



# Technology

Can you *discuss* the value and importance of design movements?

## Introduction to design movement

Whether you are choosing to base your product on a design movement or just looking for inspiration it is worth knowing the range of design movements inside out, understanding at least one key designer and the features (e.g. patterns, styles, colours, materials) that link products to that movement is very important at GCSE and A Level.



Scan me to watch a video about Bauhaus

## What is a design movement?

A "movement" is a style or usual feeling in art or design that supports a specific philosophy or ideal and is followed and promoted by a group of designers for a defined period of time.

A design movement can help in the design of a new product or the upgrade of an existing product. Trying to design a product from scratch is a very difficult task and often results in an inferior outcome and an unsuccessful product.

Although it is a good approach to rid yourself of preconceived ideas and concepts, when designing your own product, studying the work of successful designers and companies, can be regarded as a 'stepping stone' to success or at least a starting point.

Existing designs often inspire the development of new products and improvements to old ones.



## Challenges:

- Using the internet, research the following design movements and produce a timeline as to when they happened. Within your timeline you need to include the year, an image that represents the movement and the name of a key designer.
  - Art Deco
  - Arts and Crafts
  - Art Nouveau
  - Modernism**
  - Bauhaus
  - Post Modernism
  - De Stijl
  - Memphis**
- Using the same list of design movements, now produce an A5 flash card for each movement. The flash card should include: the name of the movement, the year, a different famous key designer from the movement, a famous piece of art work or product from that period and an overview as to the key characteristics and features of that particular style.
- Design a house hold product of your choice that is inspired by one of the design movements. Ensure that you draw in pencil and add labelling to identify the key characteristics and how you have taken inspiration from the chosen movement.



## Higher order thinking

Select a key designer of your choice. Now state the design they are best known for, explain how their style fits within the appropriate design movement & the philosophy.

## Achievement from this challenge

In carrying out these House Challenges you will have demonstrated the skills to **investigate, analyse** and **evaluate** the work of past and present designers to inform your own design thinking.

## Extension Activity

Using your phone camera, scan this QR code to upload a work booklet based on influential designers. These activities are based on Y11 examination style questions, so be tenacious and have ago!