

Level 2 AS 91354 - Brief Development (4 Internal)										
Achieved							Merit		Excellence	
Identify an issue as a result of exploring the context	Determine a need or opportunity and associated stakeholders	Reflect ongoing consideration of the social and physical environment where the outcome will be developed and situated	Reflect ongoing key stakeholders' opinions	Describe the outcome to be developed and explain why such an outcome should be developed	Explain the physical and functional attributes required for an outcome	Produce a final brief comprised of a conceptual statement and specifications	Prioritise social and physical environmental considerations related to where the outcome will be developed and situated	Reflect ongoing feedback from key and wider stakeholders	Describe the outcome to be developed and justify why that particular outcome should be developed	Justify the specifications in relation to the physical and functional attributes required for an outcome
<i>Establish issue through exploration of the context and narrowing down of options:</i> - Research of context, collation of potential issues - PMI Charts of potential issues	<i>Decide on your need/opportunity and explain its purpose in an Initial Brief</i> - Stakeholder Cross Chart identifying who they are, significance, impact, concerns they bring etc	<i>Analysis of:</i> - Work environment - detailed analysis of where outcome will be developed and list confines. Identify available resources (time, space, materials, support) - Location research - detailed plan of where it will be used with list of key features and concerns Ongoing decisions show consideration of social and physical environment	- Questionnaire(s) of SH - summarise in list of key needs and preferences of key stakeholder Ongoing SH feedback gathered and reflected on throughout research of: - Existing Ideas Analysis - Materials and Joining methods research - Colour Research Decisions show evidence of this reflection and identified needs are shown in attributes	<i>Personal Statement describing what the outcome needs to do and how it will solve the identified issue</i>	<i>Identified Attributes are explained in relation to the issue showing consideration to:</i> - where the outcome will be developed, situated, ethical, cultural, legal, economic, historic, future trends, feedback, resources	<i>In depth Brief demonstrating:</i> - Context - Issue - Need/Opportunity - Constraints - Conceptual Statement - Functional and Aesthetic Specifications (Measurable) Explanation for each specification given linked to outcome FFP Quality Control and Quality Assurance considerations demonstrated for each specification QC - what steps are in place to ensure QC of specification QA - How will you undertake QA? Tests etc?	<i>Explore a broad range of issues related to location</i> Prioritise issues showing consideration for current and future priorities	<i>Wider stakeholder feedback gathered and reflected on throughout assignment</i> - Mitre 10, family, teachers, visitors, peers etc Feedback gathered is used to justify design decisions	<i>A statement describing and justifying the need for such an outcome with evidence from research, Stakeholder Questionnaires and modelling/testing</i>	<i>Justifications of specifications are convincing, detailed and supported with ongoing evidence</i> Justifications show how they meet the needs of the final outcome