

4.4.4.2 Section B: Producing a design brief and specification (10 marks)

Based on conclusions from their investigations students will outline design possibilities by producing a design brief and design specification. Students should review both throughout the project.

Mark band	Description
9–10	Comprehensive design brief which clearly justifies how they have considered their user/client's needs and wants and links directly to the context selected.
	Comprehensive design specification with very high level of justification linking to the needs and wants of the client/user. Fully informs subsequent design stages.

Student Guide - Developed Design Specification

Introduction- Have you:

- Fully explained and justified what you have done so far and why we are completing a more developed specification?

Specification – Have you:

- Created design specification points covering a wide range of areas including ACCESSFMM and additional considerations (e.g. ergonomics, maintenance, life span). *There should be no empty boxes in this specification.*
- Ensured your specification points are more specific than your original specification (where appropriate).
- Written detailed and specific points that are well justified and make excellent use of subject specific vocabulary.
- Linked each point to a previous page of research (*this can be any page completed so far*).
- Considered how you will be able to test each specification point so see if you have achieved this once you have completed your final product *e.g. discussion with your client would be an appropriate form of testing.*

Key vocabulary:

- **Specification** - A set of design criteria that ensures the product is relevant to the function it is intended to carry out.

Possible extra ideas for inclusion:

- Write a developed design brief that reflects the product you are designing using the WWWWWH format. Remember this should not specifically describe the product you have designed but could be more specific now that you know the type of product you are designing. *(Writing in purple is the more specific information added).*

Partial Example:

I will be designing and prototyping a product for Jane, she is a mum of 2 who spends time outdoors often entertaining family and friends. I will make a *product designed to store and serve food and drink* which will allow Jane to entertain and dine with her friends and family outdoors, she told me this is part of her life she enjoys but would like to improve the quality of. The product I create will *transfer easily between indoor and outdoor settings allowing my client to entertain no matter the weather*, which can often change quickly where she lives. I will allow my client to use her outdoor space more efficiently as she only has a small garden, without compromising on comfort or enjoyment.

Key vocabulary:

- **Ergonomics** – ensuring a product is designed in a way that is allows people to carry out a task easily *e.g. lightweight or moulded grips.*
- **Maintenance** – Designing a product so it is more durable and spare parts are available to help repair the product if needed.
- **Life span** – the intended amount of time a product will be used for before disposal.

Student guide - Writing a Developed Design Specification

Specification

A specification is a set of rules / criteria which you will review your final design and prototype against at the end of the project. The rules should be based on the research you have carried out and link directly to your clients needs. All rules should also be able to be reviewed in a measurable way e.g. not subjective. The specification we previously completed was at times vague and had gaps in it so we are going to review this now we better understand the product we are designing.

Topics which could be discussed:

- **Aesthetics** – What will it look like? Theme / style?
- **Cost** – What cost limitations do you have?
- **Customer** – Who should be product appeal to (client / demographic)
- **Environment** – How will your product be sustainable?
- **Safety** – What safety precautions will you need to consider? How will you ensure the product is safe to use?
- **Size** – what are the maximum / minimum dimensions of a product or where does it need to fit?
- **Function** – What jobs / roles / functions does your product need to do?
- **Materials** – What materials will you use? What properties do the materials need to have?
- **Manufacture** – How will you product be manufactured?
- **Ergonomics** – What requirements for fit and comfort does your product have?
- **Maintenance** – How will your product be maintained by the user?
- **Life Span** – How long should your product last?

	Focus	Specification Point	Justification / Link to clients needs	Link to research	Testing
Original specification	Aesthetics	A1 The product must have a modern style with a simplistic design, no additional fussy details.	My client likes a modern style such as products by Philippe Starke, they enjoy simplistic, sleek and futuristic products.	Client Interview & Mood board	I will show my client my designs to gain their subjective feedback
		A2 The product must fit with the living room of my client.			
	Cost	C1 The product must cost no more than £150, the client will only spend more than this if it incorporates multiple functions			

	Focus	Specification Point	Justification / Link to clients needs	Link to research	Testing
Developed specification	Aesthetics	A1 The product must have a modern style with a simplistic design, no additional fussy details. <i>The colours should be easily noticeable.</i>	My client likes a modern style such as products by Philippe Starke, they enjoy simplistic, sleek and futuristic products. <i>When looking at my initial ideas, the client stated that the use of a solid neutral colour could make it harder for them to locate the product.</i>	Client Interview, Mood board and Initial Ideas.	I will show my client my designs to gain their subjective feedback
	Size	S1 The product must be a maximum size of 200mm x 200mm x 200mm.	My client requires a lighting product with can be used in different environments, and so this will need to be easy to transport and store.	Client Interview & Product Analysis	I will measure my final prototype to ensure it meets these requirements.

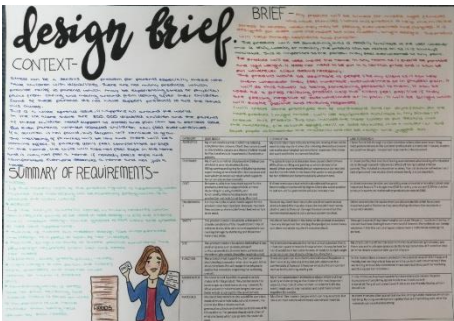
Parent guide – Exploring the customer

Introduction to this page

This page is an opportunity for students to achieve additional marks in the 'Producing a Design Brief and Specification' section.

In the initial specification students wrote it was very difficult to create specific criteria because students had only a vague idea of what they would design. As they have now completed design ideas and started to develop their chosen final design concept, students should be able to be much more specific in their criteria. For example if they are designing a belt to store gardening tools they would have better idea of the size that would be compared to previously when they knew they were designing a product to help when gardening.

This criteria is very important as it will be what students will use to evaluate their final prototypes against as one measure of its success.



How can you support your child at home?

Look over your child's page:

- Is every box in the table completed (in the initial specification students could leave gaps, but this should be fully completed).
- Do they have at least one relevant, measurable specification point for each criteria?
- Are any specification points too restrictive *e.g. stating the product will cost £20 would be too restrictive at this stage as they do not know what they are designing but stating it will have a maximum cost of £50 for example is much more achievable.*
- Are all specification points fully justified in detail in the relevant box?
- Have all specification points been linked to a previous piece of research (where did they get this information from?)
- Have they identified a suitable way of testing each criteria *e.g. client feedback or using material prices to calculate the final cost?*

Could you encourage them to add in the extra ideas for inclusion (in green) to help them gain more marks.

ACCESSFMM stands for **A**esthetics, **C**ost, **C**ustomer, **E**nvironment, **S**ize, **S**afety, **F**unction, **M**aterials, **M**anufacture.