

## Philippe Stark Vs. Tonfisk Design

### National 5 Answering Question 7 (Compulsory question)

This question must be attempted by all students and generally will start the same and vary slightly each year but you will be asked to compare the work of two different designers.

#### Typical Question

**Designers have to show creativity in their approach to developing designs. Identify two designs by different designers that you have studied who have worked in the same design area. With reference to these works in your answer compare both designs in terms of;**

- **Function**
- **Materials and/ or techniques**
- **Visual impact**

**Which of the two designs is the most effective? Give two reasons for your answers. 10marks**

#### How to answer the question

##### Paragraph 1

Start the question by naming the two designers and the designs you will be discussing. *“The two designs by different designers I will be writing about are Juicy Salif by Philippe Starck designed in 1990 and Oma by Tonfisk Design which was designed in 2002.”*

You will be asked to write about 3 different design issues so write the heading eg. Function and take a paragraph for each and of the parts of the question and make about two or more points for each design. Try to be as clear and concise as you can, and compare the two designs by using phrases like “...wheras the juicy salif is...” Or “..however the Oma squeezer is much more....”

##### Paragraph 2 - Function

It is a good idea to start by stating what the design is for ie. Its’ function, in this case they are both lemon squeezers. Then you should explain a little bit about how each object functions and say how the designer has thought about the function.

##### Paragraph 3 - Materials

If it asks about materials then you must state what the materials are and how this effects the design. You could also mention the style, safety, ergonomics how easy it is to clean etc. as these are all things that are effected by the designers choice of materials.

##### Paragraph 4 – Visual Impact

In this part you would describe the visual impact of each design and try to use good descriptive words eg. Futuristic, Geometric, Organic etc. refer to the suggestions overleaf. You could also state what the designers influences and inspirations are as part of your answer.

##### Paragraph 5 – Opinion

In the final paragraph it asks you how effective each design, you must give your opinion and justify it with knowledge of the design, which can be based on your experience of using the design

**Philippe Starck  
Juicy Salif, 1990**

**Materials/techniques**

(what the product is made of, and how it is produced)  
Shiny, Polished aluminium, moulded one piece,  
Mass produced

**Cost**

£ 40 expensive for a lemon squeezer

**Safety**

Some sharp edges, pointy legs, unstable,  
could topple over etc.

**Target Market**

Wealthy people, who wanted to buy a designer  
item.

**Ergonomics**

Not really designed to fit the body, sharp  
edges etc. no obvious part to hold etc

**Form (Style/Aesthetics)**

Eye catching, dramatic, futuristic, strange,  
alien like, geometric, bold, shapes, sleek,  
appealing, decorative, sculptural, flashy

**Function (fit for purpose)**

Not user friendly, unclear, hazardous,  
impractical, (makes a mess, doesn't collect  
seeds, etc

**Other info. Influences/ Inspiration**

**Tonfisk Design  
Oma, 2002**

**Materials/techniques**

(what the product is made of, and how it is produced)  
White porcelain, one piece,  
Mass produced

**Cost**

£ 20 quite expensive for a lemon squeezer

**Safety**

Small sturdy, stable, smooth rounded edges,  
could possibly be broken if dropped.

**Target Market**

People with an eye for good design, possibly  
restaurants.

**Ergonomics**

Fits easily into the hand, rounded shape  
makes it comfortable to use

**Form (Style/Aesthetics)**

Simple, minimalist, pure, rounded, geometric

**Function (fit for purpose)**

User friendly, function has been well  
considered. Can also be used at a dining table.  
Collects seeds

**Other info.**

**Points to remember**

**Write in full sentences and justify all your answers, You need to get 10 justified points to get full marks and you must answer all aspects of the question.**

**You should answer the question in no more than 20 minutes**