

## Y9 Block 3: Relationships, Tension & Individuality

### Key terminology

**Relationship:** the way in which two or more people or things are connected, or the state of being connected.

**Tension:** the state of being stretched tight. a strained state or condition resulting from forces acting in opposition to each other.

**Individuality:** the quality or character of a particular person or thing that distinguishes them from others of the same kind, especially when strongly marked.

**Collaboration:** the action of working with someone to produce something.

**Generation:** the production or creation of something.

**Customise:** modify (something) to suit a particular individual or task.

**Production scale:** the amount of items made.

**User:** a person who uses or operates something.

**Customer:** a person who buys goods or services from a shop or business.

**Client:** a person or organization using the services of a lawyer or other professional person or company.

**Profit:** a financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something.

**Influence:** the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

**Opinion:** a view or judgement formed about something

**Aesthetic:** the look of the product

**Cost:** the money involved in a product or item

**Environment:** where an item is stored or where it comes from

**Rivalry:** competition for the same objective or for superiority in the same field.

**Debate topics-** begin organising your thoughts on the following topic area:

- Why does customisable items cost more?
- How do companies exploit the need for individuality?
- How have designers over the years adapted designs to fit the trends/markets?
- Should companies automatically adapt designs for all? Or should uniform ideas still be satisfactory?
- When does individuality become the trend? How has modern society pushed individuality into the mainstream (influencers, product placement)

### Design movements

A “movement” is a style or prevailing inclination in art or design that upholds a specific philosophy or ideal and is followed and promoted by a group of artists for a defined period of time.

Examples of this are:

- Art deco
- Modernism
- Bauhaus
- Memphis
- De Stijl



### Design rivalries

In all areas of design, there are companies who act as “rivals” both having similar products, services or items to sell that consumers must choose between. Often a company will need to create an individualised or customise items to garner attention so consumers will buy their items.

For example:



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### Customised items

- Often customised or singular /batch produced items cost more than mass produced items .As the rise in individuality as a trend in the past few years grew in popularity, the market for lower priced customised items has become a key marketing area.
- Previously, customised items would be t-shirts, bags, shoes, mugs etc (see below)



- As the trend has grown, companies have generated quicker, more detailed ways to customise items. Often this is done by giving a user/customer a basic product and then giving them added extras to choose from to make an individual unique item.
- For example:



- Bespoke design or Haute couture items are often the exception. This is where a customer/client will work with a designer from scratch to design and generate a product from scratch. This takes away the element of individuality or customisable items as the designer and customer create something so unique no one else would have it. These items will cost considerably more than high street items.

### Collaboration in design

- Companies will work in conjunction with others to generate a product or idea that will garner interest or customers to buy the items.
- Often collaborations will be between a company, organisation and a celebrity. This use of public figures is to gather more interest in a product and to allow celebrities to use their creative skills to design products. For example:



Millie Bobby Brown and Pandora



Nike and Michael Jordan



Coca cola and the Olympics



Red nose day and a range of celebrities

