

PRODUCT DESIGN EVALUATION CRITERIA

In your Investigative Workbook /10

Include sketches and notes of **5 FIVE variations** of your idea in development.

Select your top Three ideas and compare them by indicating each one's **strengths, weaknesses, what's interesting, and your conclusions**. Select your best idea, hone it and create a final draft for presentation.

On Mayfair (2D Model) or made out of clay or paper (3D Model) /50

Poster:

- Present your final design in full colour.
- Considers composition (white space & eye flow)
- Original title and fonts considered (colour?)
- Product is clearly rendered.

Product:

- executed with concern for clarity
- The concept displays innovation and creative risk
- The concept is well conceived, key problems are resolved.
- The product appears useful, addresses a need
- The products form is engaging and follows its function (not just engineered, it is designed)

Include a written rationale of your design, explaining:

- your concept and theme,
- your rationale for your material choices,
- target audience
- how your design is superior in form and function to products which already exist.