

Identification of a Need or Opportunity leading to a Design Brief

Level of Response

Mark Range

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.

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

4