

When writing your Design Essay you must try to remember the following sentence, and to write about the following 9 points...

### "St Paul's Pupils' Can Make Tasty Sausage Sandwiches On Toast!!!"



#### The S in *St.* stands for... SHAPE

The shape of the product can be described in many different ways. For example the shape of the design could be described as being a basic, geometric shape such as a circle or square.

A geometric shape is a shape with regular contours or straight edges.

An organic shape is inspired by nature and is softer; it is more free-flowing and irregular.

#### Shape questions to think about...

- Is the product a basic, geometric shape or an organic shape?

#### The P in *Paul's* stands for... PRODUCT

For example it could be a toaster, a chair, a piece of jewellery or clothing etc...

#### Product questions to think about...

- What is it?
- What does it do?
- What is its purpose?
- When was it made?
- Who was it made by?

#### The P in *pupils* stands for...PRACTICALITY

For example if it is a light would it light a space, or it is a piece of jewellery or fashion is it wearable? If it is meant to be a portable design is it lightweight enough to lift and move about?

#### Practicality questions to think about...

- Is it a sensible design? Does it do what it is supposed to?
- Is it just practical or is it decorative and attractive too?

## The C in *can* stands for...COLOUR

The types of colour used on the product, for example colours can be *soft and subtle or bold and dramatic, warm or cool, harmonious or contrasting.*

For example if bright bold primary colours have been used does the design look fun, or if the product has a limited colour palette like silver, black or white does the design look sophisticated and stylish? If there is no colour in the product and it is just black and white it could be called *monochromatic.*

### Colour questions to think about...

- Do the colours clash or complement each other?
- How does the use of colour effect the way the product makes you feel?
- Do you think the colour attracts, or is meant to attract a certain type of customer?

## The M in *make* stands for...MATERIALS

Examples of materials are *plastic, metal, steel, wood, glass, silver, gold, fabric, leather, stone, wax, rubber or clay etc...*

### Materials questions to think about...

- What is the product is made of?
- Is there a mix or materials; has more than one been used?
- Is the material expensive or inexpensive?
- Is the product durable and hard-wearing...will it last?
- Is the material practical for the product? (For example, a chocolate teapot isn't practical!)

## The T in *tasty* stands for...TECHNIQUE

How has the piece been made?

### Technique questions to think about...

- How do you think the piece has been made?
- Is it a one-off piece (hand-made) or has it been mass produced (machine-made)?
- What technology do you think has been used?

## **The S in *sausage* stands for...STYLE**

What the product looks like...

### **Style questions to think about...**

- What does the product look like? (old-fashioned/retro, or modern/futuristic)
- Does it look like it has come from, or been inspired by, a certain period of time?
- Do you think the designer thought a lot about how it looks?
- Will the style of this product go out of fashion or is it classic and timeless?

## **The S in *sandwiches* stands for...SIZE/SCALE**

The size or scale of this product...

### **Size/Scale questions to think about...**

- Is it large or small?
- Does the size affect the practicality of the product?
- Is it too small to work well or is it too large and clumsy?

## **The O in *on* stands for...OPINION**

Your thoughts and feelings on the product and its design...

### **Opinion questions to think about...**

- Do you like the product?
- Do you think it is a good product? Why do you feel this way?

## **The T in *toast* stands for...TARGET AUDIENCE**

Who has the product been made for?

### **Target audience questions to think about...**

- Who do you think this product has been designed and made for?
- Do you think it has been made for children? Why do you think this...because of the materials used or the colours used?
- Do you think there is a wide target audience where you could imagine almost everyone liking or using this product? Why do you think this?