

GCSE Graphic products specification tips

Your Design Specification is a statement that says what your initial design ideas must do in order to be successful. Select the appropriate specifications for **your** project and write them as a list of bullet points under the following headings below:

- **Timescale**
 - What is your timescale? The coursework must be completed by when? You finished 3D product by when?
- **Target market**
 - Who is the client, person, user group that the design is aimed at?
 - What is the age range and sex of your clients?
 - What jobs do they do, what is their occupation?
 - What do your clients like, what are their interests?
 - Do your clients have any specific needs? E.g. handicaps, religious beliefs, specific values, etc.
 - Do your clients have any social economic factors? E.g. single mothers, reduced income, etc.
- **Function**
 - What will your design do and what is its function? E.g. to promote, to sell, to advertise, etc.
 - Where will your product be used? E.g. its environment, in a music shop, on the counter, etc.
- **Size**
 - What is the size of your product range? (Include all the range components, point of sale, leaflets, etc)
- **Weight**
 - What is the weight of your product? Is there a minimum or maximum weight that you should use?
 - Will it have to be lifted?
- **Durability**
 - How long does your product need to last? Will the materials and cost of your product state how long it lasts for?
- **Aesthetics**
 - How will your product be visually pleasing?
 - What graphical aspects will you consider: fonts, colour ranges, line, shapes, texture, pattern, form, tone, etc?

- **Ergonomics**
 - Ergonomics is the study of how the human body interacts with its environment. How will your products dimensions meet the user's needs?
 - What size considerations will you use: height, width, weight, reach, angle of vision, range of movement, etc?

- **Materials**
 - What materials will you use? E.g. - card, balsa, foam, etc.
 - Will your product need to be waterproof, lightweight, durable, flexible, strong, etc.

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- **Safety**
 - Does your product meet the British Institutions procedures guidelines for safety? Visit the BSI's website to find out <http://www.bsieducation.org/Education/default.php>.

- **Cost**
 - What is your budget, how much have you got to spend?

- **Environmental issues**
 - How easy can your product be recycled, disposed of, reused?
 - Does your product harm the environment or does the manufacturing process harm it?

- **Manufacturing**
 - How will you make it?
 - How is it made in industry or the commercial workplace?

- **Quantity**
 - Is this a one off model or will it be batch or mass produced?

- **Packaging**
 - Does it need to be packaged to be sold to the public?

- **Instructions**
 - Do you need instructions to use or make your product? If so you will have to produce some.

- **Testing**
 - How will you test your product, will you try it out on the client?