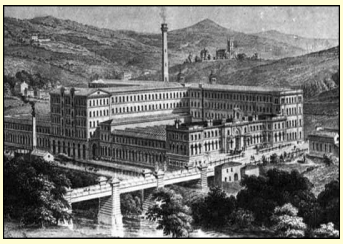
Student's Name: Date:

Design History

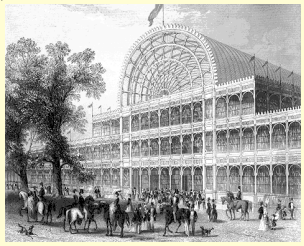


Until the 1750's most products were made in small numbers by individual craftspeople in small workshops. Between 1750 and 1850 there were many changes in the way products were made. Advances in materials and manufacturing techniques took place and the period became known as the Industrial Revolution.



At this time Britain was one of the main industrial nations in the world and Queen Victoria decided to hold a world exhibition to show off British manufacturing.

The exhibition was known as 'The Great Exhibition' and took place in London in 1851. It was held in a specially made building called the 'Crystal Palace' which was designed by Joseph Paxton. The exhibition was a great success but it was clear that the quality of some of the products made using the new machines was not so good as those built using traditional methods.



The Arts & crafts movement was lead by William Morris. It promoted quality craftsmanship and the use of natural materials. Many of the designs were inspired by nature. Morris himself is famous for his many wallpaper and fabric designs. He is considered to have been one of the greatest pattern designers of all time. The products they made were of a very high quality but the high quality materials and labour intensive manufacturing process they used meant that the products were very expensive. This meant that they were not affordable to the majority of people.



4U2do (A)

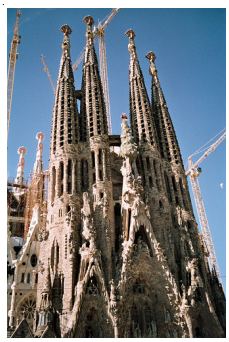
1. How did the changes in manufacturing process during the Industrial Revolution influence William Morris and the Arts & Crafts movement?

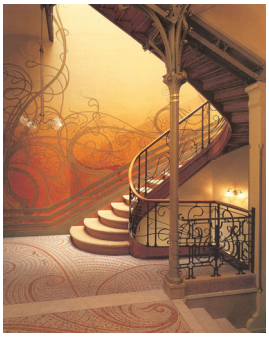
2. Why were the general public not able to buy the designs of the Arts & Crafts Movement?

Design History

Art Nouveau was an elegant decorative style rather than a design movement. In other words, *it was more about how the designs looked than being driven by any underlying principles.* It was characterized by intricately detailed patterns of curving lines.
In Britain the style could be found in the work of Charles Rennie Mackintosh. In France it could be found in Guimard's glass and iron 'Metro' (underground railway) designs and the glass work of Lalique and Galle. In Belgium the architects Victor Horta and Van de Velde used the style. In America there was the work of designers like Louis Comfort Tiffany. In Barcelona, Spain the architect Antonio Gaudi developed his own very individual version of the style.
Art Nouveau remained popular until about the time of World War I. It was eventually replaced by the Art Deco style.



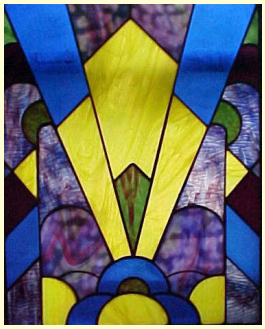




4U2do (B)

3. What were the different strands of the Art Nouveau style?

Art Deco was a decorative style that started around World War I, and was popular until the end of World War II (c. 1915-1945).
It was not just for the rich. By the 1930s, mass production meant that everyone could live in the deco style.
The Style consisted of geometric and angular shapes. Stylised images of aeroplanes, cars, cruise liners, skyscrapers and natural motifs - shells, sunrises and flowers were often incorporated.
Chrome, glass, mirrors / mirror tiles, highly polished wood, glossy black lacquer, shiny fabrics, satin and furs were used.
Art Deco furnishings frequently used marquetry (applying pieces of wood veneer in a decorative pattern), enamelling and other techniques to create decortive surfaces.



Design Histroy

De Stijl



After World War I architects and designers turned away from the old forms and philosophies. Many of the new designs incorporated a "machine aesthetic" which reflected the new industrial age.
In the early 1920's a group of architects and artists formed a movement called 'de Stijl' (Dutch for 'The Style'). Their work used severe rectilinearity (lots of straight lines). No surface decoration appart from colour was used, and this was only pure primary colours, plus black and white.
The most important thing about this group was their ideas, as they managed to build very few of their designs. The most iconic example is the 'Red Blue Chair' by Gerrit Rietveld.

The Modern Movement

In the early 1900's people began to look for simpler, more practical designs. They believed that the use of functional design principles and modern manufacturing processes would ensure high quality products.
The horrible experiences of many in the First World War and poverty created a new type of society which looked to good Design to create a better future. It was the 'Modern Movement' which answered the call. The movement was started at the Bauhuas school of Design in Germany.

The Bauhaus was established in 1919 in Dessau, by a group of architects, engineers, and artists led by Walter Gropius. They wanted to solvethe problems faced by the working classes after World War I. Their designs included urban planning, housing, and the development of high-quality, utilitarian mass produced consumer goods.
The Arts and Crafts movement had resisted the use of industrial methods and materials but the Modern Movement embraced them with open arms.
The idea of 'form following function' was adopted. In other words if you design a product to do its job *(function)*, the shape of it *(form)* will come automatically *(follow)*. As a result of this their designs tended to be very rectilinear with an 'honest' (suitable) use of materials. In architecture this meant that structural components such as steel, concrete, and other industrial materials were used without trying to make them look like natural alternatives.
When the Bauhaus was closed by Hitler in 1933 many of the teachers moved to other universities and design schools throughout Europe and the United States. As a result the style was spread.



Bauhaus Design is simple with an emphasis on straight edges and smooth, slim forms. Rooms were sparsely furnished and filled with hygienic freshness. Unnecessary features were avoided. Shining steel was discovered as a material for furniture.

Design History

4U2do (C)

4. When was the Art Deco style at its most popular?

5. What is Marquetry?

6. What materials were popular with Art Deco designers?

7. What does deStijl mean?

8. What colours do deStijl utilise in their designs?

9. Which design Movement was started after the first world war? How did they differ to The Arts and Crafts Movement in their attitude to machines?

10. What was the school of Design which started in Desau in 1919? How were their ideas spread?

Styling - In America in the 1920s and early 1930s there was a big increase in the use of machines and this was reflected in its art and design .
Electricity powered machines in the home and increasing numbers of cars changed the shapes of cities and homes.
The benefit of using machines rather than traditional methods of doing things was understood and machines were valued for their help. A new aesthetic (visual style) was used by designers which was based upon the beauty of machines.
Bauhaus 'functionalism' - the idea that an object's shape (form) should be the result of its job - was a major influence on American design.
The 'machine aesthetic' was interpreted in different ways -
The Moderne Style used the 'look of the machine' decoratively. The 'machine aesthetic' was used to hide the inner workings of objects whilst still making it look like a machine.

Design History

In architecture, the 'Moderne' was used mostly in non-residential buildings, from skyscrapers to cinemas.
Another interpretation of the 'machine aesthetic' was **streamlined design**.
Speed was an important part of the modern age. The shape that was most linked with speed was the 'ovoid', or 'tear-drop'. It also captured the public mind as the symbol of progress. Designers like Norman Bel Geddes and Raymond Loewy 'streamlined' everyday items such as pencil sharpeners.
In architecture designers often sought to create a nautical effect. Buildings looked like ocean liners complete with railings, and porthole windows.



Post Modernism

In the 1970's a reaction to modernism had begun. This came to be known as Post Modernism. The style flourished in the early 1980's.
Post Modernism was a reaction against the rationalism of Modernist design. Humour and wit replaced the formal ideals of modern design.
In 1981 Ettore Sottsas founded a group of young designers known as the Memphis group.
The Memphis style has been called the "ultimate fruit salad" of style.
Its striking approach to design is playful and humorous. Memphis and other Post Modern designers love decoration and colour as much as the modernists hated it.



Blobism

Blobism is characterised by 'futuristic, protoplasmic' forms. The designs are made up of amorphous, blob-like shapes which have been drawn using computer-aided design (CAD). The style has its roots in 'Blobitecture' which arose during the 1990s when CAD systems were first being developed for architecture. In 1993, the first blobitecture building was erected: the Water Pavilion in the Netherlands, which was completely designed using CAD. Other examples include the new Selfridges in Birmingham. CAD software allows Designers to manipulate their buildings to virtually any shape and the software does all the complicated mathematical equations that are necessary to ensure the building's structural soundness. Before the development of CAD systems architects tended to use geometric shapes as it was easier to do the necessary calucualtions. The use of CAD in product design has had a similar effect and offers the designer boundless possibilities of 'form'. The Apple iMac, the New Beetle and the Oh Chair are all examples of blobism.





Design History

4U2do (D)

1.1 What is streamlined design and where / when was it most popular ?

12. How does 'post modernist' philosophy compare to that of the 'modern movement'?

13. Why do you think the Memphis style of design has been compared to a 'fruit salad'?

14. What is Blobism? Give some examples of the style.

15. Choose two of the companies listed below.
Find out as much as you can about the history of the company and their work.
Print out your work and include it in these notes.

Braun
Dyson
Apple
Gap
Primark
Zara
Under Armour
Alessi

Design History

4U2do (E)

16. Create a Powerpoint presentation with one slide for each designer / design movement mentioned in this booklet. Give each slide a title and include 4 or 5 images to illustrtae the work of the designer / movement.

17. Choose your favourite designer from all of those you have studied. Prepare a 3 minute talk on your designer. Give details of their life, work, design philosophies, influences, contemporaries and legacy.
Your slides should not be too 'wordy' . Include plenty of photographs/ illustrations of your designer's work.
Make the layout of the presentation appropriate to the designer's own 'style'.
Explain what it is about this designers work that appeals to you.



AQA General Certificate of Secondary Education

Design and Technology: Product Design

Unit 1 Written Paper

To help you prepare for the written exam

Q. 1 Name one designer you have studied as part of this course. Name a specific product associated with your designer. [1 mark]

Q. 2 Describe how a designer you have studied has used different inspiration, materials and technologies in their work. [6 marks]

Exam Advice

The movements/groups most likely to be covered are;

- Arts & Crafts / Morris
- Art Nouveau / Mackintosh
- Modernism / Bauhaus
- Post Modernism / Memphis

List of CGP Revision questions:

E1 Looking at the work of designers

Design History