



Using ICT to Research:

What are the main advantages of using computers to research?

Access: to millions of websites and sources of information at a click of a button

Faster: Reduces time taken to gather information. Text and images can be seen on screen instantly

Clearer: Improves Communication

More Efficient: Specialist magazines can be viewed online- saves buying them

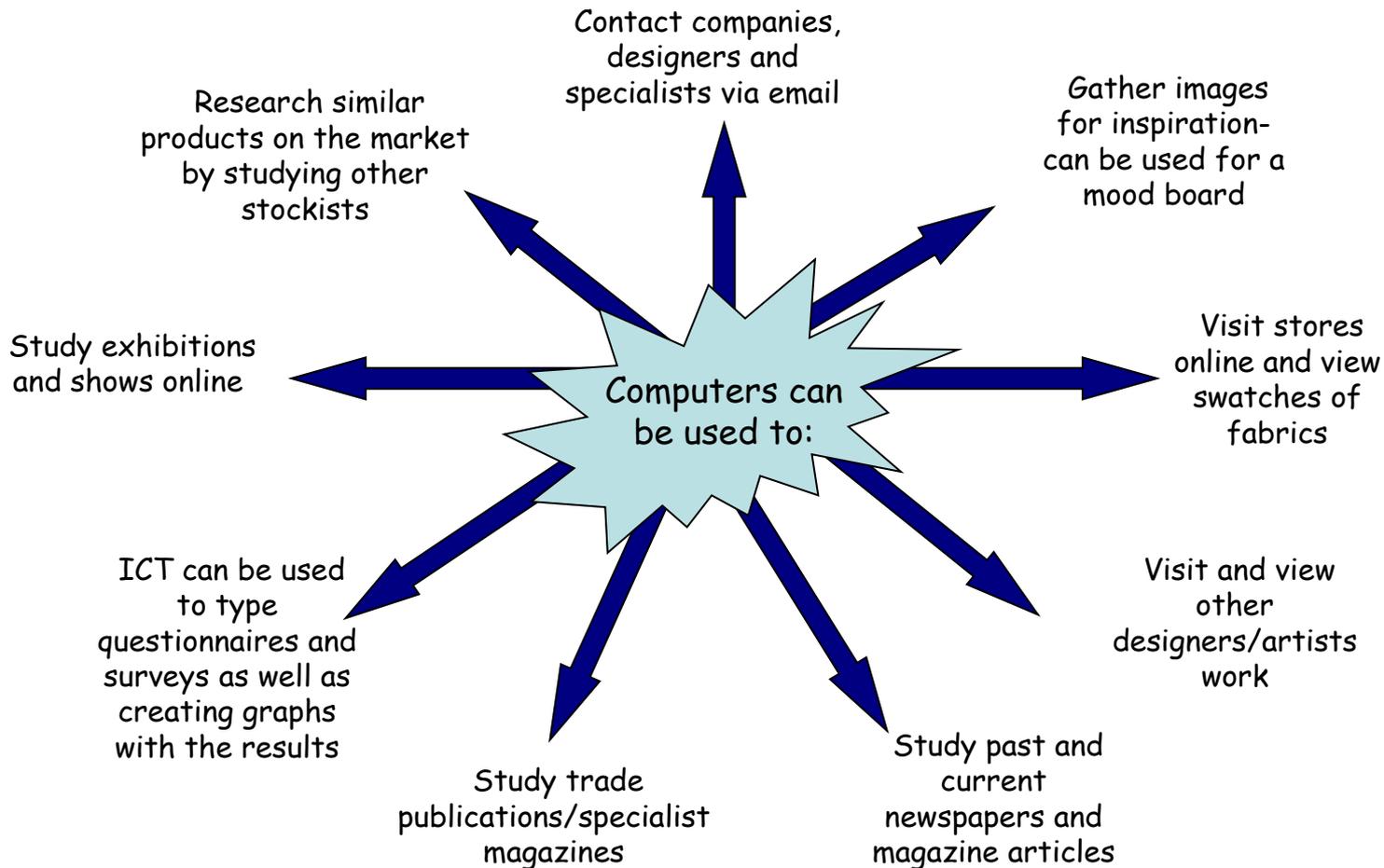
What are the main disadvantages of using computers to research?

Start up cost (cost of equipment/computers) can be expensive

Viruses and power cuts can often destroy work

Not all information on the internet is reliable and accurate. Not all information can be trusted!

Some examples of how computers can be used to Research.....



Some examples of how computers can be used to Research.....

The screenshot shows a Microsoft Internet Explorer browser window displaying the Next website. The browser's address bar shows the URL http://www.next.co.uk/shopping/women#LID=01_02_01. The website's navigation bar includes links for Home, Quickshop, My Account, and Find A Store. The main content area is titled "Women's Clothing" and features three main sections: "Smart Casual", "Casualwear", and "Tailored Looks". Each section includes a photograph of a woman wearing a specific outfit, a brief description of the style, and a "View Collection" link. The "Smart Casual" section describes a "clutch of intriguing new fashion themes". The "Casualwear" section describes a "laid-back modern style". The "Tailored Looks" section describes "sharp lines and sleek silhouettes". To the right of these sections is a "Search By..." menu with categories like "Women's Cardigans" and "Women's Bags". Below this is an "About... Women's Clothing" section with a paragraph about the brand's offerings. The browser's taskbar at the bottom shows the Start button, the current page title "Women's Clothing | ...", and the system clock showing 18:14.

Women's Clothing | Womens Dresses | Women's Skirts | Next Official Site - Microsoft Internet Explorer provided by Orange UK

File Edit View Favorites Tools Help

Back Search Favorites

Address http://www.next.co.uk/shopping/women#LID=01_02_01 Go Links

next Home Quickshop My Account Find A Store Help

0 items - £0.00 View Bag :: Checkout

Women Men Girls Boys Shoes Brands Sports Home & Furniture Electricals Flowers & Gifts Offers

Home / Women's Clothing

Smart Casual



Everyday and everywhere: a clutch of intriguing new fashion themes to wear any time, any place. [View Collection](#)

Shoes, Sandals & Boots

Casualwear



Laid-back modern style: comfortable, easy-to-wear looks for leisure-time and weekend wear. [View Collection](#)

Swimwear

Tailored Looks



Sharp lines and sleek silhouettes: confident contemporary style that means business. [View Collection](#)

Gerri At Next

Search By...

- Women's Cardigans
- Women's Bags
- Women's Trousers
- Women's Tops
- Women's Jackets
- Maxi Dresses
- Maternity Clothing

About... Women's Clothing

Along with fantastic women's dresses, women's jeans and women's shoes you will find the hottest looks of the season throughout our entire women's clothing collections.

Our stylish fashion ranges also include lingerie, glamour dress, women's swimwear and much more. You will also find maternity, plus size, tall and petite collections online today.

So, from women's trousers to tops and women's skirts to shirts, you'll love shopping for all the latest trends online at Next. Enjoy our standard next day delivery on ladies clothes when ordering

<http://www.next.co.uk/shopping/women/casualwear> Internet

start Women's Clothing | ... 18:14

CAT research?

Pages 1 and 2 in your folio

Page 1

Copy your brief here.

Write a description/profile of your target market in this space.

Write a summary of all the research you have carried out prior to starting the task. Try and identify the main factors which will influence the design and development of your product.

Research strategies might include:

- The evaluation of existing similar products
- The results of a questionnaire or interview (if appropriate).
- Where the product fits into the market place.
- All relevant details for example, colour, style, costs, materials

This space is for a detailed analysis of a competitor product - ie, the probable specification of the product. Use the same criteria as you will use for the specification: *aesthetics; function; quality; size; safety; scale of manufacture; construction details; decorative techniques; materials; environmental /sustainability issues.* Include a picture or sketch if you want to. Consider all the important aspects that might influence your design thinking.

Once you have finished all the analysis and research, summarise your thoughts and write your own design brief outlining exactly what you will make and why.

WJEC DESIGN & TECHNOLOGY CONTROLLED ASSESSMENT TASK	CENTRE NUMBER	CANDIDATE NAME	CANDIDATE NUMBER	Date Page Started	Date Page Finished	Time Taken for Page	Total Time	PAGE 1
<p>State the Initial Design Brief that you are going to solve.</p> <p>Fashion is constantly changing and the demand for innovative new styles and products ever increasing. A local store, specialising in promoting the work of local designers, needs replacement products for the new season.</p>				<p>Provide details of the results of your analysis of a competitor product.</p>				
<p>Provide details of the Target Market for your product.</p> <p>I have decided to design a range of party dresses for young girls aged between 2 and 7 years old.</p> <p>As parents particularly 'mothers' are most likely to be buying the clothes for the little girls I will have to consider the needs of both age groups.</p> <p><u>Girls aged 2 to 7 years old.</u></p> <p>Even though my target customers are very young I believe they like fashionable clothing which can be quite similar to the styles available to adults. I think fussy styles which have lots of flowers, beads and frills appeal to them, often something that makes them feel like a princess.</p> <p><u>Parents</u></p> <p>The parents' choices may be quite different. They may not have a lot of money to spend, so good value products are important. They often buy their clothes in supermarkets but they would still like to have something eye catching to make their little girl feel special. They quite often lead very busy lives so something that can be washed and dried easily would be better.</p>				 <p>Aesthetics: Pretty, nice choice of colour.</p> <p>Function: Party dress for a little girl.</p> <p>Materials: It has a chiffon top layer with a satin underskirt and bow. The materials especially the shiny materials would appeal to little girls.</p> <p>Size: Available in lots of sizes up to age 10</p> <p>Quality: It looks very well made. The beads on the bodice are sewn on securely.</p> <p>Scale of manufacture: I don't think a lot of these have been made so it's probably batch production because of the beading and embroidery</p> <p>Decorative techniques: beading which has been sewn on properly. The skirt has embroidered flowers on it. This is something I can do on my dress, either appliqué or a print effect.</p> <p>Environmental issues: The materials are synthetic. The dress could be passed on to someone else or it could be restyled or made into something else when it gets too small. It says on the label it can be washed.</p>				
<p>Provide details of the results of the research that you have carried out into the problem.</p> <p>From looking at a variety of dresses on the high street, I can see that a wide variety of colours, styles and prices are available. Quite often you can buy a good value dress in a low budget shop like Peacocks which looks quite similar to the ones I saw in a more expensive shop like Monsoon. The styles are similar but the cheap ones have less detail and the materials used look and feel cheaper. Most of the dresses I saw were machine washable. I will use this information when I start designing.</p>				<p>State the Final Design Brief that you have decided on.</p> <p>I have decided to design and make a party dress for young girls aged between 2 and 7 years old. The style of the dress needs to make them feel special when they wear it. It needs to have something different about it that makes it stand out from the dresses that are already available on the high street.</p> <p>It needs to retail below £30 which will make it affordable for the parents. It also needs to be washable and easy care.</p>				
<p>Teacher's Justification SAM</p>								<p>FINAL MARK</p> <p>○</p>

CAT research?

Research

There are many different ways of conducting research:

Primary research – things you find out for yourself – more reliable, but not always the best use of your time.

Secondary research – information gained from others – might be less reliable but quicker to find out what you need to know.

Whatever research you conduct, make sure it is **relevant** to your needs.

Collate your information in a sketch or note book. You will need to analyse your findings to record on page 1.

Draw a mind map to help you decide what you need to find out, where you will find the information and the actions you need to take to find the information.

Product Analysis

Designers often look at existing products to see what works well and what doesn't. This is an effective way of developing new products. Someone else has done some of the hard work for you. You can build on the good features and reject the poor ones.

You need to find a product that is **similar** to the one you would like to make. Analyse it using the set criteria that you have practiced in class. You can refer to the same headings as set out in the ACCESS FM list.

- **AESTHETICS**- Comment on the appearance of the product, colour, style, texture, attractive.....
- **FUNCTION** – What is the product meant to do? How does it function? What features has it got which will enable it to do the job?
- **QUALITY**- How well has it been made? Are the materials good quality / suitable? Why? Has it got a good finish? How can you tell?
- **SIZE** – What size is it? Is this appropriate? Consider anthropometric data; ergonomics.....
- **SAFETY** – How well has it been made? Can you identify any safety features? Labelling? Will it safely do the job it's intended to do? How can you tell?
- **SCALE OF MANUFACTURE** – What do you think is the most likely scale of manufacture? Why? Is this the best method?
- **CONSTRUCTION** – Is the construction straight forward? Could it be simplified? How? Why? Is the construction method used the best method? Are there alternative methods? How many parts has it got? How many different components can you identify? Does it need all these?
- **DECORATIVE TECHNIQUES** – Can you identify any decorative techniques? Which ones? Are these suitable or are there better alternatives that could have been used?
- **MATERIALS** – Identify the materials. Are they suitable? Why? Sustainable source?
- **ENVIRONMENTAL / SUSTAINABILITY** – Is it from a sustainable source? Can it be recycled? What is the environmental impact?
- **LIFE CYCLE** – Think about the 'cradle to the grave' - from fibre source, through use/care of the product, to final disposal.
- **PERFORMANCE** – What features has it got that will enable it to do its job? Will it perform as it should? How? Why?
- **TARGET MARKET** – Who is it designed for? Will it meet the needs of the target audience? Explain.
- **COST** – If you know the price, is it competitive/ cheap/expensive? Explain.

You do not need to write about all of the criteria listed above. Be selective and chose criteria that will help you the most with your design!