

PORTABILITY

Is..... When a product can be moved around easily

RELIABILITY

Is..... When a product will continue to do its job

DURABILITY

Is..... When a product lasts when used for its purpose

ERGONOMICS

Is..... When a product is made to fit the human form

MOVEMENT

Is..... When lines draw the eye in a certain direction

PATTERN

Is..... a repeated design element and can form a sequence or series

BALANCE

Is..... When a product has designs that are symmetrical or asymmetrical

AESTHETICS

Is..... When a product looks and works well with other things

The set of principles concerned with the qualities of appearance, visual appeal, good taste and beauty

CONTRAST

Is... When a product is diametrically opposed to other things around it

PROPORTION

Is..... a relationship between different parts of an object.

SAFETY & STABILITY

Is.... When a product is designed to be safe

FITNESS FOR PURPOSE

Is..... How well a product works in the situation it was designed for,

Is..... How something works or performs for its intended users