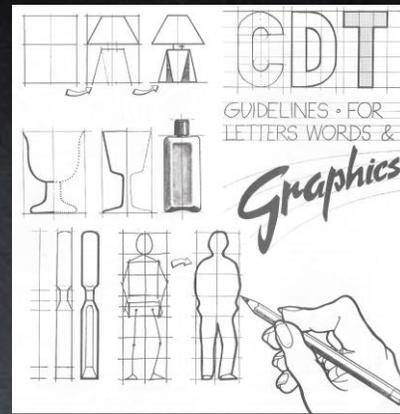


Learning Objectives

- To learn about designers, design companies and design movements as well as their impact on society.
- To develop a range of 2 dimensional drawing techniques to enhance design communication skills.

WHAT WILL YOU BE DOING THIS PROJECT?

This project is all about trying to develop as a designer. You will begin by learning new drawing techniques that will allow you to communicate your design ideas more effectively. You'll then learn about other designers and how they have influenced the world we live in today.



Sketching and Crating

You may have wondered why a lot of our drawing techniques tutorials use a simple box. **A box or crate can be used as the basis for drawing many other items.**

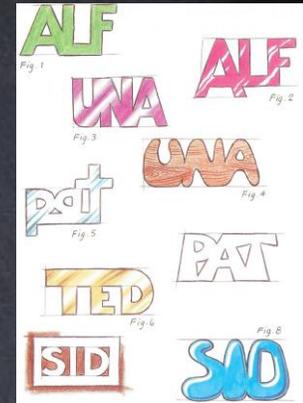
This method of drawing is called **crating**.

- The best way to start is to **imagine that the object you wish to draw is packed inside a box or crate.**
- When you have decided on a suitable view point, **the box is lightly drawn** in to the correct size and shape.
- The **details of the object** can be **added using guidelines** where necessary.

Rendering for material effect

Here are some name plates that can be made from a variety of materials. Coloured pencils have been used to colour the sketches.

- **Fig 1** – colour applied but no indication of material
- **Fig 2 + 3** – indication of shiny surface
- **Fig 4** – shows dark wood. Dark brown lines indicate grain over lighter brown background.
- **Fig 5** – shows a metallic surface such as silver or chrome. Light blue strips used, some drawn over grey lines.
- **Fig 6** – to show gold or brass a similar technique is used with deep yellow and dark brown.



There are many designers and design movements... here are just a few to give you an idea.

DESIGN MOVEMENTS

Designer – William Morris
Design Movement – Arts and Crafts
Known for - Designs for wallpaper, furniture and textiles, inspired by organic shapes and patterns found in nature.

Designer – Walter Gropius
Design Movement – Bauhaus
Known for - Designs for wallpaper, furniture and textiles, inspired by organic shapes and patterns found in nature.

Designer – Charles Rennie Mackintosh
Design Movement – Modernism
Known for - Design made ergonomically with geometric shapes and very little decoration. Easy to mass produce.

Designer – Clarice Cliff
Design Movement – Art Deco
Known for - Design made ergonomically with geometric shapes and very little decoration. Easy to mass produce.

Designer – Louis C. Tiffany
Design Movement – Art Nouveau
Known for - Popular with designers of glass, furniture, fabrics and wrought iron, based on the organic lines of climbing plants and Japanese art.

Designer – Theo Van Doesburg
Design Movement – De Stijl
Known for - Popular with designers of glass, furniture, fabrics and wrought iron, based on the organic lines of climbing plants and Japanese art.

Key words

Crating using lightly drawn boxes for guidance when sketching

Rendering the addition of colour, or texture, to enhance a sketch to better communicate design intent.

Aesthetic refers to the way a product looks and feels. The first impression of a product is often visual, making aesthetics very important.

Geometric characterized by or decorated with regular lines and shapes.

Organic relating to or derived from living matter.

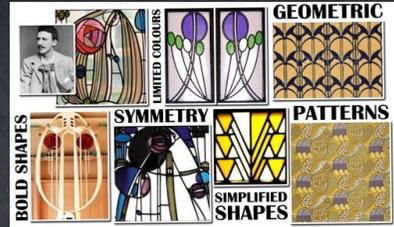
Design movement a style or prevailing inclination in art or design that upholds a specific philosophy or ideal and is followed and promoted by a group of artists for a defined period of time.

Innovate make changes in something established, especially by introducing new methods, ideas, or products.

DESIGN MOVEMENTS



Designer – Charles Rennie Mackintosh
Design Movement – Modernism
Known for - Design made ergonomically with geometric shapes and very little decoration. Easy to mass produce.



Modernism refers to a global movement in society and culture that from the early decades of the twentieth century sought a new alignment with the experience and values of modern industrial life. Building on late nineteenth-century precedents, artists around the world used new imagery, materials and techniques to create artworks that they felt better reflected the realities and hopes of modern societies.



Designer – William Morris
Design Movement – Arts and Crafts
Known for - Designs for wallpaper, furniture and textiles, inspired by organic shapes and patterns found in nature.

The **arts and crafts** movement was set up by a small number of artists and designers, including **William Morris**.

These designers were concerned about the effects of industrialisation and the use of machining on designing and making. They did not like products made by newly developed machinery and wanted to use traditional methods of craftsmanship to make beautiful products for all.



Designer – Louis C. Tiffany
Design Movement – Art Nouveau
Known for - Popular with designers of glass, furniture, fabrics and wrought iron, based on the organic lines of climbing plants and Japanese art.



Art Nouveau was a highly decorative style which combined traditional craft skills with new materials and machined surfaces. Art nouveau did not deliberately avoid the use of machines, as the Arts and Crafts movement did. It shared the same belief in fine craftsmanship and quality, but was happy with mass production.

DESIGN COMPANIES

Design Companies Braun

Founded in Germany in 1921 by mechanical engineer **Max Braun**, the Braun company originally produced small radios before branching out into electric shavers and household appliances. To this day, Braun's products are renowned for their **simple designs** and **usability**.



Design Companies Apple

One of the most well known brands today, Apple combines **distinctive sleek design** with an **intuitive** and **easy-to-use** operating system.



It was founded by **Steve Jobs, Steve Wozniak** and **Ronald Wayne** in 1976, but the design of products such as the **iPod** and **Apple Watch** can be attributed to chief design officer **Sir Jonathan Ive**.



Design Companies Dyson

Unhappy with traditional vacuums, **Sir James Dyson** decided a better vacuum was needed. After five years and **5,127 prototypes**, he created a **bagless cleaner** that used '**cyclone technology**' to pick up dust without losing suction. With the money from the sale of his early vacuums, Dyson founded his company, which now makes a range of **innovative products**.

