



Front Cover Design Your Choice

Explore

Design Brief & Criteria

Devise

Evaluation

Synthesis

Design Concept

Concept Evaluation



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Explore

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Explore – Describe, analyse & define Problem.

Where appropriate include sketches *e.g. showing ergonomic or anthropometric considerations like how a product needs to be held to be used.*

Use sketches and a Mind Map – to further describe, analyse & define the Problem.



Use **data** from **Stakeholders** – to help define the needs and wants related to the Problem *e.g. Interview clients, survey customers/end users*



Analyse existing products/solutions –
what valuable information can be gained by
looking at commercial solutions to the
same or similar problems?

Analyse products looking at *Strengths*,
Limitations and *Implications*



Write a **Design Brief** – to formalise the problem you have identified.

Create a detailed **Design Criteria** table specifying exactly what the design needs to do and why. These criteria will be used later on for evaluating your Design Ideas and the final Design concept you propose.

400 Word Limit



Devise a range of **Design ideas** to solve the problem. These should use the sketching skills you have been taught. Each design should be numbered so they can later be evaluated against the Criteria you came up with. Annotate the designs to communicate anything that isn't obvious from the image and to explain why you have done particular things e.g. *rounded off the corner*.



Try to make each **Design idea** unique and innovative. Avoid having too many similar ideas.

Use **Divergent Thinking**.



Evaluate your **Design ideas** by comparing them to your **Design Criteria**.

Comment on the **S**trengths, **L**imitations and **I**mplications (**S.L.I**) of each design as you compare it to the criteria.

Evaluation will help you identify the designs (and elements of designs) you should include when you develop your design (Synthesis phase).



In the **Synthesis** phase of the design process you are using **S.C.A.M.P.E.R.**, to try to develop your design ideas into a single final **design concept** .



More **Synthesis** sketches



Present high **quality sketch/es**, using Copic Markers or software (e.g. Fusion renders), to show your chosen final design concept.

Add comments explaining how your design satisfies your Design Criteria.



2nd page of your **Design Proposal**.



Critically **Evaluate** your final design concept against the Design Criteria.

Recommend **further improvements** that could be made to your **Final design concept**.

If possible include a few sketches to explain what these changes could involve.