

Design Brief: Year 11 - 12

The Citrus Growers Association of Australia is a group that represents orchardists who grow citrus fruits around the country. Part of their charter is to increase the sales of Australian grown citrus fruit which will in turn increase profits for members. The marketing department of the organisation is planning a marketing campaign to promote one of their staple citrus fruits – the lemon. They want to try to reverse the current sales slump they have observed in the sales of citrus fruit, particularly lemons.

The marketing department has approached me to develop a product with a range of food items that can be used to promote the use of lemons as a key ingredient in recipes. One of their main requirements is that the food items must demonstrate the versatility of lemons in a wide range of food products and their ability to be used in both sweet and savoury dishes. The food items must also show how lemons can be used as a component of a lunch or dinner menu. Some of the items using lemons can be used as a component of a lunch or dinner menu. Some of the items using lemons should be taste-tempting treats that can be served at an afternoon tea to launch the marketing campaign in May this year. The launch will be held on the concourse level 1 at Southbank in central Melbourne.

Proper noun for the 'Who' of the brief mentioned

Factual statements about the organisation used

More formal writing with use of third person voice

First 'consideration' mentioned
The 'why' of the brief discussed

The 'what' of the brief outlined
Use of first person

Further 'considerations' outlined

'When' part of brief mentioned

The 'where' stated

Experienced chefs and food critics will be attending the market launch, looking for new ideas for using citrus fruit. As well as high quality products, the food items should be prepared using some complex processes as well as variety of wet and dry cooking methods to meet the high standards of these guests. Finally, they have stated that some of the products must have good keeping qualities and some must have a long shelf life so that they can be prepared well in advance of the afternoon tea.

Blend of tenses used

Some 'constraints' discussed

Source: Example developed by Food Technology Domain at Craigieburn Secondary College