

## DESIGN

"Design is not just what it looks like and feels like. Design is how it works" - Steve Jobs. This quote perfectly sums up the power of design and the impact it can have on our lives. Design is a powerful tool that can be used to shape our environment, our experiences, and our lives. It can be used to create beautiful and functional products, to solve complex problems and to bring people together. It is a way of thinking and a way of doing - this is a tool for creating meaningful and lasting change.

Design is very important to people's lives, thus it adds value and makes our daily lives more enjoyable and enjoyable. Designers have a lot of freedom and restrictions to turn their ideas into something desirable. People have a lot of misconceptions about design, they think it's only about the aesthetic aspects, while actually it's much more than that. Good design should be aimed at fulfilling a user's need. It should be attractive, have an appealing look, and be excellent value for money.

As an example, I own a laptop, it has a slim shape and is not too heavy, making it easy to carry around and use. The laptop is made of metal and has a black finish, making it look sleek and modern. Furthermore, it has some special features such as a backlit keyboard and fast-charging battery, which make it more convenient for me to use. The laptop is also made from a waterproof, strong and heat-resistant material which ensure that it won't get damaged. All these features make this laptop an excellent design, which fulfils all my needs.

Throughout the 20th century, and at the beginning of the 21st, design saw major shifts influenced by technology, advances in communication and a time of short lived products. On one hand, designers have responded to the need to be more aware of environmental impacts, they have focused on product durability, creating energy saving products, and developing solar-powered and electric cars. On the other hand, they have used aerodynamics in car design to increase the efficiency, as well as applying ergonomics in the design of a wide range of domestic appliances. Smooth and curved shapes are nowadays a trend in the industry, while designers are increasingly worried about damage to the environment, and the rapid use of energy sources and raw materials.

I find the 21st century to be the most exciting period for design. Despite being pressed with the increasing call to find sustainable solutions, it also gives us the space and technology to apply a wide range of innovative ideas. We see new technologies such as 3D printing and virtual/augmented reality being used to create unique designs and experiences. In the current times, design is no longer just focused on functionality and aesthetics, but also on enhancing our wellbeing. As a junior-designer, I feel empowered to create meaningful work with the potential of making a real, tangible impact.

The development of innovative designs is often a secretive affair. Today, however, some design companies have achieved worldwide success by taking risks and introducing new methods. Take Apple, for example, which has become synonymous with innovation. Perhaps their most influential design was the iPhone which changed the landscape of the telecommunications industry and has formed the basis of the industry in the 21st century. Apple wasn't the first to offer a touchscreen device, but they managed to combine the form, function and beauty of the device, making it fit with current trends and conferring status on the owner. Additionally, their use of sustainable and renewable materials, as well as their incorporation of the idea of fun into the device design, has allowed them to gain market share and remain relevant in a competitive market.

In the 20th and 21st centuries, another successful example of design innovators is Herman Miller, a furniture design company. In addition to balancing engineering and technical knowledge with creative ideas, the company also placed design above profitability. For instance, in the 60s and 70s, Herman Miller commissioned an artist to design a product made from a recycled by-product of the carpet industry. The product, a popular chair, came to be known as the Noguchi table, and not only did it have insulating and waterproof properties but it was also biodegradable, allowing for a more sustainable product. Altogether, it was a revolutionary development for the industry at the time and helped Herman Miller to achieve global recognition.

In conclusion, design is a powerful tool that can be used to shape our environment, our experiences, and our lives. It is a way of thinking and a way of doing - this is a tool for creating meaningful and lasting change. Designers have a lot of freedom and restrictions to turn their ideas into something desirable and to fulfill user's needs. Companies like Apple and Herman Miller have achieved worldwide success by taking risks and introducing new methods, such as using sustainable and renewable materials, having insulating and waterproof properties, and incorporating the idea of fun into design. Altogether, these successful examples of

design innovators have shown that design is much more than just aesthetics - it is a powerful tool for creating meaningful and lasting change.