

Section A

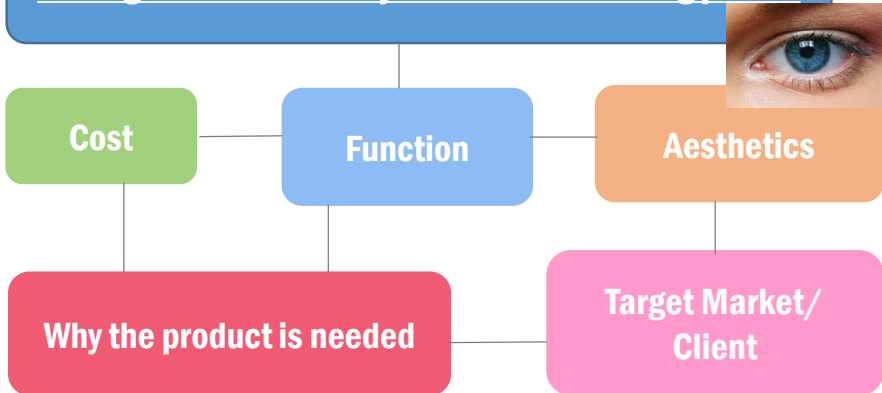
Design Brief

Once you have **identified a problem** a design brief needs to be put together. This is a **statement** which will address how the product you are designing will **solve** the problem. It will act as a point of reference for the **client** and **designer** (you).



Section B

A design brief will usually include the following points:



Section C

Your design brief should be detailed enough to help you guide the design process. It should not include how the product will be produced but what is needed from the product



Section D

Key Terms

Problem	A matter or situation which needs to be dealt with and overcome
Client/ Target Market	The group of people you want to sell the product too
Cost	An estimate of the price in pounds to manufacture and sell the product
Function	The purpose of the product
Aesthetics	What the product looks like
Primary research	To collect data directly rather than from previously done research
Secondary research	To collect data from a source which has already been researched by somebody else
Durability	The ability to withstand wear, pressure or damage
Size	A products overall dimensions. Usually given in millimetres.
Environment	Relating ti the natural world and the impact of human activity .
Manufacture	To make a product using machinery

Design Briefs and Specifications

Section E

Design Specification

This is produced through the research (primary and secondary). The information included will give accurate details to make sure the product meets all the requirements needed to solve the identified problem.



Section F

When writing your specification you should answer the following points:

- How will the product work?
- What materials will be used?
- How will the design be produced? (Manufacturing techniques)
- How much will it cost to produce?
- What are the safety requirements?

