

aesthetics

the overall appeal of
the creation

appropriateness

whether or not the
design meets the need
and the criteria for
success

balance

when the visual weights
(shapes, textures, colours, lines
and spaces) of the parts of a
design are equally distributed
so as to create equilibrium

contrast

an element of design created
when there is an unexpected
conflict, tension or change in
the visual aspects of the
design

design

a plan or creation
that is conceived as a
solution to a problem

design solution

the created answer
to the design
problem or need

emphasis or
dominance

the aspect of a design that first
catches the attention of the
viewer, creating a focal point
through placement, contrast or
isolation

environmental
consequences

the consideration by
designers of the affect their
creations will have on the
resources of the planet

ergonomics

the process of
designing or
arranging workplaces

evaluation

an assessment of the positive
and negative attributes of
design ideas, tools, materials
and processes

finance	the balance of income and expenditure in the design and manufacture of an item
function	whether a design works for its intended use and how it works
functional obsolescence	when an item no longer functions in the manner it did when it was created
harmony	when one or more qualities of design are alike
need	something one must have in order to survive

notification
obsolescence

when the product is
designed to inform the
user when it is time to
buy a replacement
