

# Instructions

## Situation

Cycling has been described as the most efficient and environmentally friendly form of transport. People of all ages cycle using many different designs of bike. Bikes provide a fast, convenient and inexpensive way to commute avoiding the congestion and traffic jams in cities. The popularity of cycle races like the Tour de France has increased participation in many different cycle sports – and those who live close to a velodrome don't even need to get wet when riding! Mountain biking is not for the faint hearted, but is really exciting with great views and fresh air as an added bonus. But cycling depends on all sorts of products to make the activity better.

For instance:

- We need to carry things on bikes. How can we do that?
- Safety is very important. How can we improve cycling safety?
- Security of your bike, and all its accessories, is very important too. What could you design to help improve cycling security?
- Cycling is a great form of exercise and it is important to get the appropriate nourishment and hydration. What type of food and drink products would help you when out on a bike?
- Clothing needs to be comfortable and functional but these days it can also incorporate miniature electronics, lights and communication devices. What opportunities do these offer for some innovative designs?
- Bike maintenance and storage is often a problem. How might you improve this?

But these are only suggestions to get you thinking – if you are a cyclist you will have your own ideas of what could make your cycling life better. If you are not a cyclist, why not go and talk to friends and relatives who are and find out what they have always wanted but has not yet been designed!

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## What you need to do

1. Investigate the aspects of cycling that interest you.
2. Come up with your own design brief and specification.
3. Develop your idea to a point where you can explain to others how your idea would work and could be made.
4. Make a video, maximum of 2 minutes, to explain your idea, the design process and your final proposal – sketches, drawings, models or products.
5. Submit your entry to the Great British Makeoff website ([www.GBMakeOff.co.uk](http://www.GBMakeOff.co.uk)) before October 24th 2014.

Your D&T teacher will be able to support you with these tasks and provide advice along the way.

## Judging

When making their decisions, judges will be looking at each video to see if:

- it demonstrates an understanding of the context of cycling
- a genuine need or opportunity for designing has been identified
- an appropriate brief and specification have been developed
- initial thoughts and ideas have been developed, improved and/or refined
- the design proposal is for a new idea or is an improvement on an existing idea
- the design proposal demonstrates creativity and innovation
- consideration has been given to how the design might be made
- sustainability has been considered.

You may want to consider these points when coming up with your design.

