

# DESIGN ISSUES

**FUNCTION / FITNESS FOR PURPOSE**

**AESTHETICS / STYLE**

**MATERIALS AND TECHNIQUES**

**TARGET MARKET / AUDIENCE**

# FUNCTION / FITNESS FOR PURPOSE

Effectiveness

Durability

Practicality

Wearability

Safety

Ergonomics/user-friendly

# AESTHETICS / STYLE

Visual impact

How much emphasis has been placed on the appearance of design

Influences of other designers/design movements

What makes the work distinctive

Designers' 'trademarks'

Sources of inspiration

Detail

Decoration

# MATERIALS AND TECHNIQUES

Choice of materials

Processes used

Use of technology

Production/construction methods

Skills demonstrated

Cost

# TARGET MARKET / AUDIENCE

The market /audience the design is aimed at

Consumer type

Client

Age group

Gender

Income bracket

Interests

Location