# Design

**Design is all around us.**

It has become a necessary part of our existence, we would struggle to survive without it.

The impact of new material technologies and manufacturing systems have altered the way we approach designing.

The appearance of a product is no longer dictated by the way it works.

Designers must take more responsibility for the products they design and the impact these will have on our lives.

Designers now need to have social consciences and consider the way their designs will integrate and interact with everyone and the environment.

Products have the ability to enhance or hinder our existence. Ultimately, they should be easy and enjoyable to use. They should provide benefits to everyone who comes into contact with them and they should be well designed.

Some of the benefits a better designed product can offer:

**A product can:**
- Improve the quality of life for a user
- Give an improved performance over previous models
- Provide the user with status
- Minimise manufacturing costs
- Increase company profits
- Create a new or better aesthetic

**Lets look at an example of how design changes over the years...**

# Changes in Phone Design Over the Years!

**The Older the phone the larger the Technology!**

| 1920 | 1930 | 1950 | 1970 | 1990 |

**The Newer the Technology the smaller the phone!**

| 1980 | 1990 | 1995 | 1998 | 2000 | 2002 | 2008 |

**Design is now completely reversed! Because of new Technology, this allows our phones to do more, display more info which in turn demands larger screens, more memory and longer battery life!**

| 2009 | 2010 | 2012 | 2015 | Future…….. |

# Phones

**As you can see phone design has changed a lot over the years!**
However, no matter what the design, Phones still have one very important job to do.  What is it?

_____

**Thinking of your own phone or mobile phone, it probably has extra features.  List 6 of these below and explain what it is that they do?**

- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____

If you could add one **NEW** feature to your phone, what would it be?

_____

# Design in your home?_____

**Think about the television in your living room or bedroom which is constantly used by the whole family.  You may even use it with your PS3 or Xbox.**

_____

**Do you think the design has changed over the years? _____**

**Sketch  in the boxes below or write in words the earliest form of TV to the latest!**

| | | | | |
|---|---|---|---|---|
| | | | | |

| Helpful words | | | | |
|---|---|---|---|---|
| LED | LCD | PLASMA | BLACK & WHITE | COLOUR |

**In the future of televisions "3DTV" is the next big thing.  Why do you think this is?**

_____

_____

_____

# Design Factors

**AESTHETICS**

| | |
|---|---|
| SHAPE | COLOUR |
| CONTRAST | TEXTURE |
| BALANCE | STYLE |
| MATERIAL | |

**FUNCTION**
STRENGTH
STRUCTURE
STABILITY
MATERIAL
ERGONOMICS
SIZE
DURABILITY
USE
SHAPE

Aesthetics

Function

**Design Factors**

Safety

Environment

Cost

**Safety**
WEAR AN APRON
LONG SLEEVES
ROLLED UP
LONG HAIR TIED BACK
NO RUNNING
SAFETY GOGGLES

**COST**
MATERIALS
RESOURCES
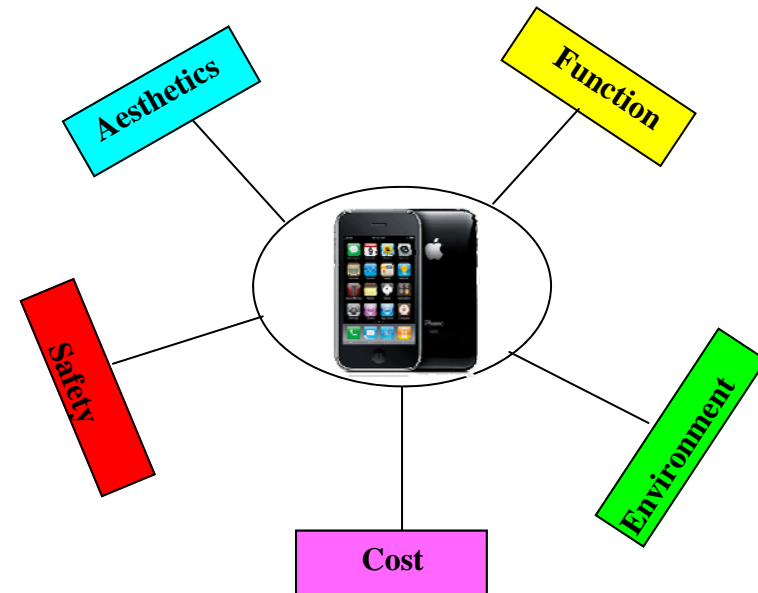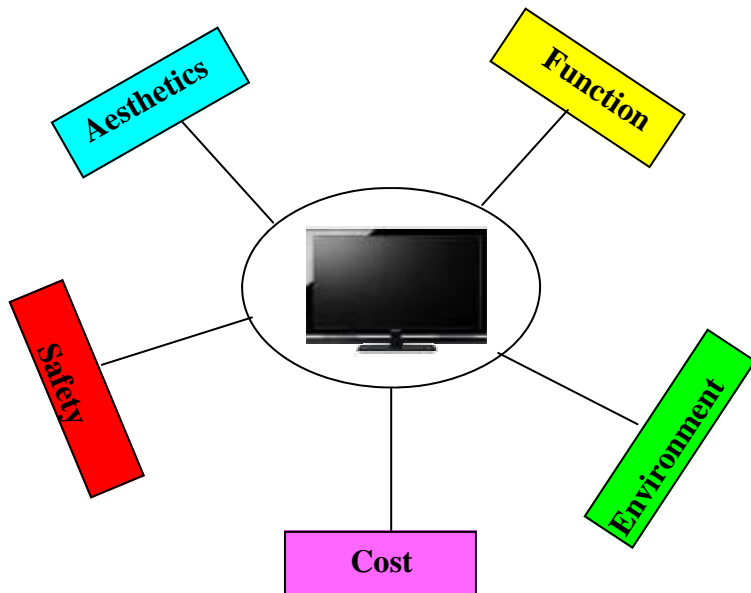TRAINING
AVERTISING

**ENVIRONMENT**

| | |
|---|---|
| WASTE | RECYCLING |
| REUSE | REPAIR |
| POLLUTION | MATERIAL |
| ENVIRONMENT | |
| RESOURCES | |

# Design Factors

Looking at the two previous products, the phone and TV.
Look at the Design Factors on the previous page write in words how you think they could influence their designs?

# Specification

**The specification is a very important list in the design process as it contains all the information that is necessary for a design team to successfully produce a solution to the brief.**

## The Brief

This is a statement of the original problem or indeed what problem requires a solution.  It gives you a guide as to what the solution must be able to do.

## Example

A company designed a new wooden jewellery box which could store very small items, with watches and rings kept separated and the design must have no sharp edges.

Here is the solution they came up with below.



### Jewellery Box Specification

1. Must be made from wood.
2. Must have a separating area for storage or two drawers.
3. Must have no sharp edges
4. Must look good
5. Must be felt lined to stop the jewellery getting marked
6. Must have handles to allow easy access
7. Must be finished in varnish

# Brief & Specification_____

Brief (A statement by the Client of what product they want designed!)

In pairs, design a cartoon clock. (or similar theme given by your teacher).

Use the Design Factors diagram below to list the features that
you want your clock to have?

Specification
List below the key features that your clock must have!

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Aesthetics

Function

Safety

Environment

Cost

# Design Ideas

**In Each of the four boxes, roughly sketch cartoon clock idea, paying particular attention to what colours and shapes you are using!**
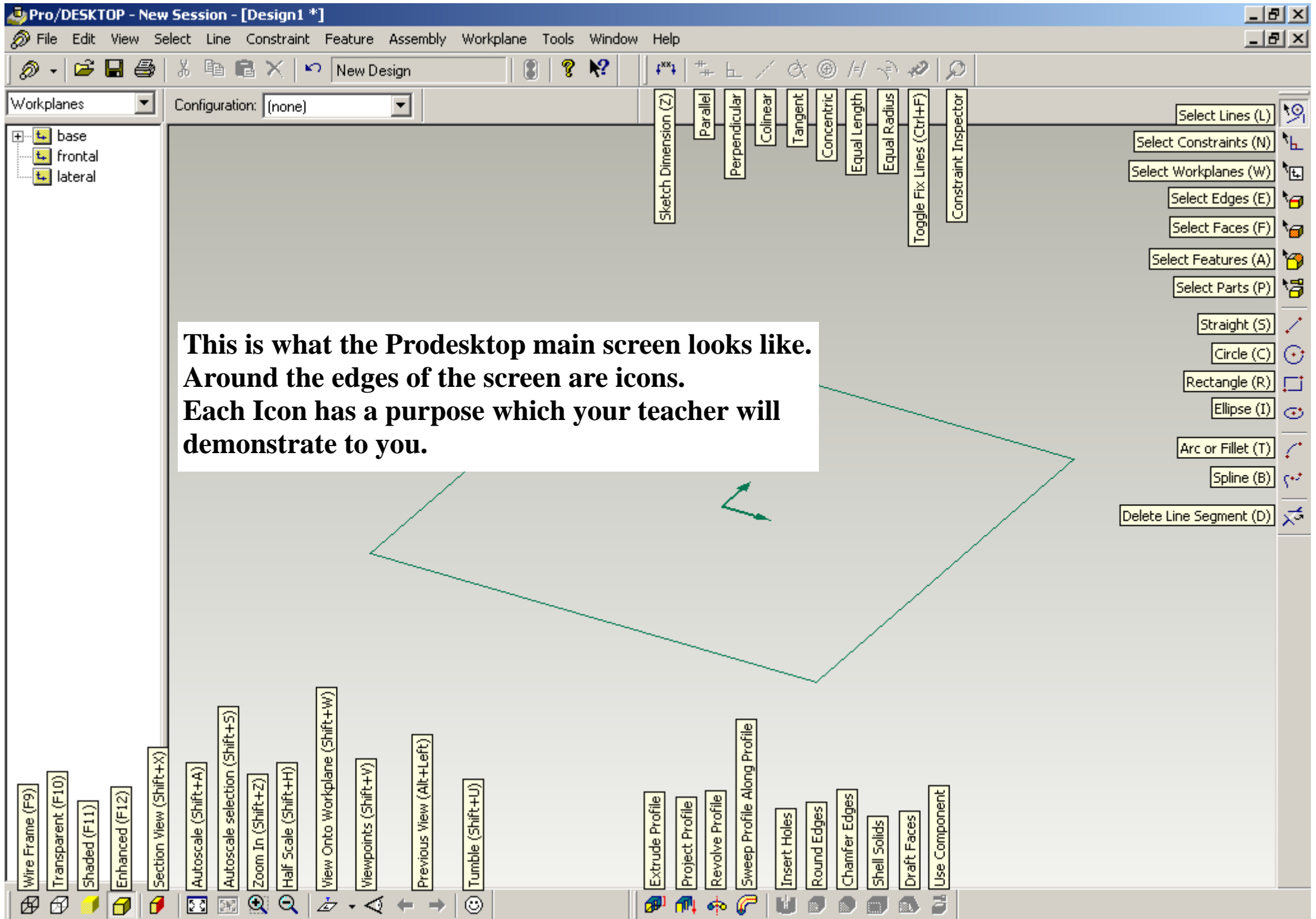
# Design Ideas Continued_____

**Below, neatly draw your two favourite ideas (but BIGGER and in more detail!), at the end of which your best design will be drawn on**

This is what the Prodesktop main screen looks like.
Around the edges of the screen are icons.
Each Icon has a purpose which your teacher will demonstrate to you.