

DESIGN WORDS

Copy these into your critical jotter when your teacher tells you to do so.

AESTHETICS

A term used to describe those parts of design that are not to do with the function of a design object but how appealing to the senses the object is. How attractive to the user the example of design is.

BRIEF

Short detailed description of the design project. The brief is usually discussed with the client, the person who wants the project carried out, and the designer. The brief says what the problem is and any guidelines the designer has to follow. It may give ideas about the timescale, colours to be used, who will use or buy the product, the cost, materials to be used.

CONSUMERS

The people who the new products and services are targeted at. Those members of the buying public who will use the products that are designed and made. Designers and manufacturers will target consumers by a certain age group, male, female or by how much money they have.

ERGONOMICS

Is the name given to the relationship between products and their users. How physically comfortable and easy to use the product is. Ergonomics plays an important part in the designing of seating, a shopping trolley etc.

FORM

Describes the physical three-dimensional qualities of a product. This means the shape, structure of a product as well as the materials used, the colours, textures and decoration used.

FUNCTION

The uses that the design object can be put. A product must be able to do what it was designed to do, to be used safely and easily. A poster should give information and promote an event such as a rock concert. Packaging should protect the product inside. Interior design should make the using of a room easier, more comfortable and attractive.

TYPES OF DESIGN

Design is so large that it is divided into many types of design.

GRAPHICS-communicating visually to inform and promote for example a poster, road sign, a book

FASHION-clothing for lots of different functions, to go out, sporting activity, casual, work clothes.

INTERIOR-designing of living spaces and work environments.

PRODUCT-objects that we use to make our lives easier for example a mobile phone, a hairdryer.

FURNITURE-designing of seating, tables, cupboards, drawers etc.

PACKAGING-boxes, wrappers etc. that protect products and keeps food fresh.

ARCHITECTURE-buildings such as offices, homes, airports, train stations, Scottish parliament.

TEXTILE-designing of fabrics used in fashion, furnishing, carpets, curtains.

GAME-designing computer games for x-box, playstation, gamecube, pc's.

ENGINEERING-designing bridges, dams, large machinery, satellites etc.