



Design & **Manufacture**

Task Booklet

Task Sheet 1

Before attempting this task please make sure you have read over the design notes on **Members of the Design Team.**

Task 1: Link the job roles up to the correct member of the design team

- Creates the TV, Radio and billboard adverts.
- Identifies appropriate marketing channels to suit the target market

- Evaluates competitor products.
- Carry's out surveys and focus groups with the target market

- Promotes the products in store
- Communicates shopping trends and feedback from consumers in store.

- Deals with the client and the design brief
- Creates and sketches out the ideas for the product

- Sets the budgets for each department.
- Is in charge of tracking all the money coming in and going out to ensure the product is profitable.

- Works out what process will be used to make each product part.
- Works out how many machines and manual workers will be needed for the volume of products to be produced.



Designer



Market
Researcher



Manufacturer



Marketing
Team



Accountant



Retailer

Task Sheet 2

Before attempting this task please make sure you have read over the design notes on **Analysing a Brief**

There are three tasks in this section, in each task you are being asked to analyse the brief and think of what questions you would need to answer in order to start designing.

Here is an **example task** and answer to help you get started

Problem: A restaurant chain is looking to launch a new fast food restaurant aimed at the student market. They plan to promote their business based on affordable produce and relaxed seating/atmosphere

Brief: Design seating and tables that would be suitable for this food setting and appealing to the student market.

Example Answer:

Analysis: The things I would want to find out before I start!

Function:

- What is more important to the client how comfortable it is, how easy it is to clean or how good it looks.
- Would customers want the seating to be adjustable to improve comfort?
- What is the best layout for tables and chairs to help socialising?

Aesthetics:

- What styles do students like?
- What styles are popular in other fast food chains?
- Will the restaurant have a theme and if so what will it be?
- Do the brand want any specific colours, materials or patterns to be included in the design.

Materials

- What materials would be suitable that are hard wearing and easily cleaned?
- How can we keep material costs low?
- Are there any eco friendly materials that would be suitable?

Task 2: Read the problem and the brief below then think of 6 important questions you would need to ask or information you would need to find out before you got started on designing

Problem: A local council is looking to upgrade the play equipment for children in their local parks.

Brief: Design a new range of play equipment suitable for children aged 6months to 12 yrs

Analysis:

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Task 2: Read the problem and the brief below then think of 6 important questions you would need to ask/information you would need before you got started on designing.

Problem: An office furniture company are looking to expand their range into the high end market.

Brief: Design a range of office furniture that will appeal to wealthy business users.

Analysis:

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Task 2: Read the problem and the brief below then think of 6 important questions you would need to ask or information you would need to find out before you got started on designing

Problem: Existing wheelchair designs are very difficult to use on high pavements.

Brief: Design a wheelchair that is easy for users and/or carers to manoeuvre over bumps/pavements and steps

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You do not need to design these products you just need to analyse the brief!

Task Sheet 3

Before attempting this task please make sure you have read over the design notes on **Specifications**.

There are five tasks in this section, in each task you are being asked to think of 4-6 points that might feature in the specification for these existing products. Remember the specification points are a list of things the product must do.

Here is an **example task** and answer to help you get started

Product: Sports Car

Specification Points:

- Must be able to reach a speed of 180 mph
- Must seat 2 people comfortably
- Must travel from 0-60mph in 4 seconds
- Must have bright eye catching colour
- Must have a radio and speakers built in
- Must have a petrol engine

Product 1: Army Tank

Specification Points:

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Product 2: Fridge freezer

Specification Points:

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Product 3: Power Drill

Specification Points:

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Product 4: Mobile Phone

Specification Points:

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Product 5: Pram

Specification Points:

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