

# Design

## Function

sustainable  
 strength reliability efficiency  
 ergonomic fit **etc** stability  
 fitness for purpose safety durability  
 user friendliness

## Aesthetics

**design history**  
**design eras**  
**designers**  
**design practice**

pattern & rythm proportion  
**etc** contrast  
 movement balance  
 harmony style

these can be used to improve the nature of the design for purpose

# Graphics Practice

Designing

ability to identify potential design situation

research collaboration decision making: testing  
 choices qualitative judgements analysis  
 synthesis  
 interpretation adding to existing knowledge risk taking evaluating  
 n o p r e d e t e r m i n e d p r o c e s s  
 conceptualisation develop and refine  
 problem solving  
 intuition creativity integration  
 empathy/emotions perception imagination

these can be used to communicate design ideas

Pictorial rendering formal drawing  
 Sketching illustration digital imaging:  
 freehand communication **etc** • CAD  
 • animation

# Visual Communication

identification of design situation/Brief based on human purpose

identification of next design situation/Brief

p r e s e n t a t i o n

designed outcome realised