Aesthetics

Describe everything you see in the design in detail.

Start with things you are sure about.

Is there anything you are not sure about?

What could it be?

How do you think it looks?

Does it remind you of anything?

Lines, shape and/or form, pattern and / or texture, colour,

Describe the line/s, shape/s, forms (2D/3D), pattern/s and/ or texture/s, colour/s used where and why?

Use of materials / working methods

What materials, tools and techniques were used to make this?

Do you think the design was directly observed, imagined or remembered? Why?

What stages do you think the designer went through?

Function

What do you think the design is for? (Does it look like another piece of design mentioned, does the title of the design explain what it is used for)?

What do you think it is used for?

Fitness for purpose

Does the design do the job it was made for?

If yes how is this successful, what about the design makes it good at it’s job?

If no why is it not successful, what is it about the design than makes it ineffective?

Target market/ Target audience

Who do you think the design is for?

What gender do you think it is for?

Why do you think this for both of the questions above?

Style

What does it make you think about?

Does it remind you of anything?

Visual Impact

How eye-catching and memorable is the design?

Social, cultural and historical influences

When, where, why, do you think this was created?

What was happening at the time when this was made?

Can you see any similar features (shapes, materials used in other designs) that could have inspired the work?

Do you know if anything affected the designer in their life that may have influenced why and how they made this piece? (E.g. worked with a friend, had their own work shop, were poor so used recycled materials etcetera)