

GCSE Graphic products – course tips

The brief and problem are written as text, they set out the design problem to solve and a design brief of how you will solve the problem. Ensure that it is written clearly and is easy to understand.

The Situation

- When we attempt to solve a problem in design and technology we must always attempt to clearly define the problem and explain why we think it is essential that the problem needs to be solved. This is called the situation.
- The problem is normally a paragraph or two in length. It states the problem you are trying to solve. Here you only state what the problem is you do not state how you will solve it.
- Your first sentence should set the situation (the problem), then add specific information about the user and the specific problem in hand.
- Add specific issues, age, disabilities, race, and sex, to portrahit the situation better.

THE DESIGN BRIEF

- The design brief tries to solve the situation. Always begin the design brief with "I am going to design and make" This is then followed by a description of the product that you feel will solve your users situation.
- Don't be too exact, the brief should be general description it should give you flexibility about the type of product you are going to make. For example, if you are designing a shop front it may be a good idea not to say the type of client this shop may have.
- Don't be too exact about materials. It may be sensible to not state the exact materials you will use e.g. - It will be manufactured from (e.g. Card, foam and plastic, etc). Instead describe the properties of the materials to be used such as strong, tough, flexible, natural, light weight, recycled, water-proof or related broad descriptions.
- Don't forget to state points such as; safety, general size, it's function, general properties of the materials needed, who it is for, basic costs for manufacturing or a lower and upper cost limits, and other issues that you feel are essential.