**Specification**

**Graphics –** What graphics do you intend to use and where. If your product is themed you would base the graphics around that. Think about what will be the main focal point for the graphics and if you have more than one product with graphics on, it still needs to tie in with the rest.

**Aesthetics –** How do you intend to make the product appeal visually ? yes you are going to use graphics and typography but you need to consider shape, form, symmetry and balance. How can you use these to make your product aesthetically pleasing to the eye ?

**Typography –** What style of typography do you intend to use, serif, san serif, script or decorative ? This will depend on your end user !

**Colours –** What colours do you intend to use, bold and bright or subtle. This depends on your end user, young children won’t want to look at dull and subdued colours !

**Sizes / dimensions –** How big is your product going to be ?, will you make it from standard size stock such as A3, A2 or A4 ? Can your product be stored, transported and stacked on shelves ? if not how do you intend to over come this (flat pack ?)

**Materials –** What parts will be made from paper, what parts will be made from thin card, what parts will be made from thick card, what parts will be made from board, what parts will be made from plastic ?

**Cost –** How much do you intend to sell your product for or how much will it cost to make ? this will affect your materials selection

**Function –** What will it do?

**Reliability –** How can you make sure that you product will be reliable and work. Will you use durable materials ?, will you coat the card with a protective coating to make sure it stays in good condition ?

**Safety –** If your product is for small children, have you checked to see what standards it should meet ? Are you going to make sure there are no sharp edges ?

**End user –** Who is your product aimed at ?, young or old ?, do they have any disabilities ?

**Life in service –** if your product is for promotion it’s life in service may only cover a few months but if it’s a board game it may have to last twenty years

**Quality –** How do you intend to make sure you end up with a quality product ? Will you check that parts fit together such as a base and lid ? will you use jigs to help you make items accurately ?

**Environment –** How do you intend to have an environmentally friendly product ?, will you use re-cycled card, will you use water based or solvent glue ? Are you going to use paper from a managed forest ?

**Production techniques –** This splits into two parts ; 1) how you will make your prototype in school include if you intend to make any jigs. 2) if you were to make the product for real what printing techniques would you use, would you would you emboss any parts, die cut any parts ?

**Industry –** If your prototype game was successful, how many would you make ?, would you batch produce say 5,000 or mass manufacture 35,000.