## 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

### **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

#### 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,



**Peter Chang** 

Bracelet 2004

# **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

#### 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

#### Size

Dimension, proportion, big, great, bulky, fat, hefty, tiny, small, oversized, 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:	What is your opi

Date it was made/first produced:

Materials used: Acrylic, polyester, PVC and silver

What is your opinion about this design?