

## LEARNING OBJECTIVES

- To learn about the role of product designers and how product design evolves over time in response to market trends and technological developments.
- To understand the difference between evolutionary change and revolutionary change.
- To learn how manufacturing processes have developed over time.
- To appreciate that society and design are interrelated.
- To learn about different designers and design movements

## FACTORS THAT INFLUENCE THE DESIGN

Product designers spend their time developing solutions to design problems.

Product designers must meet people's genuine **needs**, wants and desires if their products are to be successful.

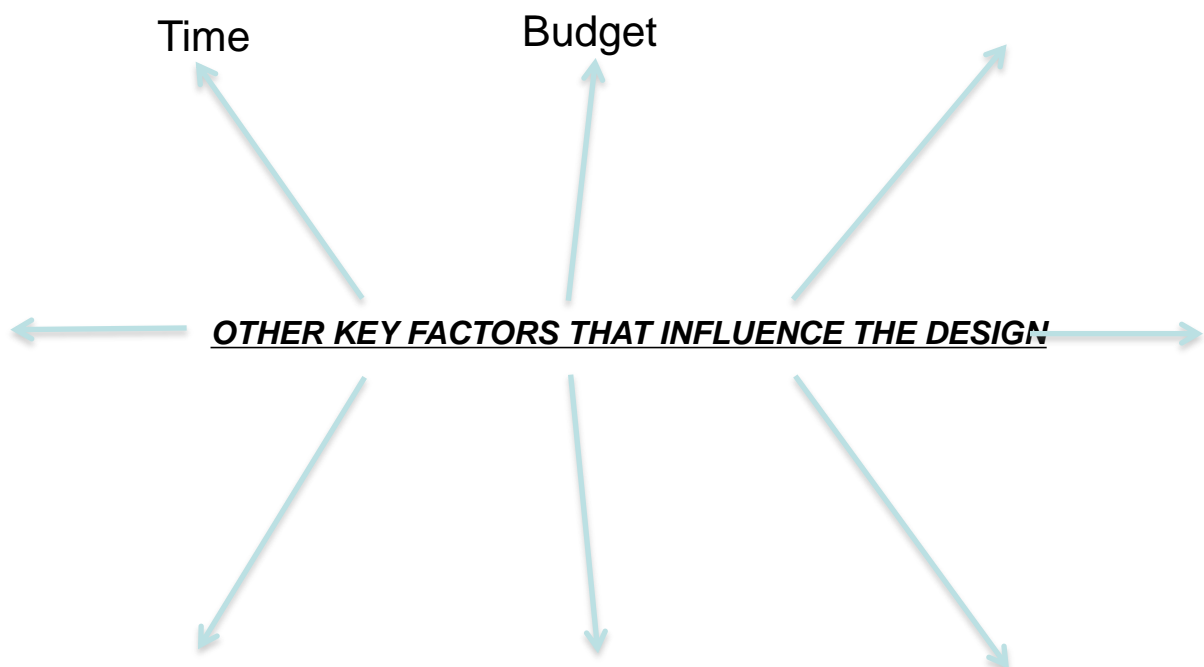
Product design is the process by which designers explore needs and develop a **solution** within a **timescale** and **budget**.

Most products develop in an **evolutionary** way. They slowly change into new forms over time, as designers produce variations on existing designs.

However, some products develop in a **revolutionary** way. An innovation results in a wholly new and original product that can have a big effect on society.

## OTHER KEY FACTORS THAT INFLUENCE THE DESIGN

**TASK:** On the following page mind map what are other key factors that influence the design of a product. Expand upon your answers to explain how and why they influence the design.



**KEY FACTORS THAT INFLUENCE THE DESIGN**