

PRODUCT DESIGN ASSESSMENT FRAMEWORK

Assessment Grade	Key Knowledge and Skills
9	<ul style="list-style-type: none"> a • Discrimination shown by relevant research. b • Excellent understanding through analysis. c • Imaginative and creative ideas developed through experimentation and views of the user. d • High levels of making with accuracy. d • Detailed testing and evaluation including user testing.
8	<ul style="list-style-type: none"> a • Coherent design strategy. b • Clear and specific design criteria identified. c • Target market views influence development work. d • Appropriate materials selected with full knowledge of working properties to produce creative solution. d • Work independently to achieve rigorous outcome. d • Evaluate against design criteria and product specification.
7	<ul style="list-style-type: none"> a • Obvious design strategy. b • Clear and relevant design criteria identified. c • Target market identified and views sought. d • A range of appropriate materials selected. d • Work independently to achieve a well-finished, stylish outcome. d • Evaluate against Specification and/or Product Specification.
6	<ul style="list-style-type: none"> a • Good analysis of design criteria. b • Good and relevant product analysis undertaken. c • Imaginative ideas with a degree of creativity. d • Development takes in most aspects of social, moral, environmental. d • Final outcome shows very good level of making including CAM. d • Evaluate and justify the needs for improvement or modifications to the product. d • The text is legible, easily understood and shows a good grasp of grammar, punctuation and spelling.
5	<ul style="list-style-type: none"> a • Good analysis of relevant research and context. b • Good development work achieved using a variety of techniques and modelling, including CAD. c • Quality control checks applied during manufacture. d • Evaluate and justify the needs for improvement or modifications to the product. d • There are a small number of errors in the grammar, punctuation and spelling.
4	<ul style="list-style-type: none"> a • Basic understanding and analysis of the context. b • Design ideas show some degree of creativity and further development. c • Parts of the outcome show high levels of demand. d • Some improvements/modifications suggested. d • Most decisions are communicated with some clarity and some technical language has been used.
3	<ul style="list-style-type: none"> a • Made a superficial analysis of most of the research material and context. b • Ideas show some variation in approach or concept. c • Materials are selected with some regard for their working properties. d • Product/manufacturing specification reflects most of the analysis. d • Final outcome is largely complete and represents a basic level of making/modelling/finishing d • Work with some assistance to produce an outcome of limited demand. d • Minimal testing and evaluation throughout the designing and making process. d • Some technical language is evident.
2	<ul style="list-style-type: none"> a • Design criteria is very general and lacking any detail.

	b	<ul style="list-style-type: none"> • A limited design strategy, with minimal planning is evident. • Basic development work done with a limited range of techniques.
	c	<ul style="list-style-type: none"> • Work with some assistance to produce an outcome of limited demand.
	d	<ul style="list-style-type: none"> • Some evidence of limited quality control in a piece of work that would need further development to make it suitable for its target market. • Limited or no testing against design criteria. • Numerous errors in grammar, punctuation and spelling.
1	a	<ul style="list-style-type: none"> • Limited understanding of target market and context. • Design criteria is general and incomplete.
	b	<ul style="list-style-type: none"> • Limited product/manufacturing specification which reflects the most obvious features of analysis.
	c	<ul style="list-style-type: none"> • Use materials, components and equipment safely under close supervision.
	d	<ul style="list-style-type: none"> • Design folder shows a lack of brevity and focus resulting in some irrelevant content. • Numerous errors in grammar, punctuation and spelling.
S	a	<ul style="list-style-type: none"> • Minimal or no analysis of the context. • Only one idea presented with minimal detail.
	b	<ul style="list-style-type: none"> • Development work is not evident or shows no consideration of social, moral, environmental, sustainable considerations.
	c	<ul style="list-style-type: none"> • The outcome has significant weaknesses making it unsuitable for its target market.
	d	<ul style="list-style-type: none"> • No evidence of testing or evaluation. • Writing is illegible, confused and lacking in punctuation.