

### Shape/Form

Circular, rounded, geometric, angular, triangle, squared, sphere, cone, twisted, pointy, real, organic, man-made, constructed, abstract, simple, solid, soft, 2D, 3D, structured, natural

### Aesthetics

Attractive, industrial, funky, sophisticated, retro, original, pretty, exquisite, magnificent, good looking, attractive, striking, smart, alluring, eye-catching, appealing, desirable, handsome, cute, ugly, unappealing, distorted, over-sized, tiny, small, detailed, intricate, weird, unusual, surreal, imaginative, flamboyant, lurid, glitzy,

### Colour

Bright, dark, dull, metallic, primary, secondary, bold, multi-coloured, light, pale, contrasting, intense, murky, pure, deep, glowing, vibrant, simple, complex, subtle, minimal, jewel-like

### Decoration/Pattern

Detailed, striped, spotty, checked, repeated, scales, delicate, contrasting, random, floral, jazzy, busy, complex, decorative, polka dot, spotty, organic, geometric, zigzag, organic, natural

### Health & Safety

Sharp, dangerous, dangerous, risky, perilous, treacherous, dodgy, safe, protected, non-toxic, toxic, harmful, harmless, heavy, breakable, fire resistant, lightweight

### Ergonomics

Comfortable, snug, cosy, uncomfortable, efficient, effective, useful, ineffective, close, tight, secure, well made, well-fitting, fitted, body-hugging, constricted, restricting, baggy, loose, stretched, stiff, fixed, taut, wobbly, moveable, unattached, adjustable, changeable, bendable, flexible, supple, rigid.

### Cost

Expensive, luxurious, exclusive, posh, lavish, pricey, high-priced, dear, cheap, low-cost, low-priced, economical, budget, costly, bargain, exorbitant, costly, overpriced, high-class, limited, elite

### Inspiration/Theme

Nature, urban environment, space, science, technology, history, mythology, animals, architecture, film, fashion, books, the body, wildlife, pop culture, religion, beliefs



Rene Lalique

*Pectoral Serpents (1898-99)*

### Target Market

Boys, girls, babies, male, female, man, woman, teenager, children, middle aged, 20's, 30's, 40's, mothers, fathers, parents, grandparents, pensioners, retired, clubbers, artist, business people, affluent, working class, middle class, upper class, aristocracy, celebrities, royalty, disposable, one-off, demographic, super-rich, millionaires, theatre, film production, limited edition, mass produced, stage show, film.

### Style

Futuristic, Modern, traditional, Arts and Craft, Art Nouveau, Art Deco, Bauhaus, bold, contemporary, sleek, high-tech, innovative, austere, restrained, minimal, elaborate, over-the-top, flamboyant, gaudy, ornate, elegant, intricate

### Size

Dimension, proportion, big, great, bulky, fat, hefty, tiny, small, over-sized, considerable, massive, huge, immense, gigantic, vast, enormous, minute, miniature, minuscule, little, wee, teeny, petite, microscopic.

### Materials

Artificial, synthetic, natural, faux, natural, diamonds, gems, crystals, metal, gold, silver, precious, imitation, substitute, fake, imitation, fabric, wood, fabric, leather, snake skin, paper, unusual, variety, fibreglass

### Manufacture

Hand-crafted, skilful, workmanship, expertise, technique, craft, factory-made, mass-produced, industrial, limited edition, one-of-a-kind, bespoke, time consuming, environmentally friendly

### Function

Functional, practical, helpful, beneficial suitable, successful, easy, uncomplicated, complicated, straightforward, effortless, protection, water-proof, fragile, user-friendly, durable, ventilation, to pin fabric together, to decorate, stage costume, photo shoot, film costume, party wear, catwalk, every day use, hairpiece, protection, armour, life saving, life enhancing, to advertise, promotion, medical

Name/Title of Design:

Date it was made/first produced:

Materials used:

What is your opinion about this design?