

## The Key Concepts of Design Technology

Key Concept	Explanation
<b>User</b>	Pupils should have a clear idea of who they are designing and making products for, considering their needs, wants, values, interests and preferences. The intended users could be themselves or others, an imaginary/story-based character, a client, a consumer or specific target group.
<b>Purpose</b>	Pupils should be able to clearly communicate the purpose of the products they are designing and making. Each product they create should be designed to perform one or more defined tasks. Pupils' products should be evaluated through use.
<b>Functionality</b>	Pupils should design and make products that work/function effectively to fulfil users' needs, wants and purposes.
<b>Design Decisions</b>	Pupils need opportunities to make their own design decisions. Making design decisions allows pupils to demonstrate their creative, technical and practical expertise, and draw on learning from other subjects. Through making design decisions pupils decide on the form their product will take, how their product will work, what task or tasks it will perform and who the product will be for.
<b>Innovation</b>	When designing and making, pupils need support to be original with their thinking. Projects that encourage innovation, lead to a range of design ideas and products being developed and are characterised by engaging open-ended starting points for learning.
<b>Authenticity</b>	Children should design and make products that are believable, real and meaningful to themselves i.e. not replicas or reproductions or models. which do not provide opportunities for children to make design decisions with clear users and purposes in mind.