**Brief Writing**

1. Outline situation or scenario.

*Example: World’s longest lunch*

1. Outline the; who, why, what, when, where.

**Who**

Who has asked you to prepare the product? This might be an individual or a representative of an organisation. Remember to outline or describe some background information about who the product is being prepared for to inform the reader.

Who is the product for – the number of people, as well as any special nutritional or cultural requirements?

Who will the product (food items) be aimed to?

**Why**

Why is the product needed? Discuss the reason or purpose/ occasion the product needs to be prepared.

**What**

What needs to be prepared? This should be a simple outline or general statement about the product. For example finger food, a 3 course dinner or sample menu (to avoid unrealistic quantities of food being served).

**When**

When the product is to be prepared by or served or available or time of year, season, time of day.

**Where**

Where the product is to be served, displayed or used.

1. Using the 5 Ws… write a draft of your brief.
2. Now you need to include the following dot points throughout the brief. These should be hidden in some way, so you are **not** going to write: “Mary has asked me to make a range of 4 to 6 food items” you would write: “Mary has asked me to make a selection of food items”. Below is a chart of words and examples that can help.

– A range of 4 to 6 food items.

– Use at least 4 different complex processes in the production work to produce high quality food.

– Use 2 to 3 different preservation techniques to preserve 2 or 3 of the food items.

– Use a range of preparation, processing and cooking techniques.

– A quality, creative, innovative product.

|  |  |
| --- | --- |
| VCAA requirements | Ideas for rewording-intention of task |
| 4-6 food items | The marketing department has approached me to develop a product with a range of food items that can be used to promote the use of lemons as a key ingredient in recipes |
| Sensory Properties | Standards, Quality  Indulgent designs but also unique tastes. |
| 2-3 methods of preservation | The timing of each course will be crucial to the success of the meal and where possible some items should be made with long-term keeping qualities to help with service on the day.  Or  They have stated that some of the products must have good keeping qualities and some must have a long shelf life so that they can be prepared well in advance of the afternoon tea. |
| Complex processes | Variety/ skill development  He is making his range of desserts of high quality and showing variety in skill and processes. |
| Range of preparation, processing and cooking techniques. | Range, textures  As well as a variety of wet and dry cooking methods. |
| Quality, creative and innovative product | Have an element of creativity and indulgence. |

**Criteria for Evaluation Writing**

You now need to use the information in your design brief to develop the criteria for evaluation.

The first step in developing the criteria is to identify the specifications (considerations and constraints) in your design brief.

1. On your design brief underline or highlight the specifications. Alternately you could make a list of the specifications. It is important that these are clearly identified.

2. Using the specifications identified, develop approximately 5 to 6 relevant evaluation criteria questions. If you have a lot of specifications you might want to combine more than one specification into a question. As the theme is the focus of the task then the criterion that relates to this should be listed first. Make one criterion about Sensory Properties.

**A few things to remember:**

The questions must be relevant to your design brief.

These questions will be used to evaluate the set of food items as a single product rather than individual items once you have completed your production work.

They must be written as questions.

Develop a range of criteria that include questions on the theme and the overall product and not just questions based on the scope of the task.

Questions should start with: Are, were, Did, Do or Was….