

**Product Design**  
Situation /Brief / Analysis

SITUATION

**Who?** - Identify in detail the client

**Where?** - Where is the client located?

**What?** - What are the requirements of your client?

**When?** - When does the design need to be completed? (April 2008)

**Why?** - Why is the design required and what is it intended to achieve?

## BRIEF

This statement is probably the most important in the whole project. It sets out the task which must be completed

Writing the brief correctly is a very important task. A brief can not only allow you to design a whole host of exciting outcomes but if written incorrectly, can also constrain your thinking. If the brief is too specific then it will limit your design work e.g.

*"Design and make a compendium of games for the Doctors surgery Dalston"*

(No scope, poor opportunity for design)

*"Design and make a product that will entertain the patients in the Doctors surgery Dalston. The design must incorporate a range of ideas"*

(Provides a lot more scope and opportunity to design a quality product)

**Produce the above information as a well presented paragraph (use ICT) on A3**

## ANALYSIS OF BRIEF

Read the Situation and Design Brief, MINDMAP any related questions and issues which come to mind and which can be researched\_ For example

What is the purpose of this design?

How will the design work?

Is the design influenced by form or function?

Who will use the design?

Who will the design effect and how?

Where will the design be used?

Does the design need to take into account any special requirements?

Are ergonomics relevant to this design? How?

What construction issues need looking at?

Will the product need to take into account any Health and Safety regulations?

Does the Design need to take into account any economic parameters?

How will ICT influence the Design and Making process?

Write each point (and any others you can think of) and comment on each in depth.

Produce using ICT and present on A3