### Work or Others

<table>
<thead>
<tr>
<th>Image/Example</th>
<th>Designer</th>
<th>Design Movement</th>
<th>Key info</th>
</tr>
</thead>
</table>
|               | William Morris            | Arts and Crafts | • British designer in 1880s  
• Simple natural crafts  
• Useful and beautiful products (wallpapers, cushions, etc)                                                                 |
|               | Charles Rennie Mackintosh | Art Nouveau     | • Scottish designer in 1860s – 1920s  
• Known for light and shadow  
• Created stained glass and furniture  
• Inspired by nature and geometric lines                                                                 |
|               | Ettore Stottas            | Memphis         | • Italian designer in the 1950s/60s  
• Enjoyed making everyday objects wacky and bold  
• Used lots of bold colours and black lines                                                                 |

### Research

**What methods of research can be used to find information?**

- Case studies
- Interviews
- Questionnaires and surveys
- Social media and email
- Product Analysis
- Materials testing

Research can be divided into 2 categories: **Primary Research** and **Secondary Research**. Primary is research you complete yourself. Secondary is research from resources others can gathered e.g. books, magazines and internet.

Primary research is generally more reliable as it is done by the person using it and can double-check the data.

Another key piece of research, is **Anthropometrics and Ergonomics**. This helps develop the sizes of products, etc to make sure it fits the User.

<table>
<thead>
<tr>
<th>Image/Example</th>
<th>Brand</th>
<th>Key info</th>
</tr>
</thead>
</table>
|               | Alessi      | • Italian Design Company  
• Homeware and kitchen utensils  
• “Post-modern” style  
• Phillipe Starke is a major designer                                                                                                                                 |
|               | Apple       | • USA-based tech company  
• Famous for **iconic designs** of iPod and iPhone  
• Steve Jobs and Johnathon Ive are major designers  
• Known for innovative and modern design                                                                 |
|               | Dyson       | • British engineering company  
• Famous for vacuum cleaners and innovative technology  
• James Dyson is a major designer                                                                 |