



Who?: S3 Art and Design

What?: Scent Bottle Designs

Why?: To focus on one area

When?: All of June 2020

How?: Investigating Professional Designs

LI: We are going to try and understand how designers **BALANCE** the elements of **FORM** and **FUNCTION** when designing any new product

LI: We are going to try and understand that a **FUNCTIONAL** object can be made more interesting by thinking about its **FORM**

SC: We will be able to apply this knowledge to design our own new product, balancing **FORM** and **FUNCTION** in our solutions

SC: We will be able to produce a set of instructions to help us design for a specific **TARGET MARKET**

Today's Tasks (3 & 4) – Market Research & Design Brief

MARKET RESEARCH

As Designers, we must think carefully about what a specific TARGET MARKET will want and need from our design.

The best way to do this is to look at the products that have already been designed for that Target Market.

Task 3: MARKET RESEARCH - Collecting Examples

- Go round the house and ask you family members if you can borrow any perfume or aftershave bottles that they have.**
- Try to get at least 4 if you can.**
- If you cannot, don't panic! Just go online and search images of scent bottles and save 4.**

Using your 4 examples, fill out this table *on the attached “-S3 Bottle TableB.docx” Document*, following the example:



SCENT	FUNCTION: What is (are) the JOB(s) of the bottle?	FITNESS FOR PURPOSE: What MATERIAL is it made of? Why might that be important?	TARGET MARKET Who is most attracted to this design? Why?	ERGONOMICS: Which bits of the design are touched in normal use? Do any bits move to make something work? What are they? How do they move?
Clinique Happy For Men	Attract customer; contain liquid; Close/Open/Seal; Deliver measure of scent	Glass/Plastic. Attractive; Shiny; Sealed; Smooth; Safe; Strong	Males aged 29-50	Lid – Plastic; Rounded shape fits in hand; clicks on/off; 2 hands needed to open; Atomiser pushed to squirt 1 spray; Can be sprayed with 1 hand; Shape & Size fit palm of hand
Marc Jacobs Daisy				
Calvin Klein CK1				
Jean Paul-Gaultier Fragile				

Task 4: DESIGN BRIEF – Personal Set of Instructions

You are now going to choose a scent bottle that already exists, and re-design it, using what you have learned so far.

Firstly, we write down a short, (brief), list of instructions that help us focus on what we are designing. We use the same headings from above and add a few more that will also help. Here is an example:

Art and Design National 3/4 Design Brief: Clinique Happy Scent Bottle Name: Fab McDesigner Class Teacher: The Nice One		<i>Example Brief with suggestions of how to approach each section. Please do not copy directly</i>
What are you designing? A scent bottle to hold 100ml of liquid.	Health & Safety: Must have a steady base so it doesn't spill easily No sharp or rough edges Must Spray safely Hand should not catch opening/closing lid	
Client & Target Market: Clinique Cosmetics Targeting Males (and those buying for males), aged 29-50 who earn above-average wages because the aftershave costs £52.00 per 100ml. Perhaps those who don't like popular labels		
Function: Bottle must be attractive on the shelf in store and at home. Must contain 100ml liquid safely. Must have a lid to protect the spray mechanism. Lid must seal to prevent evaporation. The colour Tangerine Orange is essential. Must be able to see into liquid somewhere to see volume remaining. Name "Clinique Happy for Men" must be clearly visible.		
Ergonomics: Must fit in hand comfortably Spray must operate 1 handed, easily Must be easy to grip and not drop, even when wet Spray 'button' size must suit average finger/Thumb Lid must audibly click to signal closed/open	Fitness for Purpose: Must be waterproof Must look expensive and desirable Must be easy to open/close Must seal contents when not in use Must be durable enough to last Lid must cover spray for use when travelling	
Materials/Costs/Sustainability: Must be waterproof and hold 100ml of liquid Lid & bottle can be different materials, (both recyclable) Material & Manufacture costs up to £8.50 maximum Materials should be of quality and aesthetic to promote the brand positively and make attractive ornament after scent is finished.	Theme: Simplicity Scent of Oranges Sophistication	

On the left is an example of how to complete a simple Design Brief, using this Clinique Happy bottle



On the right is a copy of the blank Design Brief doc that we want YOU to use.

**It is called
 "N3-4 Design Brief Template"
 And is attached to this
 Assignment**

Art and Design National 3/4 Design Brief: Name: Class Teacher:		<i>This Form is Very Important: PLEASE STORE SAFELY IN YOUR FILES</i>
What are you designing?	Health & Safety:	
Target Market:		
Function:		
Ergonomics:	Fitness for Purpose:	
Materials/Costs/Sustainability:	Theme:	

When you have finished:

- **Task 3: MARKET RESEARCH** “-S3 Bottle TableB.docx” and
- **Task 4: DESIGN BRIEF** “N3-4 Design Brief Template”

Please submit/return these completed files to your teacher using Teams/Email.

If you have any problems at all, please contact your teacher for help and we will reply within 24 hours Mon-Fri.

Coming next...?

Consideration of:

- **SAFETY**
- **Aesthetics** – Colour? Texture?
- **Typography** – Font? Size Colour? Bold? Italic? Position?