

Design Brief/Context

Utility want to expand their range of lighting products for a particular target market. Utility is synonymous with highly stylized and modern products. Your product must therefore fit in with this design philosophy.

Introduction to my Project

I am going to design an original and stylish lamp for the well known company Utility (inspired by my research). I am going to research existing products in the market range, to compare my product to and I will also do research into my target market, so that I will have an idea on how to design my product for the intend target market. I am also going to research into competitors costs and aesthetics for the lamps, so that I can make knowledgeable decisions for my project. I am going to disassemble a lamp during my project so that I will know how lights work and what they consist of, so that I will have knowledge on how I am going to create my product. As well as research I am going to make a product speciation, which will help me design and make the product. I am also going to use Computer Aider Design (CAD) and also a sketch book to help me make and design the product (i.e. measurements). After I have made prototypes of my product and they have been tested, then I will make and evaluate my final product. Evaluating my product is very important because I will know what I need to improve on and I will also find out what is good and bad about my product, so that I know what to change if I was going to do the project of lighting for Utility again. It will also help me understand the opinions of my consumer and my peers on how I can improve my project.

Introduction About Me

My name is Megan Bie, I am currently studying for my AS levels in Art, English Lit, Biology and Technology in Hawarden High School. I have recently passed my GCSE's with higher grade passes and I enjoy spending time with my friends out of school. I am also interested in teaching children in the future and I will hopefully achieve this. After I have finished sixth form I would like to go to university and take a teaching course, so that I can either teach in secondary or primary schools.

Key Words

**Original**-My product must in with the latest fashion and technology, so that it is appealing to the consumer of my product.
**Creative**- The product must be imaginative and artistic for it to be aesthetically pleasing.

**Fun**- So that the target market finds the product aesthetically pleasing.
**Lighting**- My product must contain this otherwise my product would not fit the design brief of the project.

**Alternative Location**- My product must be movable, so that it can go in different rooms in the house and fit in with the room.

**Recyclable Materials**- The materials for my product must be environmentally friendly so that they can be reused after the product is no longer useful.

**Sustainable**- My product must have the longest life span possible, so that it will be cheaper for the consumer and it will be more environmentally friendly.

**Adjustable**- My product must be able to adjust to any environment around it, so my product could be moveable to achieve this.

**Consumer/Children**- My product must be aesthetically pleasing for children and their parents so that they will buy the product. I will have to keep this in mind when designing the product.

**Ergonomics**- My product must be the right size for the consumer of the product, otherwise it would not sell.

Key Questions:

**Who?** ...will use it? ...will sell my product? ...will buy my product?
**Where?** ...can I get materials? ...will it be made/manufactured? ...will it be sold? ...it is used?

**What?** ...will it cost? ...is its main function? ...will I research? ...will the quality be like?
**When?** ...can consumers use it? ...can it be manufactured? ...can I model and test my product?

**Why?** ...will I make the product? ...will consumers buy the product?

**Conclusion**
On this page I am pointing out key points that I will need to consider when designing and making the product. On my mind map it shows all the features I need to include in my product. My design will be modern and aesthetically pleasing and will appeal to the target market intended. On the next page I will then pick the most important (to me) aspects of this made mind and research them further, so that it will help me in design and making my product for the intended consumer.

Initial Research mind map

