

<p>Substitute one thing for another</p> <p>Combine with other functions, materials or things</p> <p>Adapt the design so it can be used for some other purpose</p> <p>Modify, Magnify, Minimise elements of its design</p> <p>Put the design to other uses</p> <p>Eliminate, Elaborate, Enhance some part of the design</p> <p>Rearrange, reverse sections or move parts around</p>	<p>Design Brief</p> <p>In 10 minutes, list a range of possible design improvements and their benefits for your product. Produce an annotated sketch of one or two of these ideas to present to the group.</p> <p>PRODUCT: _____</p>
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Substitute one thing for another
Questions: What kind of alternate material can I use? What part of the design could be substituted for something else?

Your improvement:	Benefit:

Combine with other functions, materials or things
Questions: What could be added to the design the design to make it different?

Your improvement:	Benefit:

Adapt the design so it can be used for some other purpose
Questions: What aspects of the design can be adjusted so it fits another purpose?

Your improvement:	Benefit:

Modify, Magnify, Minimise elements of its design
Questions: What if I exaggerate or modify a component? How can I make it larger or stronger? How can it be made smaller or shorter?

Your improvement:	Benefit:

Put the design to other uses
Questions: Who else might be able to use this design? What else could it be used for other than its original purpose?

Your improvement:	Benefit:

Eliminate, Elaborate, Enhance some part of the design
Questions: What can be removed? What can be expanded or developed upon further?

Your improvement:	Benefit:

Rearrange, Reverse sections or move parts around
Questions: How can the layout or pattern be changed? Can I interchange any components? What can be turned around?

Your improvement:	Benefit:

S
C
A
M
P
L
E

Substitute one thing for another

Combine with other functions, materials or things

Adapt the design so it can be used for some other purpose

Modify, Magnify, Minimise elements of its design

Put the design to other uses

Eliminate, Elaborate, Enhance some part of the design

Rearrange, reverse sections or move parts around

Choose one or two of your design improvements. Produce an annotated sketch of the product and render it to show design elements such as material, texture and scale. Make the sketch large enough to be seen clearly when presenting your ideas.

