Your notes

GCSE Design and Technology: revision notes

The work of others

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Why study other designers

- Studying designers and companies shows how design has developed, and gives inspiration for style, materials and approaches.
- Designers must be inspired by others without copying them.

Designers

- Harry Beck designed the London Underground map (1930s), using straight lines at 90 and 45 degrees so it was easy to read.
- William Morris led the **Arts and Crafts movement**; his wallpaper and textile patterns were inspired by nature and hand craft.
- Charles Rennie Mackintosh was a Glasgow architect and designer known for tall ladder-back chairs and Art Nouveau style.
- Marcel Breuer designed the Wassily chair from bent tubular steel, influenced by the **Bauhaus**.
- Gerrit Rietveld designed the Red Blue Chair, using the primary colours and straight lines of the **De Stijl** movement.
- Coco Chanel made comfortable, practical women's fashion, such as the little black dress and jersey suits.
- Alec Issigonis designed the Mini (1959), fitting four seats into a very small car by mounting the engine sideways.
- Ettore Sottsass founded the **Memphis group**, known for bold colours and playful shapes.
- Philippe Starck designed the Juicy Salif lemon squeezer for Alessi, a product as much about looks as function.
- Norman Foster is an architect whose buildings, such as 30 St Mary Axe ("the Gherkin"), use modern materials and energy-saving design.

Companies

- Dyson used **iterative design**, reportedly making over 5,000 prototypes before the bagless vacuum cleaner.
- Braun, with designer Dieter Rams, is known for simple, functional products ("less, but better").
- Apple is known for minimal, user-friendly design and tight links between hardware and software.
- Alessi makes playful, designer homeware.

Key terms

Arts and Crafts movement	A design movement valuing hand craft and nature-inspired patterns.
Bauhaus	A German design school linking art, craft and industry, known for functional design.
De Stijl	A Dutch movement using straight lines and primary colours.
Memphis group	An Italian design group known for bold colours and playful shapes.
Iterative design	Designing through repeated cycles of making, testing and improving.
Minimalism	A style using simple forms and as few elements as possible.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. Who designed the London Underground map?
2. Which movement was William Morris part of?
3. What did Alec Issigonis design?
4. Which designer made the Juicy Salif lemon squeezer?
5. What material is Marcel Breuer's Wassily chair made from?
6. Which movement is the Red Blue Chair linked to?
7. Which company is known for iterative design and bagless vacuum cleaners?
8. Which designer is linked to Braun and the phrase "less, but better"?

Answers

1. Harry Beck
2. Arts and Crafts
3. The Mini car
4. Philippe Starck
5. Bent tubular steel
6. De Stijl

Your notes

7. Dyson
8. Dieter Rams

What to do next

Practise 11 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

Free revision for GCSE and KS3 at lycolearn.co.uk. Some notes are for one exam board only, and say so in brackets.

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