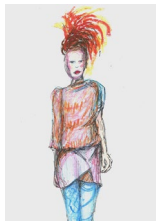


Design isn't just drawing a pretty picture. Your work will need to be fully annotated (labelled) with the ACCESS FM system

- A= Aesthetics
- C= Cost
- C= Customer
- E= Environment
- S= Size
- S= Safety
- F= Function
- M= Materials

### Vivienne Westwood (1941-Present)

Her iconic clothing became popular during the punk rock movement in the 1970s. She has since become a world famous fashion designer. Her designs often take inspiration from traditional British clothing and historical paintings.



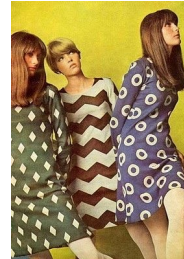
### Harry Beck (1902-1974)

He redesigned the London Underground map in the 1930's. It's simplified layout made it a huge success and maps of many other transport networks now use Beck's style.



### Mary Quant (1934-Present)

A fashion designer who popularised the mini skirt, hot pants and OVC in the sixties. Her clothing often featured white collars, simple shapes and bold colours.



### Alexander McQueen (1969-2010)

An influential fashion designer known for his theatrical, well tailored clothing and dramatic catwalk presentation displaying his collections.



### Coco Chanel (1883-1971)

A fashion designer known for introducing practical casual-chic clothing for women who had traditionally worn corsets and long skirts.



### Marcel Breuer (1902-1981)

A modernist architect and furniture designer. Some of his best works include- tubular steel furniture and concrete sculpted buildings.



### Norman Foster (1935-Present)

Architect famous for creating the Millennium Bridge, Gherkin London and Wembley Stadium.



### William Morris (1834-1896)

A wallpaper, furniture and furnishings designer. His designs were often based on nature.



### Aldo Rossi (1931-1997)

An architect who published work on architectural theory. He also worked for the company Alessi.



### **Philippe Starck (1949-Present)**

An architect and product designer. He is famous for designing furniture, kitchenware and vehicles. One of his best known products is his lemon squeezer for Alessi.



### **Sir Alec Issigonis (1908-1988)**

Sir Alexander Arnold Constantine Issigonis, CBE, FRS, RDI was a British-Greek designer of cars, widely noted for the ground breaking and influential development of the Mini, launched by the British Motor Corporation in 1959



### **Louis Comfort Tiffany (1848-1933)**

Louis Comfort Tiffany was an American artist and designer who worked in the decorative arts and is best known for his work in stained glass. He is the American artist most associated with the Art Nouveau and Aesthetic movements



### **Gerrit Rietveld (1888-1964)**

Gerrit Thomas Rietveld was a Dutch furniture designer and architect. One of the principal members of the Dutch artistic movement called De Stijl, Rietveld is famous for his Red and Blue Chair



### **Charles Rennie Macintosh (1868-1928)**

A Scottish architect, designer, water colourist and artist. His artistic approach had much in common with European symbolism. His work, alongside that of his wife Margaret Macdonald was influential on European design movements such as Art Nouveau



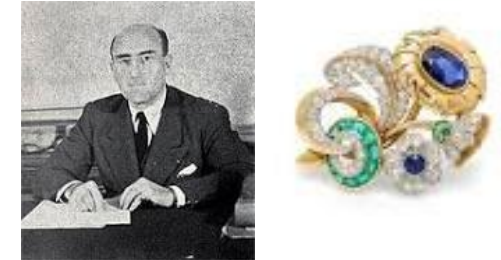
### **Ettore Sottsass (1917-2007)**

An Italian architect and designer during the 20th century. His body of work included furniture, jewelry, glass, lighting, home objects and office machine design, as well as many buildings and interiors



### **Raymond Templier (1891-1968)**

Jeweller draftsman, Raymond Templier was one of the first to give the jewel, more particularly than other objects subject to the fluctuations of fashion, a style with rigorous principles without excluding the part of fantasy or sensitivity necessary to a capital element of feminine finery.



You will also need to investigate the work of at least two companies related to the following companies-

- Marks a& Spencers
  - Apple
  - Sony
  - Dyson
  - Gap
  - Primark
  - Sports Direct
  - Nike
- Beats

By completing research into the above design areas it will give you a clear indication of how to create a high quality and innovative design.

## Debate questions and wider reading

### Initial thoughts

- How do companies become global powerhouses? "Huawei Vs America" "Apple vs Samsung" "Household companies"
- Evolution of products- quality of product over quantity, customers wanting cheaper products (cost of living) whilst still maintaining a higher quality of make and use
- Influence of parliament/Politics on industry- Brexit, tariffs for companies- British made items Vs. Other countries (where did the British manufacturing go? Why did countries go aboard for goods?)
- British values- focus on British designers, companies and chains and how they become global successes- business and product models and development into the future (push pull factors or demand/supply)
- Design conflict- 4G/5G future- Huawei security issues, privacy in electronics and app design- Facebook selling data (morally wrong?)
- British design issues- demand for engineers and DT trained workers but there are too few companies, people taking up the roles so this is forcing the outside UK

### Homework help links-

**Week 1-2-** Looking at the designers and companies in your KO what jobs could you have for these companies and people? How do their businesses function and what skills do workers need to be successful?

**Week 3-4-** How do businesses and the items we buy contribute to the environmental crisis we currently face? Doe textile landfill or throwing old products away really have an impact?

**Week 5-6-** How do companies brand themselves to different users? After your Y11 exams, what colleges and universities are available to study design subjects?

