Unit 12 Product design PLC

Topic Area	RAG Before Taught	RAG After Taught	RAG after Assessment	RAG after revising	RAG after Mocks
	R/s	₹	R/ As	₹	8
Students should be aware of, and able to explain, the use of feasibility studies to assess the practicality for production of proposed designs, including the testing of prototypes with potential consumers.					
Students should be aware of, and able to explain and demonstrate the skills, in a range of communication and presentation techniques for conveying proposals and intentions to clients, potential users and					
manufacturers, including: • report writing • the use of graphs • tables and charts • 2D/3D sketching • the use of mixed media and rendering to enhance drawings • dimensioning and details for manufacture.					
Students should be aware of, and able to explain, the importance of marketing and brand identity, including: • customer identification • labelling • packaging • corporate identification • concept of global marketing: • the promotion and advertisement of products including the use of new technologies, eg social media, viral marketing • product costing					
and profit • awareness of the role of entrepreneurs. Students should be aware of, and able to explain, the collaborative working of designers in the development of new and innovative products, including virtual and faceto-face collaborative working systems.					