

### 3. Design Brief and Specification

#### Concept



The problem I am going to attempt to solve will be the water problem; how can we ensure that everyone has access to safe and clean water? I am choosing this problem as I think that water is an essential part of human life and is vital to survive. It has many different uses, such as cleaning, increasing hygiene levels and hydration. There are many people living in poorer areas of the world who do not have access to clean water. I believe it is important to solve this issue because the amount of people who die per year (2.2 million) from water-borne diseases is shocking. These people should not have to suffer from the diseases that can be found in the water they drink and the distance they have to travel to find water.



My idea to solve this problem would be to make a dissolvable pill to put into water that can get rid of any harmful bacteria found in the water. It would be beneficial to people in countries who have a scarce amount of clean water available to them as it would ensure that the water they are drinking is safe and clean. It would also help prevent sickness and/or disease that occur more often than not when too much of the harmful water is drunk. The pill would be dissolved into the water before being filtered, then drunk. Another idea I had was to make a dirty water pump which would use heat to turn the dirty water to steam before being purified. However, I decided not to go with this idea as it already exists and my other idea is more creative than this one.

#### Design Brief

I would like for my end result to be eye-catching and have a catchy logo, to entice people looking at it. The logo should be bold and not too complicated as that will make it easy to look at and remember. I am going to be making a triangular stand to advertise my product. I would like for the final product to be blue or another colour like blue as then it will be relevant to the product I am making; I would also like for the logo to include the shape or image of something relevant to the product I am making. For this, I could maybe use a water bottle or bucket. I could potentially use negative space for my logo but I think that doing that would make my logo relatively complicated and time consuming.

#### Specification

Some ideas for my logo design include:

1. I think that the main colour of my design should be blue as it is the colour most people associate to water and it would be easy to show that my company/charity works with water.
2. My design should potentially be shaped in a way which resembles the thing my company/charity produce or something relevant to its use. For example: a water drop or tap.
3. I think that my designed logo should include the name of my company /charity and the name should be relevant to the problem I am trying to solve as well as not being excessively long.
4. It should also look unique, as many of the other water logos look very similar, and I would like for my designed logo to look different to other designs.

I hope to include these things in my finished design.