

PROCESS BOOK

SET W09 · MON NOV 23

DUE W12 · MON DEC 14

8% OF FINAL GRADE

CRITICALITY + AGENCY

The long form of the showcase: the whole term's process, carrying the research, the iterations and the decisions behind what you presented. It follows the process-book convention you already know from the Design Cores, so the format needs no teaching. One thing does: a process book defaults to chronology, and chronology is the weakest possible version of it. What makes this worth reading, and worth marking, is the record of what you chose and what you rejected, with the reasoning. Organise it that way and the section headings do most of the work.

YOUR NAME	SECTION	GRADE YOU'D GIVE YOURSELF

LEVELS 4 EXCELLENT 3 PROFICIENT 2 DEVELOPING 1 INSUFFICIENT

DESIGN		MARKED BY CM · 50% OF THIS INSTRUMENT			
CRITERION (WEIGHT) + INDICATORS	LEVEL	EVIDENCE: WHERE IN YOUR SUBMISSION?			
CONCEPTUAL DEVELOPMENT 20% - Rejected alternatives are shown, not just the path taken - The reasoning behind each turn is recorded, not reconstructed afterwards - The venture visibly travelled: the December version is not the September one - Includes at least one thing you were wrong about, and how you found out	1 2 3 4 ☐ ☐ ☐ ☐				
COMMUNICATION 20% - Organised by decision, not by week - A reader who was not in the room can follow the whole arc - The book is designed. It obeys your own system, like everything else you made	1 2 3 4 ☐ ☐ ☐ ☐				
EVIDENCE HANDLING 10% - The design work the model shaped is named, term-wide, and so is what you rejected from it - Shows what was checked, and against what source - The correction is visible in the work itself, not only described	1 2 3 4 ☐ ☐ ☐ ☐				
BUSINESS MARKED BY RS · 50% OF THIS INSTRUMENT					
CRITERION (WEIGHT) + INDICATORS	LEVEL	EVIDENCE: WHERE IN YOUR SUBMISSION?			
RESEARCH & VALIDATION 25% - The evidence arc is complete: discovery, testing, and what each one changed - Sources are cited and interview material is present, not summarised away - Shows the assumptions that did not survive	1 2 3 4 ☐ ☐ ☐ ☐				
PROJECT MANAGEMENT 15% - The dated cut list from W08 is here, with what happened to it - Scope decisions are recorded as decisions, with dates	1 2 3 4 ☐ ☐ ☐ ☐				
EVIDENCE HANDLING 10% - Which market and customer claims the model supplied, and which of those you actually tested - Shows what was checked, and against what source - The correction is visible in the work itself, not only described	1 2 3 4 ☐ ☐ ☐ ☐				

REQUIRED TO PASS, NOT SCORED

Conditions, not criteria.

- ☐ AI Use Statement attached
 - ☐ Submitted as one document, in a format both markers can open
 - ☐ Every source cited. The appendix is part of the book, not an optional extra
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WHICH DECISION WERE YOU MOST WRONG ABOUT?

Not the hardest one. The one where you now think you got it wrong. That entry is the point of the book.