

POPOP BOOK PROJECT - DESIGN BRIEF

V.Ryan © 2000 - 2016

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

THESE MATERIALS CAN BE PRINTED AND USED BY TEACHERS AND STUDENTS.
THEY MUST NOT BE EDITED IN ANY WAY OR PLACED ON ANY OTHER MEDIA INCLUDING WEB SITES AND INTRANETS.
NOT FOR COMMERCIAL USE.
THIS WORK IS PROTECTED BY COPYRIGHT LAW.
IT IS ILLEGAL TO DISPLAY THIS WORK ON ANY WEBSITE/MEDIA STORAGE OTHER THAN www.technologystudent.com

POPOP BOOK PROJECT - DESIGN BRIEF

V.Ryan © 2016 World Association of Technology Teachers

Writing a Design Brief.

A design brief is usually a paragraph in which the designer explains what he / she intends to design. It contains key information such as:

A description / explanation of the target market (who you expect to be your potential customers).

A simple description of the overall design.

The design theme, that the product will be based on (this may be an Art Movement, such as Art Deco or Bauhaus).

The basic size and dimensions, may also included.

Writing a Design Brief, allows you (the designer) to explain to potential customers / clients, what you intend to design and manufacture.

Write your design brief, in sentences underneath each of the headings.

The target audience of the pop-up book.

How many double pages you would like to include.

The theme of the book e.g. Jungle, Beach, Space, Food etc

What is the story ?

Add any other sentences that you would like to include, in the space below
