

Y10-KO3A-GCSE DESIGN AND TECHNOLOGY: PEOPLE, SOCIETY AND CULTURE

A MARKET PULL AND TECHNOLOGY PUSH

1	Market pull	It is the demand from consumers for new products and improvements in old ones; this is often found via reviews, polls, surveys, etc. Examples include; Product Aesthetics, making products easier to use, etc.
2	Technology push	It is the development of new technology, materials and manufacturing methods to create new products or improve old ones. Examples include; Smart Phones, Electricity, Mass Production, etc.

B CULTURES, FAITH AND BELIEF

1	Key information	Different groups of people have different interests and have to be catered for. Different countries and cultures also react to products differently. In different countries and cultures colours and symbols can have a different meaning.
2	Examples	<ul style="list-style-type: none"> In India, McDonalds don't sell beef burgers as it has a large Hindu population, and cows are seen as sacred. In contrast the UK sells its most amount of fish and chips on a Friday as it is a Christian tradition to not eat meat on that day.

C FASHION AND TRENDS

	Key information	
1		Fashion and Trends will change quickly, and you can see major differences in fashions over decades.
2		Designers have to make sure their products meet the fashion and trends of the area they are designing and selling the product to.
3		The change of products over time is called Product Evolution. This is caused by Market Pull, Technology Push and Fashion and Trends.
4		<ul style="list-style-type: none"> Some products are seen as timeless. These products are called iconic designs. These products are timeless because they were innovative, set a bench mark for following products, changed their industry and are often copied. Examples include; iPod, iPhone, Angle-Poise Lamp, Swiss Army Knife, Converse Shoes, Levi's Jeans, Classic Mini Cooper.

D INCLUSIVE AND EXCLUSIVE DESIGN

1	Inclusive design	It aims to create a product that as many people as possible can use such as; cars, doorframes, adjustable products, etc.
2	Exclusive design	It aims to create a product for a particular group and their needs such as: car seats for babies, wheelchairs, stair lifts

E RESPONSIBLE DESIGN

	Examples	
1		<ul style="list-style-type: none"> Products that are produced by carbon neutral means. Products that are made from renewables materials. Products that, in production, reduce carbon emission and /or greenhouse gasses. Products that reuse existing materials or use recycled materials. Products designed to be 100% recyclable. Products that are designed to help or ease suffering or that promote fair trade. Products that are made and sold locally to avoid transportation costs and associated pollution. Organisations that are not-for-profit and where all money is reinvested to support good causes.

F CONSIDERING POPULATION WHEN DESIGNING

	Type of production	Example
1	One size fits all.	Door frames and baths.
2	A range of sizes to cover all.	Shoes and clothes.
3	Adjustability to allow use by all.	Car seats and shower head height.
4	Adaptability to support location or user.	Children's booster seats and car roof bars.