Designers find inspiration in different things. Comment on this design for a neckpiece. In your answer refer to:

- Sources of inspiration
- Style
- Practicality

What target market might this piece be aimed at? Give two reasons

Total marks 10

- **SECTION 2 – DESIGN STUDIES**
- **(Image for Q 12)**
- Another Life designed by Marie Asbjornsen (2003) from recycled aluminium cans and steel wire.



12. Jewellery Designers find inspiration in different things. Comment on this design for a neckpiece. In your answer refer to:

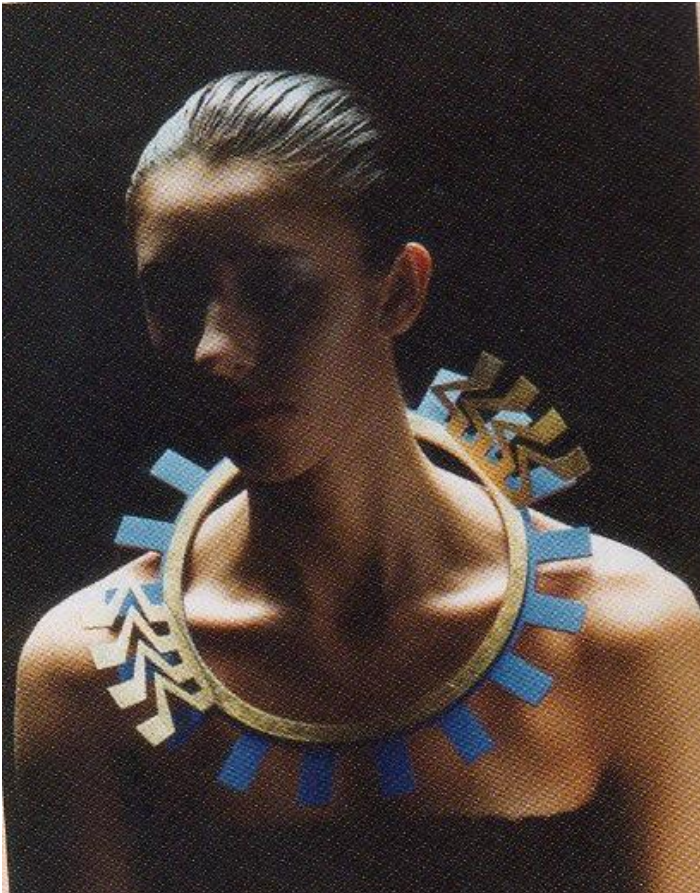
- Sources of inspiration
- Style
- Practicality

What target market might this piece be aimed at? Give two reasons

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

**Inflection V/1 neckpiece, 1988, designed by David Watkins.
Gilded brass, blue and red colourcore**



12. Jewellery Designers find inspiration in different things. Comment on this design for a neckpiece. In your answer refer to:

- Sources of inspiration
- Style
- Practicality

What target market might this piece be aimed at? Give two reasons

Total marks 10

SECTION 2 – DESIGN STUDIES
Inflection V/1 neckpiece, 1988, designed by David Watkins.
Gilded brass, blue and red colourcore

Marking Scheme

<p>Sources of Inspiration</p>	<ul style="list-style-type: none"> • Mechanical due to geometric shape • Clockwork, cogs, machines, wheels etc. • Ancient Egypt, colours gold and blue. • Man made shapes • Any other well justified comments on sources of inspiration
<p>Style</p>	<ul style="list-style-type: none"> • Modern bold and large scale • Eyecatching, creates visual impact • Strong contrast in colours between gold and blue • Repeated shapes create a pattern. • Interlocking two flat pieces • Unusual appearance and use of materials • Simple colour scheme • Any other well justified comments on materials
<p>Practicality</p> <p>Maximum of 8 marks 1 for each relevant point on any of the above</p>	<ul style="list-style-type: none"> • Not ergonomic ie. doesn't fit to the body • Looks uncomfortable • Circular form sits up at the back and could be quite heavy • Sharp edges could be a healthy and safety hazard • Some parts stick out that could also cause an injury • Not practical at all, designer has thought much more about style • Any other well justified comments on practicality
<p>Target Market</p> <p>Maximum of 2 marks</p>	<ul style="list-style-type: none"> • Female fashion collector • Confident person with an unusual taste in jewellery • Statement piece could work well with a plain black top • Good for special occasions, fashion shows or photoshoots • Simple product • Any other well justified comments and opinions on target market

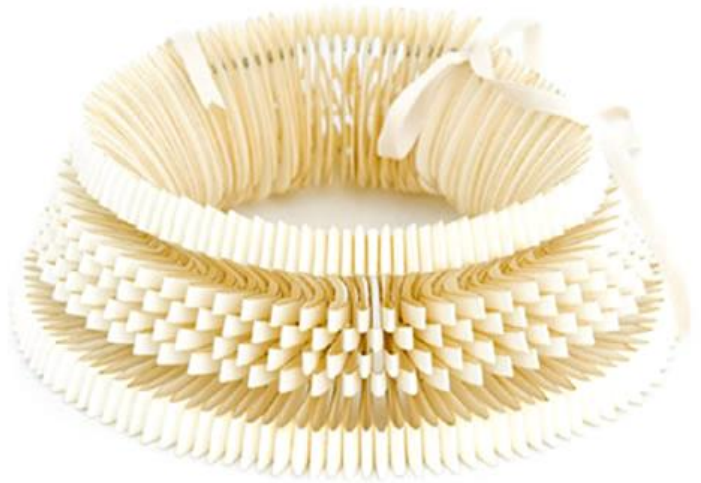
SECTION 2 – DESIGN STUDIES

(Image for Q 12)

Obverse Paper Collar Designed by Sarah Kelly

Materials: Hand folded, embossed, paper, rivets, organic ribbon.

Approx dimensions: W 18cm x H 6.5cm



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- Sources of inspiration
- Style
- Practicality

What target market might this piece be aimed at? Give two reasons

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

Necklace (1911) designed by Rene Lalique
Amethysts, enamel and coloured gold



12. Jewellery Designers often produce pieces with a distinctive style. Comment on this necklace. In your answer, refer to:

- Sources of inspiration
- materials
- Target market

What is your opinion on the style of this piece. Give **two** reasons

SECTION 2 – DESIGN STUDIES

(Image for Q 12)

Bracelet (1911) designed by Jean Fouquet

Gold and silver with onyx and jade



12. Jewellery Designers often produce pieces with a distinctive style. Comment on this bracelet. In your answer, refer to:

- Sources of inspiration
 - materials
 - Target market

What is your opinion on the style of this piece. Give **two** reasons

Total marks 10