

## **Design & Technology**

### **AQA A-Level**

# **Socio economic influences**

#### **Materials required for questions**

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- Pencil
- Rubber
- Calculator

#### **Instructions**

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- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

#### **Advice**

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- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

## **Good luck!**

**Q1.** What was a primary goal of the Bauhaus movement in post-WW1 product design?

- A** To create furniture exclusively for the wealthy
- B** To combine aesthetics with functionality for mass production
- C** To revive ornate, traditional decorative styles

**Q2.** During WW2, rationing of materials led to the development of which type of products?

- A** "Utility" products focused on simplicity and efficiency
- B** Luxury handmade items
- C** DIY kits for home decoration

**Q3.** How did the Bauhaus philosophy influence furniture design?

- A** Prioritised decorative embellishments over function
- B** Avoided using new materials like steel and glass
- C** Merged art with industrial production techniques

**Q4.** Which post-WW1 socio-economic condition encouraged the Bauhaus to focus on mass production?

- A** A surplus of skilled artisans
- B** A decline in consumer demand for furniture
- C** The need to rebuild economies using industrial methods

**Q5.** Explain how the Art Deco design style was influenced by:

- historical design styles
- socio-economic factors

**(6 marks)**

[illegible]

**Q6. Explain why utility furniture was introduced after the Second World War (4 marks)**

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## Answers

Q1. B

Q2. A

Q3. C

Q4. C

Q5.

### Socio-economic factors

- The end of World War One (WW1) signalled a new beginning for a modern world with a need to rebuild, this is reflected in the use of sunburst motifs used to show a 'new dawn'/start.
- The zoning regulation of 1916 was concerned with the building of skyscrapers that blocked light to streets below. The regulation ensured that buildings were stepped back from the streets like ziggurats to increase light.
- Building on the need for simple and affordable style suitable for those returning from WW1, the class system was changing and a modern style was needed to embrace this.
- Modern mass manufacturing techniques used during WW1 lent themselves to the production of simple geometric forms. Historical

### Design Styles

- The discovery of Tutankhamun's tomb in Egypt was a huge international story that caused a desire to replicate the Egyptian style of simplistic imagery and costume.
- African art influences with patterns.
- Rectilinear forms to emphasise height and power.

Q6.

- Utility products were designed to make use of locally sourced materials due to limited resources after the war.
- There was a need for simple good quality furniture due to vast bomb damage within many cities and towns.
- The production of standardised plans allowed a wide range of manufacturers from around the country to produce the products efficiently.
- The production at local manufacturer level was also aimed at a reduction in consumption.

