**ASSESSMENT OF COURSEWORK MARKS NAME:**

CRITERION1: Investigating the Design Context

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|  | MB | M |
| Discrimination shown when selecting and acquiring relevant research that will promote originality in designing | 7/8 |  |
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| Excellent understanding and analysis of the design context |

 | 7/8 |  |
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| Good understanding and analysis of the design context |

 | 5/6 |  |
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| Basic understanding and analysis of the design context |

 | 3/4 |  |
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| Limited understanding or analysis of design context |

 | 0-2 |  |
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| Detailed analysis of relevant existing products or systems undertaken related to design intentions |

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| --- |
| Good analysis of relevant products or systems undertaken |

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| Some analysis of related products or systems undertaken |

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| Minimal analysis of other products or systems undertaken |

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| Comprehensive analysis of relevant and focused research undertaken |

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| Good analysis of relevant research and context |

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| Made a superficial analysis of most of the research material and the context |

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| Provided little evidence of research and analysis of context |

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| Clear and specific design criteria identified, reflecting the analysis undertaken |

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| Design criteria which reflects the analysis undertaken |

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| Design criteria reflects most of the analysis undertaken |

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| Design criteria is very general and lacking in any detail |

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| Target market identified and the intended consumer/user profiled  |

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| Target market for product has been identified  |

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| Some consideration has been taken of the likely consumer/use  |

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| Limited understanding of the target market/user evident  |

 | 0-2 |  |

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| MARK: |