**Design mix**

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| **Design Mix** | **Your examples** | **Examples** |
| Function is about how well a product works and the extent to which it does what it is supposed to do e.g. will a washing machine wash clothes properly. |  |  |
| The cheaper the cost of producing an item, the better. Designing a product which has a cost or production lower than that of its rivals will give a business a competitive advantage. However, if your research and development is expensive, a business must weigh up whether it should sell at a higher price and therefore be perceived as a higher quality product, or if it should forego some of its profit and sell at a lower price. |  |  |
| Stylish, elegant, beautiful products are more likely to sell than products that have no style. Appearance is therefore very important in design. |  |  |

In the second column, please put your own examples of products that fit into that part of the design mix.

Please place the following into the third column: (Some may be placed in more than one column)

Dyson Ball

Burberry Clothing

Tom Tom SatNav

Primark Clothing

Why is it important to have a successful design mix?

Why is scientific research important?

LCD TV

Tesco Value Range

Mobile Phone Design

Football Shirt

Converse Shoes

Ferrari

Snowboard

Mobile Broadband