

Contextual References in Design



Design Higher Critical Studies

CONTEXT

In your exam you will have the choice between two questions on designers that you have studied, each question is worth 10 marks. You will also have to respond to a design that you have not studied; this question is also worth 10 marks. Total 30 marks.

2015 QUESTION PAPER

Answer this question with reference to any designer(s) you have studied. Select design work(s) and discuss the designers(s) awareness of the target market and/or use of one significant visual element in the design work(s).

Explain the influence of social, cultural and/or other factors on any of the design work(s) discussed.

Marks are awarded for clear evaluative points, sustained personal opinions and substantiated judgements.

Social Factors

Social factors that affected how people lived and worked.

- WAR
- PEACE
- Poverty
- World Catastrophes'

Economic and living conditions

- Where did people live?
- Did they have money to spend on consumer goods?
- What type of product did they buy or have access too?

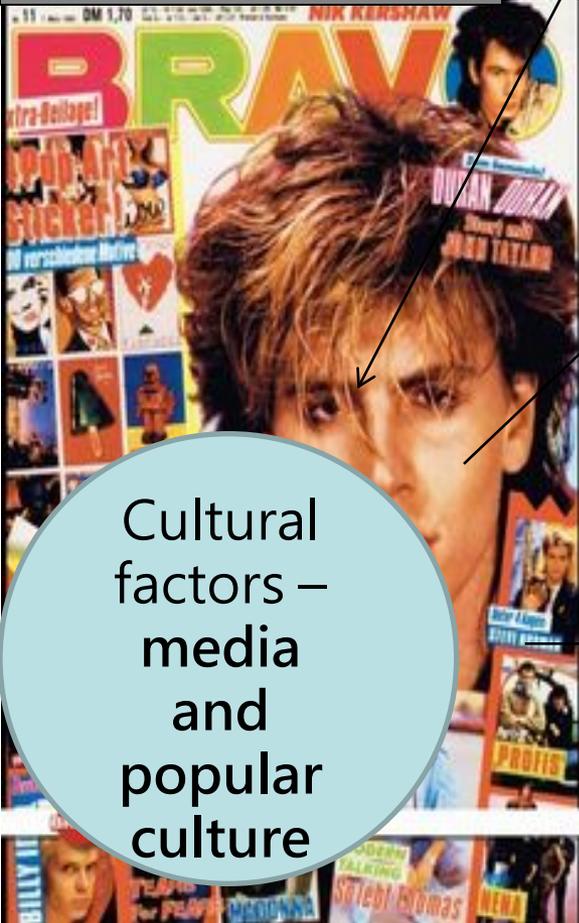
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Cultural Factors

culture definition. The sum of attitudes, customs, and beliefs that distinguishes one group of people from another. Culture is transmitted, through language, material objects, ritual, institutions, and **art**, from one generation to the next.

- Celebrity
- Fashion
- Peers
- Style
- Politics
- Gender
- Religion/beliefs
- Music



Cultural factors – media and popular culture



Did your designer have an impact on popular culture – were they imitated?

Other Factors

- New innovations
- Cameras
- Computers
- New materials
- New processes
- Transport
- Communication

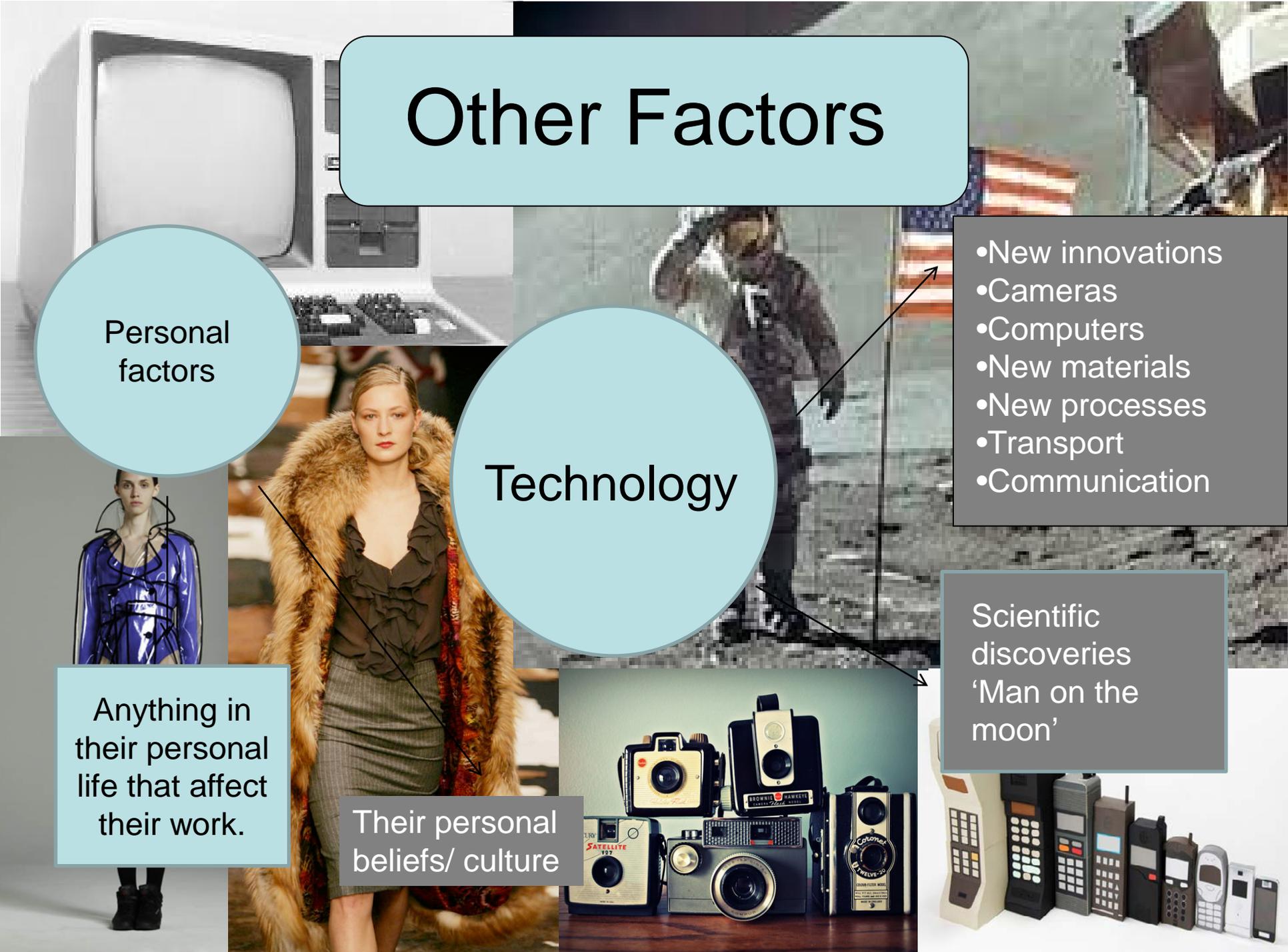
Scientific discoveries
'Man on the moon'

Technology

Personal factors

Anything in their personal life that affect their work.

Their personal beliefs/ culture



Associated Movement or Approach

Punk

How did punk influence design?



60's, 70's
, 80's



Artistic Movements in art and design

