

Looking at the Work of Designers

Warm-Up

Draw lines to connect the designers on the left to the work they're best known for.

Alexander McQueen

Gerrit Rietveld

Alec Issigonis

Raymond Tempplier

Harry Beck

William Morris

Fashion

Architecture

Wallpaper, furniture and furnishings

Cars

London Underground map

Jewellery

1 Briefly describe the work of **one** of the following companies.

- Braun
- Apple®
- Gap
- Primark®
- Dyson™
- Alessi
- ZARA
- Under Armour®

Name of company:

.....

.....

.....

.....

.....

You don't need to write loads and loads about the named company you've chosen — just pick out the key points that concisely summarise the work of the company, e.g. what the company make, the style of their products, etc.

[3 marks]

2 Compare the work of **two** of the designers listed below.

- Harry Beck
- Alexander McQueen
- Vivienne Westwood
- Aldo Rossi
- Marcel Breuer
- Philippe Starck
- Mary Quant
- Louis Comfort Tiffany
- Norman Foster
- Raymond Tempplier
- William Morris
- Coco Chanel

In your answer you should try to include what each designer is well-known for, the style(s) they work with, and examples of their work.

- Charles Rennie Mackintosh
- Gerrit Rietveld
- Sir Alec Issigonis
- Ettore Sottsass

Remember this question is all about comparing two designers, so you'll need to focus on their similarities and differences.

[8 marks]

Score: / 11



Understanding User Needs

1 A new tennis racket is being designed.

Explain **two** ways that anthropometric data could be useful when designing a tennis racket.

1.
.....
 2.
.....
- [2 marks]

2 Products are designed so that they are suitable for most people in their target market. The cash machine in **Figure 1** is designed to suit adults.

a) Suggest **two** groups of adults that may find it difficult to use the cash machine in **Figure 1**. Give a reason for each answer.

Group 1:
Reason:
.....
[2 marks]

Group 2:
Reason:
.....
[2 marks]



Figure 1

b) How could the design of the cash machine be altered to make it more suitable for the two groups you mentioned in part **a)**?

Group 1:
Group 2:
[2 marks]

3 A company is designing a new computer keyboard with an ergonomic design.

a) Suggest a piece of anthropometric data that could be used to make the keyboard ergonomic.

.....
[1 mark]

b) What might happen to the user of the keyboard if it's not ergonomically designed?

.....
[1 mark]

4 Products aimed at different age groups will often have designs that are adapted to suit the **physical capabilities** of that age group. Suggest **one** way in which a pair of shoes designed for children may differ from those designed for adults. Give a reason for your answer.

.....

.....

.....

[2 marks]

5 **Figure 2** shows a design for an adjustable headset.

a) Suggest **two** pieces of anthropometric data that should be considered when designing the headset.

1.

.....

2.

.....

[2 marks]

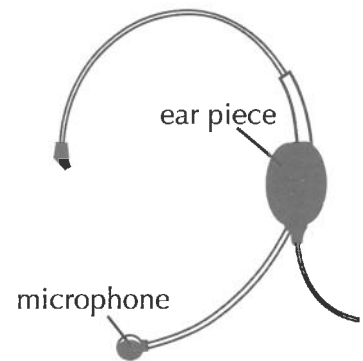


Figure 2

b) The headset is only available in one size. Although it is adjustable, it will not fit a user that falls into the 97th percentile for head size. Explain why.

.....

.....

.....

[2 marks]

6 **Figure 3** shows some anthropometric data for an average 18-40 year old British male. **Figure 4** shows the measurements of a dining chair. All dimensions are in mm. Assess the ergonomics of the chair in **Figure 4** for use by an average 18-40 year old British male.

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[4 marks]

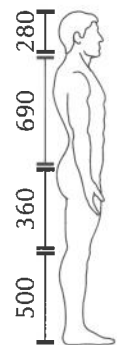


Figure 3



Figure 4

Score: / 20

☹️ 😊 😄