Research “scales of production” Write a definition for

One off production

Batch Production

Mass production

Continuous production

Which scale would be best suited to your prototype and your final product.

Produce a mind map that details the people that you are going to aim your product at.

Cultural Background

Dislikes

Likes

Sex

Age

Target Market Group

Use the following questions as a writing frame to analyse your Design brief

* Who could your client be?
* What is your project?
* What problems could you solve?
* Who will your target market group be?
* What products could you produce? (Try to include at least one 3d product and at least two 2d products.)
* How could you research these items further?

Design Brief

Write a copy of your AQA Design Brief here

Photograph 1

Photograph 2

Photograph 3

Product Analysis

Product one

Examine in detail an existing product that you think is similar to or would fit the design brief. Look at the way it has been made, the type of material used, the way it has been constructed and the types of fastening used and the types of graphic information on it.

Draw or take photographs of the item paying close attention to details on the product..

In some cases you will be able to show disassemble the product that is, to take it apart bake to the flat net or surface development that it was made from. This can be used as a guide for making your product as well as showing you exactly how it was made.

Write a report detailing what you have found out from analysing the product.

Image of net or surface development

Product Analysis

Product two

As with any problem there is always more than one solution to the problem try to find a 2nd existing product that is different to your first product.

Examine in detail this existing product. Look at the way it has been made, the type of material used, the way it has been constructed and the types of fastening used and the types of graphic information on it.

Draw or take photographs of the item paying close attention to details on the product..

In some cases you will be able to show disassemble the product that is, to take it apart bake to the flat net or surface development that it was made from. This can be used as a guide for making your product as well as showing you exactly how it was made.

Write a report detailing what you have found out from analysing the product.

Image of net or surface development

Photograph 1

Photograph 3

Photograph 2

Photograph 1

Photograph 2

Product Analysis

2d Products

You will also need to design at least two 2D products for your controlled assessment. find a range of examples of 2d products that are similar to the ones you are going to make and present images of them.

You will need to examine in detail the information included on the product, the size and shape of the product and any fastenings that may have been used e.g. staples on a booklet.

Try to suggest how the product was printed, how the product was cut to size and any special effects that may have been included on the products.

Photograph 3

Industrial practice

There are some ways of making an item that you cannot use in school or would not be suitable for making your prototype. An example of this would be large scale printing methods.

It is Important however that you can discuss how you would manufacture many copies of your products present information about how you could print, cut and embellish lots of copies of your product cheaply.

Materials

Find examples of materials that you could possible use on your controlled assessment and suggest why each material could be useful.

Also discuss how the material is processed and the environmental impact of that material.

Tools and equipment

Find examples of the tools and equipment you are going to use on this project present your examples stating what they are used for and how you are going to use them on your product.

Interviews/questionnaire

It is a good idea to talk to people who represent your target market group and ask them their opinions about what they would like. Ask people about the kind of colours, shapes and ideas that they may find appealing and record your results

Do not forget to say who you have spoken to and when.

Conclusion

Your conclusion is an opportunity to analyse all of the research that you have done so far and present your findings in one place.

Your analysis should be detailed and should focus on

The types of research you have used.

How reliable you think your research is

What you have found out about your product in the following areas

* Aesthetics
* Client
* Cost
* Environment
* Safety
* Size
* Function
* Materials

Tip

IF you have not found out information about your product in one of these areas you probably need to do some more research think about what else you need to include in your folder

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| --- | --- | --- |
| 3D product Design Criteria | 2D product One Design Criteria | 2D Product 2 Design Criteria |
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Here are some areas you should make sure that you have covered

**Aesthetics**

**Client**

**Cost**

**Environment**

**Safety**

**Size**

**Function**

**Materials**

Your Design Criteria is a list of features that you must or should include in your product. Use the research that you carried out so far to write Design criteria for each of the products that you are going to make try to think about at least 10 points for each product

Design Strategy

Use the following questions to help you write a Strategy that will help you to design your products

What products do you need to make?

How will you record your initial design ideas for each product?

How will you develop each of your products?

How can you record the development of your products?

How can you test and evaluate your deign development?

How will you present your design ideas?

Use this space to produce At least 4 design ideas for the logo or the pattern to go on your products Remember o use labels to explain your design ideas.

Produce 4 design ideas for the 3d element of your product. Remember to use a combination of drawings, diagrams and labels to explain

* What the product will look like?
* How you intend to make the product?
* What you will make the product from?

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| --- | --- | --- | --- | --- |
| 3D Product Specification | Design 1 | Design 2 | Design 3 | Design 4  Conclusion  Use this space to write a conclusion to your evaluation work  Focus on  Which product will you develop further?  What improvements do you need to make?  What you need to do next? |
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Use the Table above to compare each of your 3d Products against your

Design criteria you could use ticks and crosses or you could rank your

Interviews

Ask a rage of people within your target market group which design they would prefer to use and what they like about it.

Use this page to show the development of your 3d design sketch models each set of photographs should be accompanied by an evaluation that covers the following points

* How ergonomic is the design?
* What appeals to you about the model?
* What do you need to do to improve the model
* What do other people think of your model?

Evaluation of sketch m Model

Photos of Sketch model

Photos of Sketch model 2

Evaluation of sketch m Model 2

Photos of Sketch model 1

Evaluation of sketch m Model 1

2d Product designs

A 2d product is any of the items that you are making that a primarily printed

Examples of 2d products include booklets, posters, flyers, tickets, webpages, menus, shelf wobblers.

Objects such as t-shirts and mugs also count as 2d products because these items are made by somebody else and you print on them.

Use this page to produce a minimum of four possible designs for the 1st 2d product in your project.

Each project will ask you to produce at least two 2d products in support of your main item.

See the previous page for the definition of a 2d product.

Use this page to produce at least four design ideas for your second 2d product

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| 2D Product One Specification. | Design 1 | Design 2 | Design 3 | Design 4 |
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Interviews

Ask a rage of people within your target market group which design they would prefer to use and what they like about it.

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| 2D product 2 Specification. | Design 1 | Design 2 | Design 3 | Design 4 |
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Conclusion

Look at the results of your evaluation tables

and your interviews and write a conclusion

to this additional research.

Focus on the following points.

* Which designs are you going  
   to develop further?
* Why are you going to develop  
  these designs further?
* What improvements still need to  
   be made to your products?
* How do you intend to develop your design   
  and test your design ideas further?

Logo Development

You will now need to figure out how you are going

to create your logo digitally so that it can be

used on the graphics of all of your products.

You could scan in a hand drawn image or draw the

logo directly onto the computer keep a record of the changes

that you make to your logo as it develops

2D Product development

Develop the 2D products that you decide were the best using different papers, card and computers.

Experiment with size, shape, background colour and font styles to develop the design of your final product.

Materials and components list

Write a list of all of the materials and components that you will use your products and provide reasons for using them. You could even present samples

Final Design Drawing

Produce a final Presentation drawing of all 3 of your products use isometric Projection or perspective drawing to show the different sides of your 3D product.

Working Drawing

* This should be either   
  a black and white line diagram of the product you are going to make   
  it should show a front, side and plan view of your product and include   
  the measurements of your finished item
* A black and white line Diagram of the net or surface   
  development of your 3d product.   
  Cut lines, and fold lines should be clearly   
  distinguished and all measurements for the

product should be included

Materials and components

Label each of the materials and components you will need to make one product. List the quantity needed and also the exact detail of everything needed.

Do not forget to include details of how you will join components together.

Give simple step by step instructions for the order of making

1

2

3

4

CCP

Plan of making

This page should be a detailed flowchart that is used for Quality assurance. The stages of manufacture (i.e. each process) are written in rectangular boxes in the order that it is formed. CCP stands for Critical control Point. This is where the quality of the product could be jeopardised if the process has not been carried out accurately. A quality control check in the form of a question and written in a diamond is used to prevent problems. I the answer is yes you c n continue with the making. If the answer is no you must repeat that step until you get it correct.

Yes

No

Quality Control Check (Check it)

Process (Do it)

Start

Diary of making

Use photographs and screen dumps to keep a visual record of the progress that you make when making your product. Accompany each image with text that

* Explains what you have done,
* Discusses your progress in relation to your plan.
* Predicts the next step in the process

You may need more than one page for this work.

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| Specification point | 3D Product | 2D product one | 2D product two |
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Final Product and Evaluation

Use photographs of your final product to show all of the details that you have manufactured and accompany these photographs with an evaluation.

Explain what changes you would make to your product after testing it with a client and against your specification

Evaluate the manufacturing process used in the production of your work and Predict the changes you would need to make to make it suitable for batch or mass production

Test your products with a 3rd party, preferably people in your target market group and ask them what they think about your designs Take photographs of the products being used and use your specification to help you form questions