

Design rationale

Explain design choices against a brief or criteria

COMMON FORMS

Product, art, technology, architecture

TEXT SHAPE

Brief and user → decisions → evidence from testing → revision and evaluation

FEATURES AND LANGUAGE

Purpose language; criteria; causal links; technical vocabulary

PLAN AND TEACH IT

Link each choice to a user need or criterion. Use feedback or test evidence to explain revisions.

tone and register

Specific and reflective; distinguish intention from tested outcome.

LINKED CLASSROOM ACTIVITIES

Try: Plan from the Prompt · Write a Limitation · Evidence Caption

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Explain design choices against a brief or criteria.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.