

ПР07. Дизайн и спецификация товара. Описание дизайна и спецификации товара.

ПР07. Design and product specification. Description of design and product specifications.

Exercise 1. Read the text and correct wrong statements:

1. Design is something related to fashion and style.
2. A good design begins with a good idea.
3. Design is not connected with people's quality of life.
4. Designers try to realize only sensible ideas.
5. Scientists and manufacturers don't have anything in common with designers.

WHAT IS DESIGN?

Design is everywhere. The word "design" means different things to different people. One definition given by designer Richard Seymour is 'making things better for people'. The design activity is focused first and foremost on human behaviour and quality of life. It transfers any idea into a blueprint for something useful, whether it's a car, a building, a graphic, a service or a process.

Scientists can invent technologies, manufacturers can make products, engineers can make them function and marketers can sell them, but only designers can combine insight into all these things and turn a concept into something that's desirable, viable, commercially successful and adds value to people's lives.

A good design begins with the needs of the user. No design, no matter how beautiful and ingenious, is any good if it doesn't fulfill a user need. Finding out what the customer wants is the first stage of what designers do. The designer then builds on the results of that inquiry with a mixture of creativity and commercial insight. Different designers use different methods-combining market research, user testing, prototyping and trend analysis. These methods lead to innovative products and services. Designers learn that ideas that may seem strange are worth exploring and that the 'common-sense' solution is not always the right one.

Exercise 2. Choose one of the products and write its description using the words and the outline

Words: *elegant functional futuristic handmade innovative retro stylish simple mass-produced traditional up-to-date streamlined ergonomic durable easy to use*

Useful phrases:

Visual appeal :	It looks like (a design from the 2010s)
Material:	It has a metal/wooden/golden (top/side/base)
Features:	It has several (qualities / special features).... It has a unique feature... One of its weak/strong points is...(that it is very difficult/easy to use because...)
Use:	It is designed for (opening/keeping).. It is used for.....

ПРО8. Дизайн и спецификация товара. Характеристика и сравнение дизайна различных товаров, представленных на современном рынке. Тест 1.

ПРО8. Design and product specification. Description and comparison of design of various products in the modern market. Test 1.

Exercise 3. Complete this presentation introduction with the words: *talk about look at points of view questions brief finally hear act as go along*

Good afternoon and thank you for making the effort to be here with us today. My name's John Smith and I'm responsible for marketing. What I'd like to do today is 1 _____ our recent product promotion campaign. This 2 _____ talk will hopefully 3 _____ a springboard for discussion. I'm going to 4 _____ the marketing campaign from three 5 _____ : firstly, the customers; secondly, the financial institutions; and 6 _____, the shareholders. If you have any 7 _____, just interrupt me as I 8 _____. Your point of view may well be different, and we'd like to 9 _____ from you.

Exercise 4. Complete the following presentation common expressions and phrases:

- i. Today we will _____ at ...
- ii. I'd like to _____ by ...
- iii. This _____ us to the next _____ ...
- iv. Let me _____ you an example ...
- v. A case in _____ is ...
- vi. On _____ whole ...
- vii. Let me end by _____ ...

Exercise 5. Choose one of the products given below and complete the product design specification. Invent any additional information you need.

PRODUCT DESIGN SPECIFICATION

Product name:

Product description:

Product performance:

Ergonomics features:

Dimensions:

Design:

Safety:

Product 1:

OUTDOOR HEATER

Function: to heat the air outside a building

- gives a lot of heat for 26 hours
- powered by propane gas
- easy to regulate the heat
- light and easy to move
- easy to clean
- can be used in all weathers

Product 2:

BABY MONITOR

Function: to check the health of a sleeping baby

- works up to a 100-metre range
- powered by mains or battery
- low battery indicator
- adjustable volume
- has a belt clip and also a stand
- easy to use and very light

Exercise 6. Read a report on two mobile phones and answer the questions.

1. What mobile phones are compared?
2. Do these phones have any similar features? What are they?
3. What are their peculiarities which differ these models from each other?
4. How many parts does the report consist of? What are they?

Two models of mobile phones the Nokia 6230i and the Samsung SGH-D500 are compared in this report. We have studied their features and found out that they have some similarities and differences.

First, the Samsung SGH-D500 is a little cheaper than the Nokia 6230i. It is very stylish and one of the most popular models on the market. Its features include a 1.3 Mp camera and music player. However, it does not have a memory card so you can store only a limited amount of music tracks and photos on this phone.

Second, the Nokia 6230i is small and light. It weighs only 99g and is very functional. It has a 1.3 Mp camera like the Samsung phone, but it also has a memory card. The panel of the camera can be replaced easily. In addition, covers are available in five different colours.

In conclusion, test results showed that the Samsung SGH-D500 was not very good in capturing movement. Despite this fact both the Nokia and Samsung models are very good buys.

Exercise 7. Write a report on two hand dryers.

AYT

- * uses principle of evaporation
- * may take up to 44 seconds to dry hands
- * warm air flows out at moderate speed
- * most of water removed by slow evaporation
- * bacteria are not filtered out of washroom air
- * unfiltered air blows around the room
- * machine starts when user presses start button
- * user usually has to press start button several times
- * user often walks out with damp hands, wiping on clothes to dry

Dyson

- * uses process of scraping water off hands like windscreen wiper
- * dries hands in 10-12 seconds
- * cold air forced out at high speed
- * long ultra-thin apertures run along two blades
- * filter removes over 99.9% of bacteria from air* filtered air stays within the machine, not around room
- * uses 80% less energy than conventional dryer
- * hands completely dry after use
- * turns on automatically when user inserts hands