

Design Briefs

A Design Brief is the statement of how you will solve the Design Problem
It will often include:

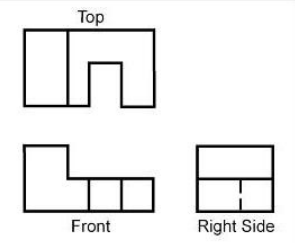
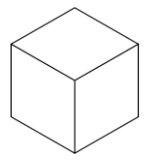
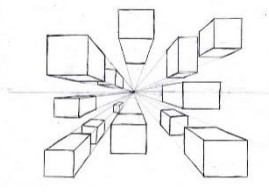
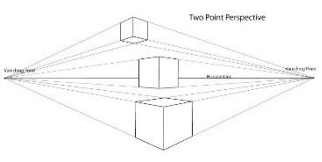

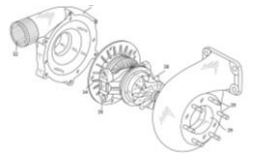
- Constraints/ limitations
- What the product is
- Materials/processes
- Any key information you know

Design Specifications

A Design Specification is a list of requirements your product has to meet in order to be successful

It is also useful for evaluation. If your product hasn't met the Spec then it gives you a starting point for improvements.

Aesthetics	What the product looks like? Style? Colour Scheme? Design Movement?
Customer	Who would buy it? (Age, gender, socio-economic, personality) How does the design appeal to them?
Cost	How much will it cost? (min-max) Why?
Environment	Where will it be used? Why? How will you make it suitable?
Safety	How is it safe? How will it be checked? Why must it be safe?
Size	What is the maximum or minimum size? Why?
Function	What does the product do? What features make it do that function well? How is it unique from similar products?
Materials	What is it made from? Why?
Manufacture	How might it be made? Why? What scale of production? Why?

Technique	Description/ notes	Diagram
Orthographic Projection/ Working Drawings	<ul style="list-style-type: none"> • Includes "Front", "Plan" and "End" 2D Views, and often an Isometric 3D View • Standardised method for scale, dimensions and line types • Great for manufacturing 	
Isometric	<ul style="list-style-type: none"> • Common 3D sketching method • Can be drawn free-hand or using isometric paper and ruler • Angles are at 30 degrees • Great for seeing most of the products 	
1-Point Perspective	<ul style="list-style-type: none"> • A 3D drawing method • Often used by interior designers and architects • Gives drawings depth • Only uses 1 vanishing point 	
2-Point Perspective	<ul style="list-style-type: none"> • Used for 3D designs • Exaggerates the 3D effect • Objects can be drawn above of below the horizon line but must go to the 2 vanishing points 	
Annotated Drawings/ Free and Sketches	<ul style="list-style-type: none"> • Quick and easy way of getting ideas down • Range of ideas can be seen • Annotation helps explain designs further 	
Exploded View	<ul style="list-style-type: none"> • Helps see a final design of a product and all it's parts • Can see where all the parts fit • Great for manufacturers 	

Modelling and Development

Modelling and development are key to testing and improving products
This can be done physically using materials like; card, foam, clay, man-made boards or virtually in **CAD**
Modelling helps the designer get feedback from the customer, check aesthetics, function, sizes and even materials and production methods and change them if needed