

FACTORS AFFECTING DESIGN

AESTHETICS

shape, proportion, pattern, texture, colour, style, visual appeal of a design project

Current resource availability

materials, tools, equipment, time, processes, products available to design and produce design project

Cost

of the design project due to labour, materials, profit margin

Ergonomics

comfort and efficiency of design project on end user

Safety

elements of the design project that are safe or unsafe

Size & Scale

actual vs ratio size of design project

FUNCTION

intended use of design project and how it works

Environment

impact of design project on the natural environment

Ethics

moral principles that govern a designers brief

Legislation

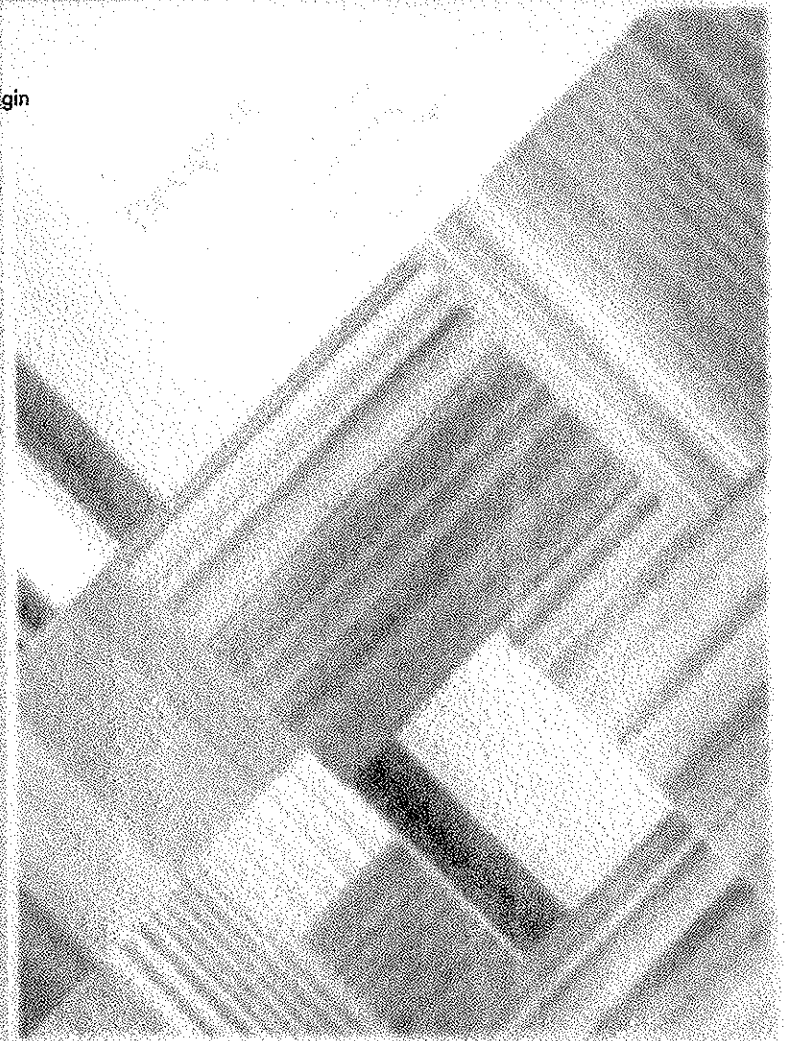
laws that govern a designers brief

Materials

that make up physical nature of design project e.g. timber, fabric

Socio-Cultural

impact of design project on society and culture in general



DESIGN is everything. EVERYTHING!

Paul Rand

Great design is all about the details. With innovative material selection, sensible construction techniques and modern aesthetics, one can craft a unique design language that sets a new standard.

Roi James

Design is a plan for arranging elements in such a way as to best accomplish a particular purpose.

Charles Eames