

# Product Design 1

*"A hen's egg is, quite simply, a work of art, a masterpiece of design and construction with, it has to be said, brilliant packaging!" – Steve Jobs*



## Warm up

- What is product design?
- Do you work in design? If so, talk about it. What are some of the challenges of working in design? What are the exciting parts of working in design?
- Tell us about a time when you simplified a complex situation or problem. How did you find the simpler approach?
- What is your favourite product in terms of design? What do you like and what don't you like about it? How could the product be improved?
- What are some current design trends? Do you like them?



1. Colour is one of the most important elements of design. Play the game below, don't read the word only say the colour.

purple green blue green white yellow brown red  
orange black blue pink yellow brown blue green

- What colours do you associate with certain emotions?



2. Colour psychology is the study of colours in relation to human behaviour. Take a look at the table below and match the colours to the descriptions on the right.

red	<i>(yellow)</i> Happiness, positivity, optimism and summer, deceit, and warning.
orange	<i>(pink)</i> Femininity, playfulness, immaturity, and unconditional love.
yellow	<i>(brown)</i> Comfort, security, and down to earth nature.
green	<i>(blue)</i> Harmony, peace, calm, trust, depression, sadness.
pink	<i>(orange)</i> Creativity, adventure, enthusiasm, success, and balance.
blue	<i>(purple)</i> Nobility, luxury, wisdom, and spirituality.
purple	<i>(green)</i> Nature, money, growth, health, generosity, and envy.
brown	<i>(red)</i> Excitement, passion, danger, energy, and action.



3. Look at the *Colour Emotion Guide* below and discuss the following points with your partner:



Image credit: [The Huffington Post](http://The Huffington Post)

- Do you agree and/or disagree with the guide?
- Pick out some brand logos you like and discuss why you like them.
- Pick out some brand logos you dislike and discuss why you dislike them.
- What does your company's logo look like? Do you think they chose the right colours?
- Are there some other company logos you can think of which are worth mentioning?



4. When developing a product we need to use specific adjectives to describe the shape. What adjectives for shape can you think of? Write them below and share them with your class.

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5. Match the adjectives on the left with their meanings on the right.

1. angular	<b>i</b>	a. Does not have the same shape on both sides.
2. asymmetrical	<b>a</b>	b. With a point at the end
3. bent	<b>c</b>	c. The object has a curved or twisted shape.
4. concave	<b>n</b>	d. Curves outwards
5. convex	<b>d</b>	e. Badly formed or twisted out of the usual or natural shape.
6. forked	<b>k</b>	f. With three corners
7. misshapen	<b>e</b>	g. With a strong and attractive shape
8. pointy	<b>b</b>	h. Objects which curve around the sides of whatever they are fitted to.
9. symmetrical	<b>m</b>	i. Containing lots of angles.
10. tapered	<b>l</b>	j. No flat, but able to be measured in height, depth and width.
11. three-cornered	<b>f</b>	k. Divided into two separate parts in a 'Y' shape
12. Three-dimensional	<b>j</b>	l. Narrow at one end
13. Well-rounded	<b>g</b>	m. Two halves are exactly the same.
14. Wraparound	<b>h</b>	n. Curved inwards



6. How would you describe the following products.



7. Some products have “timeless” designs, meaning their design is so good that it hasn't changed much over time. Discuss the following points:

- Can you think of some products which were designed over 20 years ago and are still being produced in roughly the same way today?
- What is it that is so great about their design?



8. The products below were designed over 60 years ago and are still used today with roughly the same design. Look at the products and discuss the following points.

- What do you think makes these products “timeless”?
- How many of these products have you used?
- How would you describe the product?
- What do you like or dislike about the product?
- Do you think we will still be using these products in the future?

1. Lego, since 1958



2. Bubble wrap, since 1957



3. The paperclip, since 1901



4. The teapot, since the Yuan Dynasty (1271–1368)



5. Barbed wire, since 1875



6. The Kitchen aid, since 1919



9. Go to the following [link](#) and look through the products. Work in pairs and discuss the following points.

- Which of these products would you love to have?
- Select a few products and describe their shapes and colours.
- Which products have a particularly nice design?
- Which of these products do you find quite useless?
- Which products did you think are particularly clever and/or useful?



10. **Optional task:** Work with a partner. Choose one of the products from exercise 9 and give a five minute presentation about the products. Discuss:

- Form, functionality and colour
- Why hasn't it become popular yet?