

# YR10 Homework project: 1b Product Analysis

For this part of homework project 1 you will analyse the identified product made by your chosen designer or design company. You will be assessed on your **analysis** and **understanding** of the D&T keywords (form, function, target market etc.). You will present your product analysis on a maximum of 2 sides of A4 paper. **Green ticks** on the ladder mean you have met that level while **red circles** mean you need to go back and improve your work. *In the box below find the content that we will be covering in this project:*

Designing and making principles: Core

- 6) Investigate and analyse the work of past and present professionals and companies in the area of design and technology in order to help inform their own ideas:
- Investigate and analyse the work of past and present designers and companies
  - Where appropriate, review and link the work of past and present designers and companies to inform, refine and modify their design ideas.

	Level	What you need to do...	Teacher Comment	
BAND 4	8-9	<b>Analysis:</b> You have clearly put in a huge amount of effort to identify, research, and explain all aspects of the design. Your understanding of materials and manufacturing processes is particularly detailed and correct. This has led to an effective analysis of the product that shows thorough consideration of the needs, wants and values of potential users.		
		<b>Understanding:</b> You have analysed the product against all the appropriate keywords, including SMSC (social, moral, spiritual and cultural). Your work shows an excellent understanding of all their meanings.		
BAND 3	5-7	<b>Analysis:</b> You have explained most aspects of the design in detail and your work is generally correct due to good researching skills. You've put in a lot of effort and the work is complete. This has led to a mostly effective analysis of the product that shows a good consideration of the needs, wants and values of potential users.		
		<b>Understanding:</b> You have analysed the product against most of the keywords, including materials and manufacturing. Your work shows a good understanding of all their meanings.		
BAND 2	3-4	<b>Analysis:</b> You have explained some aspects of the design and work is generally correct. Work shows a reasonable effort and is complete. This has led to a partially effective analysis of the product that shows some consideration of the needs, wants and values of potential users.		
		<b>Understanding:</b> You have analysed the product against the main keywords (form, function, target market) and your work shows a good understanding of their meanings.		
BAND 1	1-2	<b>Analysis:</b> You have attempted to explain some aspects of the design but there are several basic errors. Work lacks effort and looks rushed or may be incomplete. This has led to a superficial analysis of the product that shows little consideration of the needs, wants and values of potential users.		
		<b>Understanding:</b> You have only analysed the product against a few of the keywords and your work shows a general misunderstanding of their meanings. You have not recorded your research sources.		

## Understanding 2 Stars and a wish in DT



In DT your stars are all of the green ticks above. If I have put a green tick next to one of the statements above then you have done this part really well!



The red circles above are the things that you need to go back and improve (wishes). Read the explanation and look in your book to see what you need to do to improve.

## 1b: Product Analysis – D&T Keywords

- **Form/Aesthetics**

- What does the product look like?
- What colours, shapes, layouts are used?
- Does the design follow a style or theme?

- **Function**

- What does the product do?
- Where is it used?
- What information does it communicate?

- **Target Market**

- Who is the product aimed at?
- How old are they? Is it for men or women?
- Is it for a particular group of people?

- **Materials**

- What is the product made from?
- Why did they choose these materials?

- **Manufacturing**

- How was the product made? (Tools, machines, how skilled are the workers?)
- How many of the product was made? Which production method is used? (One-off, batch, mass or continuous)

- **Environment**

- How could the design impact the planet?
- Is it made from environmentally friendly materials?
- Has the designer been influenced by the 6Rs?
- What will happen at the end of its life?

- **Size**

- How big is the product? Why is it this size?

- **Ergonomics**

- How do humans use the product?
- Is it comfortable and easy to use?
- What anthropometrical data was needed?

- **Cost**

- How much does the product sell for?
- How much would it cost to make?

- **Safety**

- Is the product safe to use?
- Does it follow safety regulations and British standards?

- **SMSC (Spiritual/Moral/Spiritual/Cultural)**

- Does the product make the world a better or worse place?
- Is the product offensive?
- Has the product been influenced by a particular section of society?