

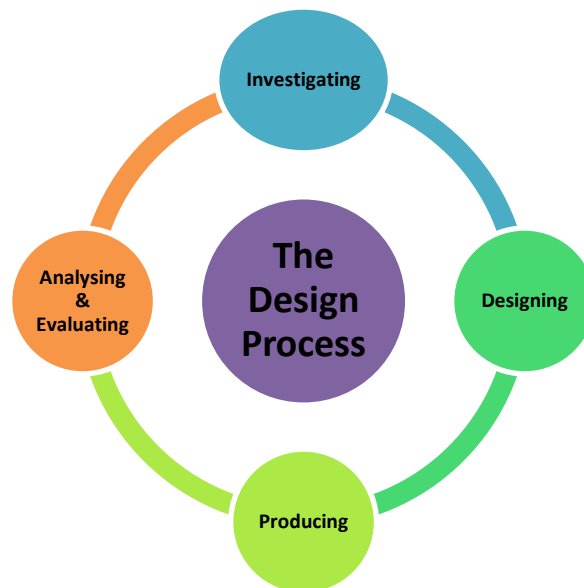
## Design Brief

### What is a design brief?

A 'design brief' is a report or statement which is produced whenever a new product is to be created or made. It states what you are going to make, why you are going to make it, and for whom you are making it for. It includes all the important information needed to develop the new product. For example all the materials and tools required to create a coffee table. The design brief outlines the problems to be solved and is produced during the 'design process'. This process is based around identifying and analysing a problem, generating options for a solution to the problem, selecting the best design solution, producing the selected design and then evaluating and analysing the results.

### Key information to include

The design process uses the following steps:



There is some key information which must be included any design brief.

- Some background information on the product to be developed (sets the scene for the development of the product/needs for the product)
- The 4 W's and a H (who, what, where, when, how )

<b>Who</b>	The meal is for, the number of people including any requirements
<b>What/ why</b>	The meal is for, the occasion, purpose and event
<b>When</b>	The meal will occur, the timing of the meal
<b>Where</b>	The meal will occur, the venue
<b>How</b>	The meal will occur, resources available, including ingredients

- Specifications: this is usually done during the 'investigate' phase of the brief. This is where you use information from your research and apply it to the problem being worked on. It includes a list of considerations and constraints for your idea.
  - Constraints (factors in the design brief that the product must comply with; for example allergies or religious requirements in food technology)
  - Considerations (factors in the design brief that are more flexible than constraints but may also influence the design and development of the product; for example season fruits and vegetables in food technology)
- ☐ It is these specifications which are then used as a based to develop the 'criteria for evaluation' questions that used to evaluate the success of the final product

### Voice

In Years 7 – 10 first person can be used to explain things that the author will do using words such as I, me, my. In senior examples the language can switch and more formal language is used. The first person voice is replaced with the more objective third person using words such as they and their.

### Language & Grammar

- Usually objective language without bias containing factual statements.
- Related to what happened: time, place, people involved and actions.
- Some technical or subject specific vocabulary.
- Contractions are not usually used.
- Proper (Mr. Smith, Bessie, Australian Consumer's Association) and common nouns (Mum, Dad, boy, girl) are used in both
- Personal pronouns (I, me, my) can be used in briefs from Years 7 – 10.
- Mostly uses a blend of past, present and future tenses as appropriate.

### Structure and Organisation:

Investigating	<ul style="list-style-type: none"> <li>• Include some background information and research on the product being developed. This could include asking questions such as 'what types of flour are suitable for making cakes?' or 'what types of joins are suitable for making tables?'</li> <li>• This is where you discuss the specifications of the brief including the constraints and considerations and address the 4 W's and a H (who, what, where, when, how )</li> </ul>
Designing	<ul style="list-style-type: none"> <li>• During this phase you organise your options for the product being developed. For example when designing muffins the options could be either 'white chocolate and raspberry' or 'banana and chocolate'.</li> <li>• An initial analysis, such as a SWOT table, can be used here to help in the selection of a preferred option</li> <li>• The questions which you ask at this phase can also help to establish the criteria for Evaluating the success of the brief</li> <li>• Upon completion of the designing phase determine your preferred option going forward</li> </ul>

Producing	<ul style="list-style-type: none"> <li>• Create a food order outlining the materials needed to complete the brief</li> <li>• Create a detailed work plan to ensure that the product can be developed within the time constraints</li> <li>• Outline the other tools and resources required to complete the brief and include any relevant information on the Occupational Health and Safety regulations which will need to be followed during construction on the product</li> </ul>
Analysing and evaluating	<ul style="list-style-type: none"> <li>• During this phase judgements are made as to whether the product has met the needs of the design brief. This can be done in a number of ways. For example in food technology you may use a sensory wheel to help evaluate the success of a brief on muffins or using a rubric to evaluate the success of a sculpture in art.</li> <li>• Using thinking tool such as this can also help to determine if any modification or improvement is needed to the product</li> </ul>

*Food Technology exemplar Years 7 - 8*

*Food Technology exemplar Years 9 - 10*

*Food Technology exemplar Years 11 - 12*