



Assessment Objective 1

Identification of a need or opportunity leading to a Design Brief

Candidates will need to:

- provide a description of the design need using various means of communication;
- identify the range of users and the market for which the product is intended;
- develop a design brief for a marketable product.

Level of response	Mark range	ACTUAL
~ A statement of what is to be made	0-1	
~ Some consideration of the design need or the intended user/users leading to a design brief	2	
~ Consideration of both the design need and the intended user/users leading to a clear design brief of a marketable product	3	
~ Detailed description of both the design need and user/users leading to a clear and precise design brief of a marketable product.	4	

TOTAL

	Mark
AO1	
AO2	
AO3	
AO4	
AO5	
AO6	
Presentation (0-5)	
TOTAL	<input type="text"/>

Assessment Objective 2

Research into the Design Brief which results in a Specification

Candidates will need to:

- examine the intended purpose, form and function of the product;
- undertake appropriate surveys, identifying and evaluating how existing products fulfill the needs of their intended users;
- identify and collect data relevant to the product(s) and its users;
- develop a detailed specification and criteria that includes the capability for batch production.

Level of response	Mark range	ACTUAL
~ Limited research of intended use.	1	
~ Intended use of product examined with some data identified or collected.	2	
~ Intended use of product examined identified and collected.	3	
~ Intended use of product fully examined with relevant data identified and collected	4	
~ Some recognition of existing products.	1	
~ Existing products identified with some evaluation.	2	
~ Existing products identified and evaluated considering some of the needs of the intended user/users.	3	
~ Existing products identified and fully evaluated against the needs of the intended user/users.	4	
~ A specification identifying some basic requirements.	1	
~ A specification identifying some key features including a suggestion of how more than one could be made.	2	
~ A detailed specification containing some reference to a system required to manufacture in batches.	3	
~ Analysis of the research and information sources leading to a detailed design specification that would provide a system to ensure control over the production of the product in batches.	4	

TOTAL

Assessment Objective 3

Generation of design proposals

Candidates will need to:

- generate a range of design proposals;
- check design proposals against design specification and review and modify them if necessary;
- identify chosen design proposal for product development;
- present design solutions using a range of graphic techniques and ICT including computer-aided design (CAD), to generate, develop, model and communicate design proposals.

Level of response	Mark range	ACTUAL
~ One or more solutions proposed.	1	
~ Several solutions proposed.	2	
~ A range of appropriate solutions proposed.	3	
~ A wide range of appropriate solutions proposed.	4	
~ Little or no evaluation.	1	
~ A cursory evaluation. Unsupported choice of design proposal.	2	
~ Design proposal chosen, supported by clear evaluation.	3	
~ Design proposal chosen as a result of detailed evaluation and consideration of the need and fitness for purpose.	4	
~ The work displays a low standard of communication techniques.	1	
~ Communication will be of a reasonable standard using a limited number of techniques.	2	
~ Communication will be of a good standard, using a range of appropriate techniques.	3	
~ Communication will be of a high quality, using a wide range of appropriate techniques.	4	

TOTAL