

Y11 Knowledge Organiser - The Work of Other Designers

You will have to research, analyse and evaluate the work of past and present designers and companies to help inform your designing.

For your exam you will need to research the work of at least two of these designers. Use these bullet points as a starting point to find your own information ready for the exam.

Harry Beck (1902-1974) was a technical draughtsman who redesigned the London Underground map. It was a radically different map to anything produced before but was soon copied by many other cities.

Coco Chanel (1883-1971) is one of the world's most famous fashion names. Her trademark suits and famous little black dress show timeless, classic design.

Norman Foster (1935-) an architect who specialises in glass and metal buildings such as the Gherkin building and the Millennium Bridge in London.

Williams Morris (1834-1896) a designer and artist best known for bold nature themed fabric and wallpaper prints. He was part of the Arts and Crafts movement.

Alexander McQueen (1969-2010) a British fashion designer well known for wild and theatrical fashion shows. He was 4 times winner of British Designer of the year.

Mary Quant (1934 -) was an instrumental figure in 1960's fashion. She is credited with inventing the mini skirt and hot pants. Famous for designing simple, brightly coloured clothing which revolutionised youth fashion.

Charles Rennie Macintosh (1868-1928) designed the Glasgow School of Art, he was an Art Deco designer of furniture and jewellery as well as an architect.

Ettore Sottsass (1917-2007) was the founder of the Memphis Movement, as an architect and designer his designs were known for geometric shapes and bright colours.

Philippe Stark (1949-) an architect and designer particularly famous for furniture and kitchenware designs.

Vivienne Westwood (1941-) credited for starting the Punk Rock movement, her fashion collections often take inspiration from historical costume such as pirates and witches.

You will also need to study a minimum of two of these companies:

Apple: Apple phones and iPods were the first hand held electrical products to have smooth, sleek edges and simple intuitive design. Jonathon Ive took the 'less but better' (see Braun below) ethos to create the instantly recognisable design.

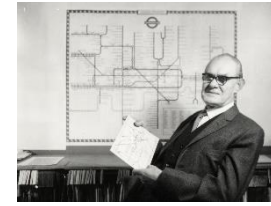
Braun: Braun is a German electrical company whose most famous designer Dieter Rams used the idea of 'less but better' to create a range of products including the electric shaver.

Dyson: Sir James Dyson reinvented the vacuum cleaner to no longer need a bag. He famously prototyped thousands of designs before refining his cyclone suction and bag-less design.

Primark: Production of high fashion clothes, mass produced and changed regularly to keep up with market trends. Low cost due to large numbers and production abroad.

Under Armour: American footballer Kevin Plank started this sportswear company with an undershirt which wicks away sweat. The company now sells a range of sports equipment.

Zara: A Spanish company which sells up to the minute fashion at a mid-price point. It aims to keep up with current trends as they evolve.



Harry Beck



Coco Chanel



Sir Norman Foster, The Gherkin building.



Juicy Salif, by Philip Stark.



Strawberry Thief, by William Morris



Mary Quant



Vivienne Westwood



Alexander McQueen.



The Memphis movement.



Charles Rennie Macintosh, Ladder Back Chair.

Designing and Making Principles

Using primary and secondary data to understand client and user needs

Designers need a **starting point** for their designs. To come up with creative, innovative and practical design it is vital that you undertake a series of research and analysis tasks before investing money in production.

Using primary and secondary data to understand client and user needs:

Market research

Understanding what is already available or needed is vital to new designs.

- Market research takes place with the group of people your product is aimed at, this might be a certain age, gender or job. Questionnaires or interviews are the most common form of research.

- Interviewing a certain type of person individually can give you a good starting point, particularly if that person has an expertise in the area you're designing for. For example, talking to a chef before designing cook ware.

- Researching human sizes and movements is vital before products are made, ergonomics (the study of how a body relates to an item and fits a user) and anthropometrics (the study of human sizes) all need to be taken into account.

- Analysing existing products can also provide important information, function, form, ergonomics, cost, sustainability, materials and manufacturing techniques. This can give you a clearer idea of what parts of the design to keep, adapt or rule out.

How to write a design brief and produce a design and manufacturing specification:

As a designer you will be given a brief description of what you need to design by a client, this is your design brief. Once you have analysed the points in the brief, completed your research and found the target audience it is possible to write a design specification. A specification gives a list of specific points your design must have. That might be size limitations, colour, style, function, consumers and environmental issues. You need to consider the user's needs, wants and interests.



Ecological and social footprint

Ecological issues in the design and manufacture of products:

The world has a bigger population than ever before. This means that more raw material to produce anything is needed. This causes a range of issues:

Environmental footprint:

How far has your product travelled?

Does the company do anything to offset its emissions like plant trees or put filter systems in place? (Different rules apply to different countries regarding what it can put into the atmosphere.) How much waste do they dump in landfill or into the sea? (Oceanic pollution)

Ethical issues are becoming more and more important to us – the consumer. We are becoming more likely to ask whether the products we're buying are harming the environment or unfairly treating people. **Fair trade** is a principle where everyone in the chain or manufacturing is offered fair wages and good working conditions:

- Farmers are paid a fair price for the raw materials.
- Factory workers are paid a living wage.
- Workers conditions are monitored and kept safe.
- Use of safety equipment like goggles and guards is encouraged.
- Toxic chemicals which could harm staff are changed.
- The use of sweat shops and child labour is banned.

Mining and drilling – The environmental impact of mining and drilling is primarily to the area around the sites. Loss of habitat for wildlife is caused by the clearance of land above the sites as well as the noise and light pollution in the area. Water run off can also create ponds of concentrated chemicals which can harm the human and wildlife population.

Carbon footprint - Co₂ (carbon dioxide) emissions from factories, power stations and vehicles need to be reduced to stop further damage to our environment and the air we breathe. Everything has a carbon footprint of some sort, from creating the raw material to delivering the product in a vehicle. The best way of combating CO₂ emissions is by using the 6R's.