GCSE Graphic products research tips

There are lots of areas to cover but your research section is only a small part of your coursework. Ensure you only submit relevant annotated research. Annotate means to note and to explain.

Primary research

- **Interviews**
  - o Interview your target market and end users.

- **Visits**
  - o Visit where your product will be used or sold. Take photographs and document data from the place such as measurements.

- **Questioners**
  - o Run surveys on your users or clients to find out what they want or require. (See point 1 below!)

- **Evaluate existing products**
  - o Take apart existing products and see how they are made and constructed. What are there measurements? (See point 2 below!)

Secondary research

- **The Internet**
  - o Use the internet to find products and prices and information.

- **Books**
  - o Use the library to research via books.

- **Newspapers**
  - o Use newspapers and magazines as these will show current trends and fashions. Use CD ROMs and digital data.

- **Note**
  - o Do not do all your research on the internet, it may seem easy but you will need to expand your research in order to gain top marks.

1. Questionnaires

- Questions should be very clear so not to confuse and they should not be open ended.
- Ensure questions do not offend different cultures or religions.

- Tick box questions are ideal to avoid confusion and allowing you to interpret the questions easier. However occasionally this is not possible.
- Keep questionnaires short and sweet ten questions max.
- Collect your information in excel so you can then interpret your data easier.
- Compare your findings in a visual way show pie charts, line charts, bar charts, etc. This will enable you to clearly see any trends.

2. Evaluate existing products

In industry designer evaluate existing products to see if they were successful or good designs. When evaluating existing products you should note the following:

- You should describe the product and how the graphics and fonts are used to promote it?
- Is there any important information on the packaging?
- Who will use the product; break them down into age, sex, target group, social economic group, likes, dislikes, etc?
- Explain the need for the type of packaging; does it protect, preserve, etc?
- Do we use this product only at certain times if so why? E.g. Christmas, birthdays, etc.
- Draw diagrams or use thumbnail photos to explain how the product works and how it fits together.
- What industry manufacturing processes where used within this product? E.g. digital printing, embossing, etc.
- Where is the product to be sold?
- Where is the product used?
- How much does it cost?
- How safe and hygienic is it?
- Label all your diagrams, step 1, step 2, etc.
- Relate your specification points into the evaluation, how could these points help the development of your product?
- Try comparing one product against another? E.g. Gorillaz music packaging against another band.