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

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

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• **Safety**  

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

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

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

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

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

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

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