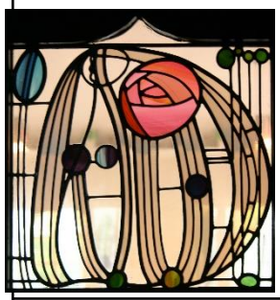
DT, Yr9 KO : Work of others and Customer Research

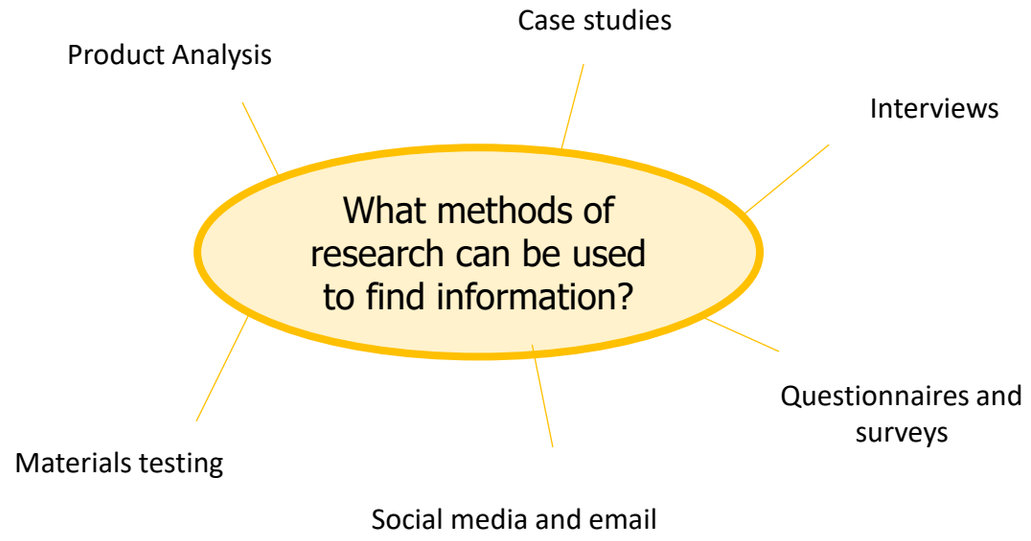
Work of Others

1 Image/ Example	Designer	Design Movement	Key info
	William Morris	Arts and Crafts	• British designer in 1880s • Simple natural crafts • Useful and beautiful products (wallpapers, cushions, fabrics)
	Charles Rennie Mackintosh	Art Nouveau	• Scottish designer in 1860s – 1920s • Known for light and shadow • Created stained glass and furniture • Inspired by nature and geometric lines
	Ettore Stottas	Memphis	• Italian designer in the 1950s/60s • Enjoyed making everyday objects wacky and bold • Used lots of bold colours and black lines

2 Image/ Example	Brand	Key info
	Alessi	• Italian Design Company • Homeware and kitchen utensils • "Post-modern" style • Philippe Starke is a major designer
	Apple	• USA-based tech company • Famous for **iconic designs** of iPod and iPhone • Steve Jobs and Johnathon Ive are major designers • Known for innovative and modern design
	Dyson	• British engineering company • Famous for vacuum cleaners and innovative technology • James Dyson is a major designer

3

Research



4 Research can be divided into 2 categories; **Primary Research** and **Secondary Research**.
Primary is research you complete yourself.
Secondary is research from resources others can gathered e.g. books, magazines and internet

Primary research is generally more reliable as it is done by the person using it and can double-check the data

5 Another key piece of research, is **Anthropometrics and Ergonomics.** This helps develop the sizes of products, to make sure it fits the User and is comfortable.

Anthropometrics	The study of measurements of the human body. E.g. Knowing the grip width of a palm, if designing a new travel coffee cup
Ergonomics	The application of anthropometrics to ensure products are safe and comfortable to use. This can also include; size, material, appearance, brightness, sound and texture. E.g. making sure the travel cup is the correct size, and an insulating smooth material to make it comfortable to hold for long periods