

## **Analysis/Motivation/Context**

Is the concept to be explored relevant to human needs and/or desires (have people been observed and conclusions been drawn from the observation)?

Are actionable conclusions drawn from the research (are the facts so laboriously mined actually used to inform the concept development and design process)? A

Have the actual market forces and the potentially conflicting (!) design-drivers been understood (children's toys: user = child, buyer = parents / commuter train: user = commuters, buyer = regional government / asthma respirator: user = patient, buyer = health authority / domestic lighting: physiologic light quality not very important for buyer and not very important for reseller)?

## **Synthesis/ Evaluation/ Iteration**

Is the chosen design process in tune with the chosen objectives (designing a self-erecting tent is futile without mock-ups and kinetic engineering input – “helping the world” is not good enough)?

Is the design consequent in either its novel or non-novel implementation (a novel or radical aesthetic may please fellow designers and exhibition curators but can be economically disastrous, while a trend-oriented strategy can be perfectly justifiable and profitable)?

Is a sufficient conceptual and formal aesthetic breadth explored, before any narrowing-in occurs? Is the chosen aesthetic strategy communicated, discussed and followed through/refined?

Are technologies, processes and materials involved questioned and does the design do them justice (forcing wood to look like a metal construction / milling 80% of an aluminium block into waste, etc. / using sheet metal across its molecular axis / etc.)?

Are relevant post-industrial design aspects addressed and/or realised (society, environment, economy) Has the design commercialisation potential (will it sell or just please fellow designers and exhibition curators = is it industrial design or a kudos-collecting marketing gimmick)?

## **Realisation/ Presentation/ Communication**

Was the result executed at a level that all aforementioned aspects can be judged (can it be manufactured or is it only a prototype, does it work or is it only a simulation, is the finish professional or only indicative, is the detailing precise or only suggestive)?

Is the project communicated properly (elevator pitch presentation vs. elaborate report lecture / cohesive presentation that convinces vs. elaboration of data-mined factoids /is the story told suggestive and consequent / is the presentation enticing enough to warrant reading of the project report / is the project report well-structured, comprehensive and designed to inform and please the reader)?