

# Controlled Assessment Project: Page 1:

## Lesson Outcomes

1. To copy the template folder from the Shared Area  
*(All Programs> Student Shared Area> Design Technology> STUDENT RESOURCES> Mr Brockhouse Graphic Products> KS4> )*,  
and paste it to Your Documents, then change the name of it to:  
"GCSE Graphic Products Folder YOUR NAME"
2. To create a **PERSONALISED BORDER** to be used on each sheet of the project which include the following information  
Your name, your candidate number, your project title  
**Pop Up Book or Confectionary Packaging**
3. To copy the relevant **CONTEXT** and **DESIGN TASK** for your chosen project into your PowerPoint Folder



# GRAPHIC DESIGN



John Sharpless GCSE Graphic Products: King of The Strings

**Charlie Holt**  
**Product : Grooming Products**

**Candidate Number :8858**  
**Centre Number : 14703**

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## Lesson Outcomes

4. Do some work on writing a **SITUATION**. Identify a need for you to create a new design, highlight some existing problems you could solve, or give some background history etc. This needs to be researched online or in books
5. Make sure you REFERENCE THE SOURCES (state where the info came from). Write the website address or the book title after. Do not include information you do not understand!!!

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## Situation: Identify a need / reason /background

All new designs are created for a reason. You must show that you are designing for a reason too, rather than because you just feel like it, or because Mr B told you to!

**The SITUATION should highlight WHY a new design / product is necessary. You can do this by:**

1. Explaining why current similar products could be improved
2. Explaining how things have changed and new products are needed to meet this change (such as new inventions, market trends etc)
3. Explaining how and why other similar products have proved to be successful. Give a brief history / background, some key facts or statistics on the general area you are designing for

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## Situation: Identify a need / reason /background

For example:

£200 million is spent each year on travel activity packs for children ([www.ichatrubbish.com](http://www.ichatrubbish.com)). Last year there were 288 traffic accidents where the cause was reported as being to do with driver distraction by other passengers ([www.bare-stinkin-lies.org](http://www.bare-stinkin-lies.org)). Children do not usually have long attention spans, so they need a range of activities that can be completed in manageable chunks of time, e.g. Half hour to one hour chunks. Children tend to like bright, primary colours with simple, geometric shapes and animal characters on their toys , food and products ([www.aye-star-grade.org](http://www.aye-star-grade.org))

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## Design Brief: "I am going to make...."

State exactly WHAT you intend to produce, WHO it will be for, and HOW you could make it.

Provide as much detail without restricting yourself too much. Always start by stating "I am going to design and make....". You will nearly always be designing a name and logo, with accompanying promo material such as business cards or a poster/magazine advert. You must also focus on the main 3D product you make, including any relevant details such as approximate size (A5, A3), the target market (gender, age, interests etc).

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Design Brief: "I am going to make... for...using..."

For example:

*I am going to design and make a children's activity pack to be used alone or with a friend on plane, train or car journeys. It will be aimed at 5-10 year olds and have at least 4 different activities to complete and will have a cartoon badger as the main character. It will aim to educate the user about British wildlife and ecological and environmental issues. I will also be creating a corporate identity for the company and some promotional materials such as business cards for company employees*

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## Analysis of Brief: Pick out the key words & analyse

Highlight ALL KEY WORDS in your DESIGN TASK, SITUATION and DESIGN BRIEF, and ANALYSE what this really means to you and your next moves in the project. Each word will suggest or imply areas that need to be investigated, and you must explain WHAT you will need to look at, WHY and HOW.

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## Analysis of Brief: Pick out the key words & analyse

### Design Task

Design and make a book containing kinetic spreads that will enlighten its readers. The book must be produced in A5 size, either in landscape or portrait format



### Design Task

A luxury chocolate manufacturer feels the need to break into the cheaper counter confectionary line. It plans to market a confectionary item named by you. It will cost 20p and be a solid geometric shape: it will be sold directly on the shop counter from a point of purchase box. Design and make the wrapper, the point of purchase box and model the product in a suitable material to fit the wrapper. All items need to be full size

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## Analysis of Brief: Pick out the key words & analyse

- Design:** Create a range of ideas, sketches, drawings by hand and finished using Computer Aided Design / Manufacture
- Make:** Use a range of hand tools, equipment, materials, adhesives etc to make models, prototypes, mock-ups, products
- Book:** Made of paper/card with a durable cover, consisting of several different pages. Usually has a start – end
- A5:** Specific size 210 x 148 mm (half of A4)
- Portrait:** Tall, opens from left to right
- Landscape:** Long, opens from bottom to top
- Confectionary Item:** A sweet snack, candy, chocolate, jelly sweet, chewy, crunchy, treat, not a filling meal, accompaniment
- Geometric Shape:** Square (cube), rectangular (cuboid), circular (tube, cylindrical, cone, sphere) triangular (prism, pyramid)

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## Analysis of Brief: Pick out the key words & analyse

For example:

*As I will be **Designing** and **Making** a **new** range of products, I will need to research other existing packs to ensure my designs are original and not in breach of another company's copyright. I am designing an **Activity Pack**, so this suggests that there will be **several different products** included in the pack, and these will need to withstand rough handling, drips, spills, packing and unpacking etc. I will need to investigate **suitable materials** and explore **different ways of making** the various items. I will need to make it appealing **to young children** so need to research **colours, shapes and styles** that children like and maybe some investigation into **ergonomics** to ensure all the products are suitably sized for use by youngsters. I will need **to research cartoon animals** to help me create the **badger character** and investigate **relevant ecology issues and British wildlife** to ensure the content of the pack is **educational** and **fun** for young children*

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## Analysis of Design Brief: Mind Map

Brainstorm all the things you will need to consider to complete the project

Detailed mind map of all the different aspects that need to be addressed, any potential problems, issues to investigate further. The idea is to establish the way forward and set parameters for research. This Analysis shows you are planned and prepared, and will lead directly into the next pages of Research, and will also be a guide for your design ideas

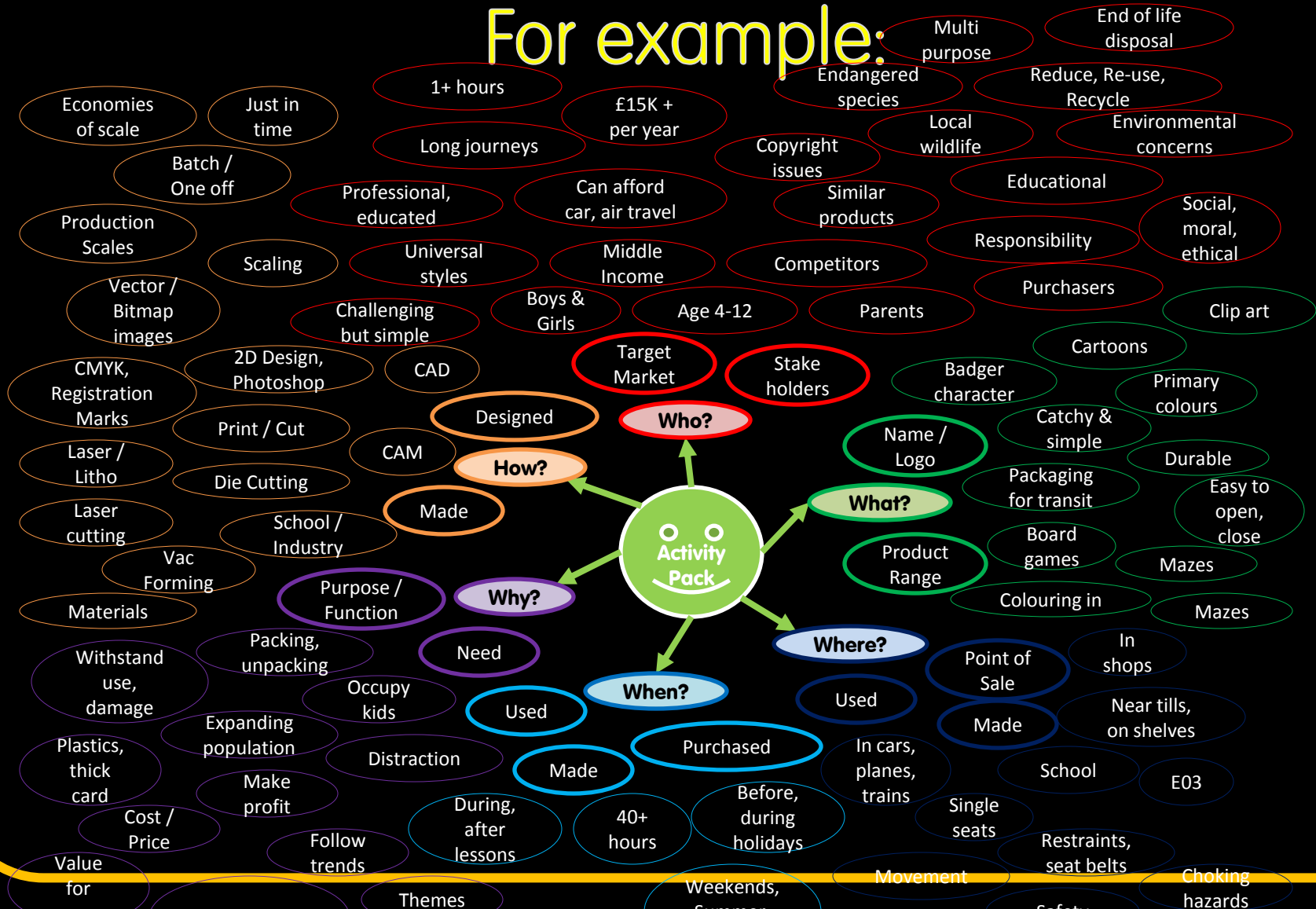
*Use one of the following methods to ensure you have covered everything:*

- **ACCESSMMM** Aesthetics, Customer, Cost, Environment, Sizes, Safety, Function, Materials, Manufacturing, Moral/Social
- **CAFEQUE** Cost, Aesthetics, Function, Ergonomics, Quality, User, Environment
- **WWWWWH** What, Who, When, Where, Why, How?

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## Analysis of Brief: Mind map

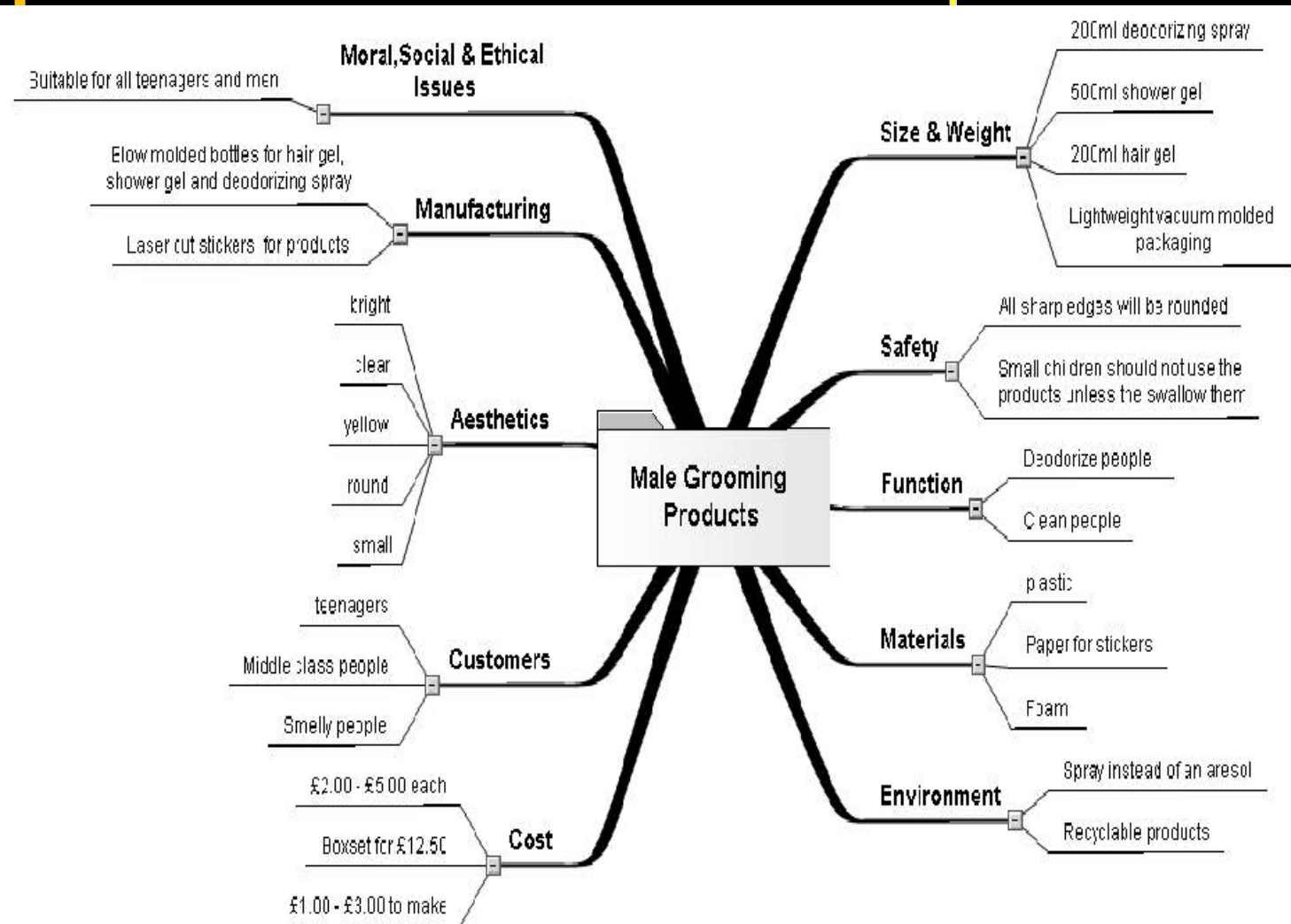
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## Analysis of Brief: Mind Map

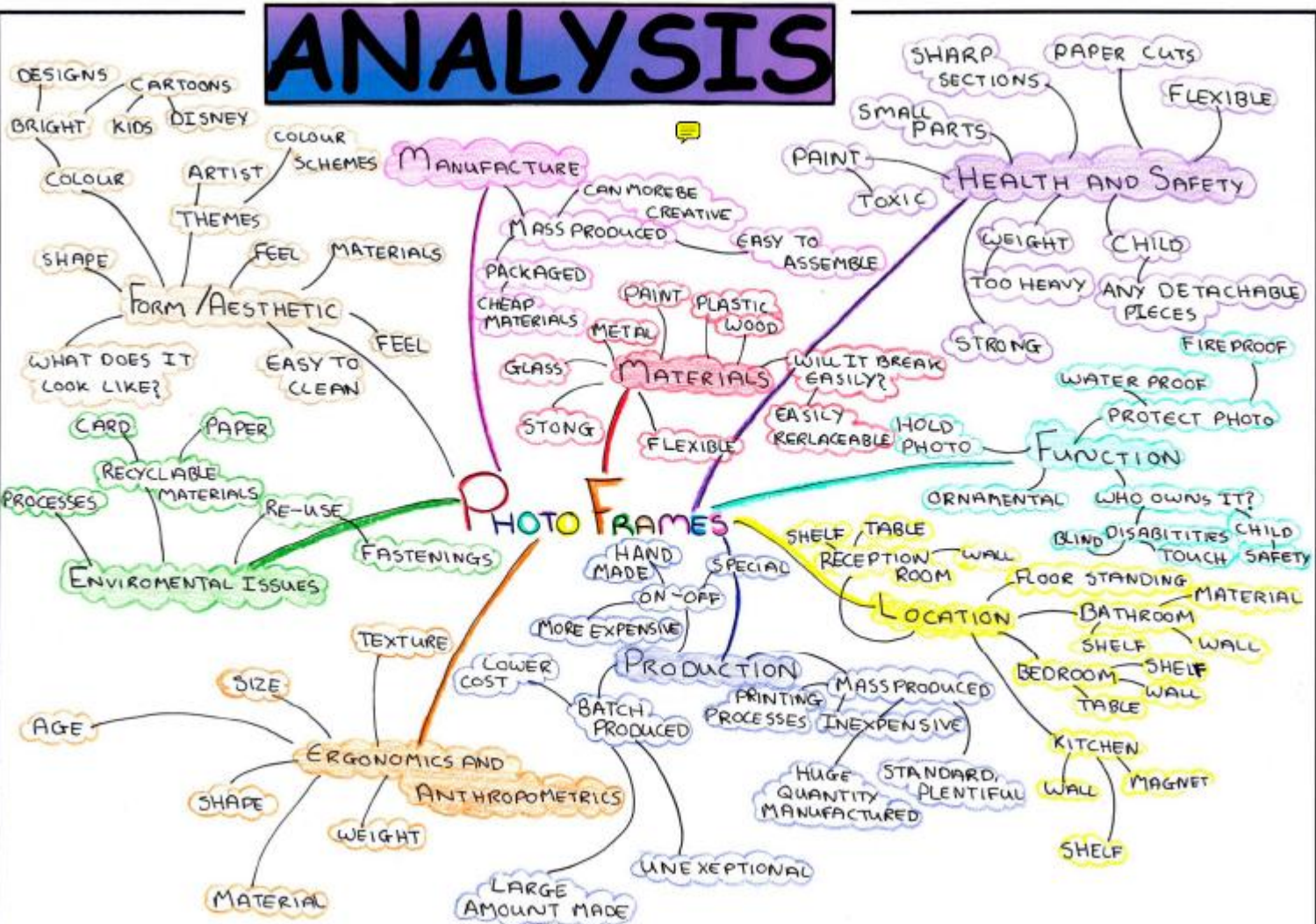
For example:



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## Analysis of Brief: Mind Map

### ANALYSIS



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## The Complete Page

For example:

## Situation:

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## Design Brief:

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## Analysis of Brief:

As I will be Designing and Making a new range of products, I will need to research other existing packs to ensure my designs are original and not in breach of another company's copyright. I am designing an Activity Pack, so this suggests that there will be several different products included in the pack, and these will need to withstand rough handling, drips, spills, packing and unpacking etc. I will need to make it appealing to young children so need to research colours, shapes and styles that children like. I will need to research cartoon animals to help me create the badger character and investigate relevant ecology issues and British wildlife to ensure the content of the pack is educational and fun for young children

## Limitations:

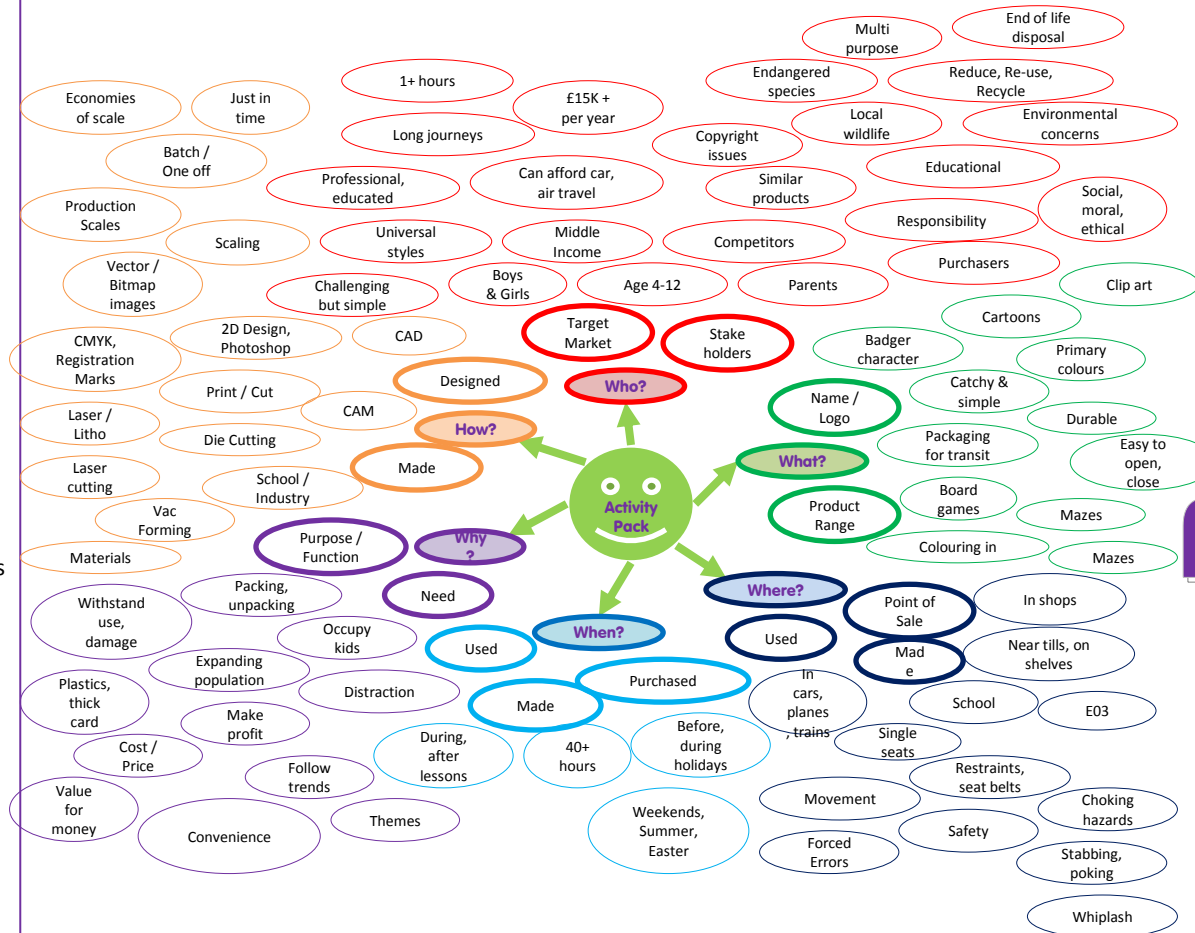
There are some limitations I will need to consider during my project. Firstly, I have a time limit and deadlines to meet in order to complete the project fully. There are also limitations with my knowledge and skills which I will need to address as they arise. I also need to consider the fact that my school is not a commercial business and does not have all of the tools and equipment needed to do certain jobs, so I will have to consider alternative methods of production. Other limitations are that my products must be relevant for a period of time, and not become obsolete before they get fully used.

## Context

When travelling on long journeys it is important to keep young people entertained. Activity packs are an ideal solution, as they are compact, light and contain a variety of different activities

## Design Task

Design and make a new Activity Pack that will entertain and educate young people on a long journey.



## Project Time Plan

Here is an initial plan for how I am going to use my time to complete each section of the project and ensure it all gets done on time



GRAPHIC PRODUCTS