

Writing a Design Brief

Today's Task

Your statement of what you will design and make is called a Design Brief. It should make clear **WHAT** you want to do, but now **HOW** you want to do it.

Start out like this...

Design Brief:

I will design and make...

- What will it be *(Including a theme)*
- Who will use it *(TARGET MARKET: Age, Gender, Interests etc)*
- Why would they want it
- When will they use it

Full sentences (no bullet points) **AQA** 

Writing a Design Specification

Today's Task

A while ago we wrote a design brief to say what we will design and make. Find this now

Today we write a Design Specification. This is a **numbered list** of things that the finished product **must do**.

Each sentence will start with the words

"The Design Must"

For a full GCSE Design Specification you should include **one sentence for each of the SUPER WORDS** that are relevant to your project

SUPER WORDS!

Function:

End User:

Target Market:

Environment:

Materials:

Aesthetics:

Manufacture:

Construction:

Ergonomics :

Finish:

Durability:

Size & Weight:

Cost: