A defining feature of design and technological activity is that it is context dependent, as are the outcomes of such activities.

The role of the contextual challenge is to provide an external stimulus for learners, from which they will explore and clarify design problems and opportunities. This will lead to the development of their own design briefs, which will inform and direct their designing and making activities.

Learners will be assessed on their ability to analyse and respond to contexts, rather than their knowledge of specific contextual areas.

Learners are required to select one of the following contexts as the basis of their design and make task:

- **New product launch** – Produce a concept/prototype of a new product that incorporates the innovative use of smart/technical materials or innovative support material(s) for display at its launch.

- **Circular economy** – Design and make a creative and innovative product that has the circular economy as its primary design principle.

- **Space** – Consider and interpret the word ‘space’ and use it to redefine an area at work or at home.

Centres are reminded of the need to review the guidance on pages 32-35 of the specification.