

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ analyse a brief: client, users, outcome, constraints, success
- ☐ turn a brief into research questions

I DO

Worked example Read how a full-mark answer is built

Brief: "Design a space in town where young people can relax after school. Budget £20,000. Must be open all year."

1 Analyse the brief: identify the user, the outcome and two constraints. (4 marks)

Full-mark answer each ✓ is one mark

User: young people who are free after school ✓. Outcome: a space in town where they can relax ✓.

Constraints: a budget of £20,000 ✓ and it must work all year round, including in bad weather ✓.

Why marks are not awarded

"It's about making a park."

0 points: no analysis of users, outcome or constraints.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

a) Who is the "client"?

- ☐ Always your teacher ☐ The assessor marking the work ☐ The person who uses the product ☐ The person who sets the brief

b) What should you do first with a new brief?

- ☐ Start making the final product straight away ☐ Choose a font and colour scheme ☐ Analyse it: key words, users, constraints ☐ Present it to the class

c) What is a constraint in a brief?

- ☐ A colour you like using ☐ A limit such as budget or size ☐ The final idea you choose ☐ A research method you use

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|--------------------|-------|---|
| 1. Brief | _____ | A Instructions from a client describing the problem, users and limits |
| 2. Client | _____ | B The person or organisation who sets the brief |
| 3. User / audience | _____ | C The people the outcome is for |

5 Explain what is meant by 'Constraint'. (2 marks)

6 Explain what is meant by 'Success criteria'. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each "I can" statement above. Which one still needs work?
