The Junior Designer · Teacher sheet

GCSE D&T · AQA 3.3.4 design strategies, 3.3.5 communication of design ideas, 3.3.6 prototype development · application lesson · 50 minutes · works solo

The idea

Each student is a junior designer at a studio. Clients, factories and marketing teams need the right drawing or model; clients give feedback that must be turned into a better design. Students choose communication methods, iterate designs and explain design strategies.

How the briefs work

Students do at least two Bronze briefs first, then any order.

Print (per student)

- Design Studio Guide (page 2). Can be shared or laminated.
- Studio Board (pages 3–4), double-sided.
- Design Notes (pages 5–6), double-sided.

Running it

1. **5 min:** PowerPoint to the worked example (a desk tidy client meeting; not on the Studio Board).
2. **30 min:** students work alone: two Bronze first, then any order.
3. **10 min:** students mark their OWN report in green pen using the answer slides.
4. **5 min:** totals and ranks. **The Audit:** anyone claiming Senior Designer or Creative Director brings their report to you.

Fees

Bronze £100 · Silver £200 · Gold £300 · Platinum £500. **Full fee** = the right method or a specific change, with a reason linked to the audience or feedback · **Half fee** = right idea but no reason, or an accepted alternative · **£0** = wrong method for the audience, or a change that ignores the feedback · **+£50** = says how you would test or check it.

Ranks

£0–399 Junior Designer · £400–899 Designer · £900–1,599 Senior Designer · £1,600+ **Creative Director**

Design Studio Guide

Use this for every brief. Different people need different drawings and models. Feedback leads to iteration.

Communication methods

Method	What it shows	Best for
Freehand sketches	Quick ideas, with notes (annotation)	Early ideas, explaining thinking
Isometric / perspective	3D view of the product	Showing what it looks like
Orthographic (third angle)	Front, side and plan with dimensions	Manufacturers: exact sizes
Exploded drawing	Parts pulled apart along lines	How it goes together
CAD render	Photo-realistic computer image	Clients and marketing
Systems / circuit diagrams	Inputs, processes, outputs; components	Electronics teams
Flowchart	Steps, order and decisions	Manufacture and quality checks
Models	Physical 3D: card, foam, 3D print	Testing size, feel and function

Models and prototypes

Model type	Use
Card / paper model	Quick, cheap, test size and layout
Foam (block) model	Test shape and feel in the hand
CAD model	Test fit, stress and appearance on screen; send to CAM
3D print / prototype	Accurate, can work; shows investors and users

Design strategies

Iterative design: design → model → test → evaluate → improve, round and round. **User-centred**: users give feedback at every cycle. **Collaboration**: work with others to share ideas and skills. **Systems approach**: think in inputs, processes and outputs. **Design fixation**: being stuck on one idea; break it with mood boards, random words, SCAMPER or looking at other products.

Answering feedback

For each comment: 1 say what the problem is, 2 give a specific change, 3 explain how it fixes the problem, 4 say how you would test it.

Studio Board

Do at least two Bronze briefs first. Write the client's name on your report.

Bronze

Workshop Team — BRONZE £100

“The workshop needs to know the exact sizes of every part of a shelf to make it.”

Marketing — BRONZE £100

“Marketing want a realistic picture of a new speaker for the website before it is made.”

Flat-pack Customer — BRONZE £100

“Customers must see how the parts of a bedside table fit together.”

Electronics Team — BRONZE £100

“Engineers need to see how a doorbell circuit is connected.”

Silver

Client: Mia — SILVER £200

“Feedback on your lamp: "It wobbles and the switch is hard to find in the dark." Suggest one change for each problem.”

Client: Tom — SILVER £200

“Feedback on your phone stand: "My phone falls out when I tap the screen." Iterate the design.”

Ergonomics Lab — SILVER £200

“You need to test how a new handle feels in the hand, cheaply and quickly, before any CAD.”

Design Team — SILVER £200

“The team keep drawing the same idea over and over. What strategy helps, and what is the problem called?”

Studio Board (continued)

Gold

Investor — **GOLD £300**

“An investor wants to see a working, accurate model of a new kettle to decide whether to fund it.”

Factory Manager — **GOLD £300**

“The factory needs to know the order of making steps and where quality checks happen.”

Client: Ade — **GOLD £300**

“Feedback: "I love the shape but it costs too much." Two changes that keep the look but cut the cost.”

Design Director — **GOLD £300**

“Explain to the director why your team uses an iterative approach.”

Platinum

Toy Company — **PLATINUM £500**

“Plan the communication for a new toy: one method for each of the client, the factory, marketing and the user testing panel. Justify each.”

Client: Lena — **PLATINUM £500**

“Feedback on a backpack: "Hurts my shoulders, too hot on my back, can't reach the bottle." Plan two iterations and how you would test each.”

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Design Notes

Name: _____ Mark in GREEN pen

Example: *Change: add rubber feet · Why: client said it slides on the desk, so feet add grip · Test: push test on a smooth desk.*

Client	Method or change	Why (linked to the audience or feedback)	How to test	Fee £

Design Notes (page 2)

Name: _____ Mark in GREEN pen

Example: *Change: add rubber feet · Why: client said it slides on the desk, so feet add grip · Test: push test on a smooth desk.*

Client	Method or change	Why (linked to the audience or feedback)	How to test	Fee £

TOTAL EARNED: £_____ Rank: Junior Designer · Designer · Senior Designer · Creative Director (circle)