

Section 2 – Producing a Design Brief and Specification **10 marks**

- A comprehensive design brief which fully links what you are going to do with the requirements of your client and the location where it will be used.
- A detailed specification with full justification for each and every one of the points you write You must also clearly link your points to the wants/needs of your client and/or user of the product.

Sheet 4 – Suggested content

1. A summary of what you found out from your research so far. This could be a bullet point list or presented in a table.
2. A clear and precise Design Brief.

What are you going to produce? Who are you producing it for? An explanation of specific aspects of the design. Also you need to state that it could be manufactured on an industrial scale.

2. A detailed Design Specification

Here you will write a list of what your product will be like, using 'It must', 'It should' and 'It could' statements. This can be a bulletpoint list or presented in a table format.

What is essential is that you describe in detail each point and ensure that what you put down is entirely relevant. The specification may change as you go through the design process but you need to show that you have a good idea of what you are trying to achieve at this stage.

Example sheet 4

Research Findings Chart

RESEARCH	FINDINGS	REFERENCES
Product Analysis	<ul style="list-style-type: none"> Lamp needs a sturdy base. Also needs to take up minimum space in environment. Mobility of lamps head/light is effective. Ability to disassemble for packaging Attractive aesthetics 	Previous Yr 11 product
Client	<ul style="list-style-type: none"> Has budget of \$25 to \$30 for 70 units. Prefers use of wood, Art Deco style and possible use of certain colours. Wants task light to provide light for only one person and not disturb. Wants ambient light to emit soft, warm glow. 	Mr [REDACTED] - Head of [REDACTED] Boarding House
Location Visit	<ul style="list-style-type: none"> There is limited space inside a room on a table or desk. The common room has more space for an ambient light. Bedside and desk measurements: 46 x 46 cm and 50x100cm. 	[REDACTED] Boarding House

DESIGN BRIEF:

To design and create lighting for [REDACTED] [REDACTED] Schools Boarding House to be used by students living in the Boarding House. It can be for a bedside table, personal study desk, communal ambient lighting or for outdoor lighting.

It is important that the product does its specific purpose for the lighting option chosen such as enough lighting for reading if a bedside light and it is able to be disassembled to a smaller size for cheaper and easier packaging. Also the design needs to be viable for possible industrial and batch production using industrial techniques/processes.

Design Specifications

AESTHETICS: My product must follow a design strategy from one of my researched design influences. Also it must appeal to the clients preferences who enjoys the use of wood and likes colours related to [REDACTED] House. Packaging does not need lots of special design/features so can be simple.

COST: The light must be priced between \$25 - \$30 or \$50 - \$60 depending if it's a task or ambient lamp because this is what the client will be willing to pay. From analysis of existing products, it showed that their prices were similar at \$24 for a moderate ambient lamp. Also the lamps price should display the design and quality.

CUSTOMER: The heads of Boarding House will be the clients who are buying the product but Boarding students will be the end users. From request of the client, the product must be durable, robust and safe from any possible hazards.

ENVIRONMENT: These products will be placed in the Boarding House in either the user's room or the shared common room. Both myself and the client want the lamp to be as environmentally friendly as possible. This can be done by using an energy efficient bulb or LED as well as using simple Eco-friendly material for the packaging.

SIZE: The Boarding House rooms don't have much space therefore the space on desks and tables are minimal, 46x46cm and 50x100cm. The lamp will have to have a small footprint as a bedside or study light as the tables are also used for other functions. If it is going to be used as an ambient light in the communal area, there is more freedom in its size as there is more space.

SAFETY: The product must not have open bulb or wires so that there is no possibility of the user harming themselves by electrocution or burn. Making the light durable so that it doesn't break easily and cause harmful pieces to be broken off is a feature requested by the client.

FUNCTION: The product could be either a task (bedside and study) or ambient (communal areas) light. For a task light, the client required it to be able to direct its light for only one person. It could also have the possibility of several functions to make up for the space it's using. For an ambient light, it should have a soft and warm glow to not disturb anyone in the area and create a nice atmosphere.

MATERIALS/MANUFACTURING: The product will be batch produced meaning it must be able to be made using industrial processes. This means using different machines such as a 3D printer. The client preferred the use of wood as a material but also likes steel or iron. These materials should be long lasting and the wood could possibly be locally sourced.