

GCSE Graphic products – Research starting point!

This sheet is a brainstorming sheet of how you will decide to tackle your research. It will help you address all the areas where you will be required to gain information for your research. As a starting point you may consider some of the points below. Note: not all issues are covered here as different projects will require different research starting points.

What will you research?

- **Materials**
 - What materials will you use?
 - Foam board, balsa, HIPS, card, etc.
 - How will you join these materials?
 - Material problems and hazards?

- **Target market needs**
 - What are their interests?
 - What is their social economic group? Single mum, teenager, etc.
 - What colours will your user like?
 - Do you need to create mood for the product?
 - What font style will you use?
 - Questionnaires to find out information?

- **Existing products**
 - What products exist?
 - Which will you research?
 - Evaluations?
 - Photos, Drawings?
 - Visits to shops to take photos?

- **Ergonomics**
 - How big will your product be?
 - What anthropometrics is your user? (Human sizes, height, widths, etc)
 - What is the average size?

- **Manufacturing techniques**
 - How will this be made in industry?
 - Research mass manufacturing techniques and processes?
 - Which techniques will you use?
 - Processes

- **Research techniques**
 - Library, Books, Newspapers.
 - Internet.
 - Interviews / questionnaires.
 - Site visits.
 - Existing product evaluations.

Using the information from this sheet you can now start your research section!