

## **MATERIALS & TECHNIQUES**

Choice of materials  
Processes used  
Use of technology  
Production/construction methods  
Skills demonstrated  
Cost

## **AESTHETICS / STYLE**

Visual impact  
How much emphasis has been placed on  
the appearance of design  
Influences of other designers/design  
movements  
What makes the work distinctive  
Designers' 'trademarks'  
Sources of inspiration  
Detail  
Decoration

## **DESIGNER & DESIGN**

**When** (History)  
**How** (Process)  
**Why** (Concept)  
**Impact** (Legacy)

## **TARGET MARKET / AUDIENCE**

The market /audience the design is  
aimed at  
Consumer type  
Client  
Age group  
Gender  
Income bracket  
Interests  
Location

## **FUNCTION / FITNESS FOR PURPOSE**

Effectiveness  
Durability  
Practicality  
Wearability  
Safety  
Ergonomics/user-friendly

**MATERIALS & TECHNIQUES**

**AESTHETICS/ STYLE**

**TARGET MARKET / AUDIENCE**

**DESIGN**

**FUNCTION / FITNESS FOR PURPOSE**