

The Design

Design Brief: You need to come up with a design for a key ring that is personal to you.

Step 1: look at this Key ring, can you identify any good points, bad points and suggest any improvements to it:



The challenge: We are going to go through the design process in order to come up with awesome new product concept.

Step 2: Based on what you have identified in **step 1** can you now come up with a better idea? Draw it here! Draw as many designs as you want, just remember to identify and explain all of the good and bad points. It's ok to draw something you don't like! Just say why you don't like it.

Here's how to hit the high marks!

When identifying a point (in both step 1 and step 2) make sure you explain that point! Give me a reason why!

Example: The key ring could be more colourful, because some people might have a favourite colour.