

# The design process

## Year 11 Art and Design

### • DESIGN BRIEF

- A short statement of intent.
- It is the starting point for the development of a product.
- It will include information such as:
  - What kind of product is needed and why
  - How the product will be used
  - Who the product is for

### • INITIAL IDEAS

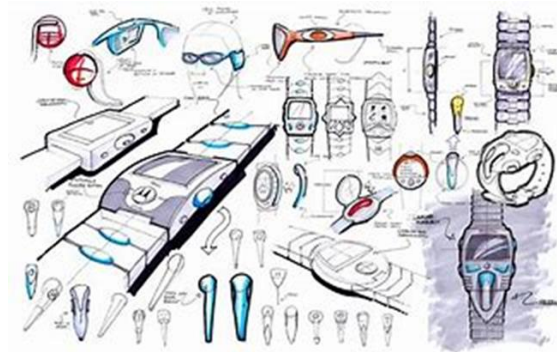
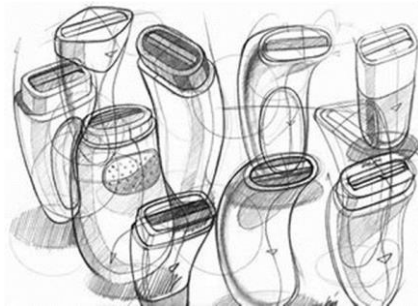
- These are the drawings of your **DESIGN IDEAS**.
- They should relate to what you found in your research
- They should meet the points in your **SPECIFICATION**.
- They should be **ANNOTATED** (explain what each part of the design is)
- You should use a range of **TECHNIQUES** and **MEDIA** (pens, pencils, markers etc. )

### • PRODUCT ANALYSIS

This is the process of analyzing existing products to help with your own design.

You could look at:

- **FUNCTION** (what it does) - Is it fit for the purpose it was intended.
- **MATERIALS** and **MANUFACTURE**- What is it made from? How is it made?
- **COMPETITION AND COST**- What other similar products are available.
- **TARGET MARKET**- The group of people that the product is aimed at.



### • DESIGN SPECIFICATION

This is a list of things that should be included in your design ideas.

It should be based on what you have found out from your research.

It should include information including:

- **The FUNCTION**
- **AESTHETICS** (What it looks like)
- **MATERIALS** and **MANUFACTURE**
- **MEASUREMENTS**
- **SAFETY**



Can you **EXPLAIN** at least 3 key words that are related to the **DESIGN PROCESS**.



Why is it important to **ANALYSE** existing products?



Why is it important to have a **SPECIFICATION**?