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The famous graphic designer and founder of the magazine “New York Magazine”, Milton Glazer told that there are three responses to a piece of design—yes, no, and WOW! Wow is the one to aim for. It is difficult to disagree with this statement. Most important task of design is to compel the user to believe that this product is top-of-the-range device, but isn’t a gizmo. However, before talking about other goals of design, let’s first answer the question: “What is design?”

Design must not only attract the attention, but also convey the message to the consumer. Design creates a connection between the buyer and the designer.

One of the most important things in a designer's job is the ability to adapt to human needs and fulfill a user’s need. Designer must be on the same wavelength with the potential buyer, to better understand its needs and desires. For example, a phone, it is user-friendly gadget, however, it is multipurpose device, has an ergonomic design, and has its own bells and whistles and even its appearance speaks about it, as it has up-to-date design. Designers decided to use streamlining, this looks stylish and attractive.

The idea of individualization has become very popular in society in the 20th century – the beginning of the 21st century. This idea led to the need to create products that are not similar to each other. This period was the time of the space exploration; the ideas that associate with the space were picked up enthusiastically by the public. In addition to spherical shapes, the white color has acquired a special relevance.

I personally prefer nowadays, because now we have an opportunity to create unimaginable projects that are completely unique. Though you still need to meet government restrictions, but there are so many resources and possibilities.

Of course, the most important part of any project is an idea, then goes the ways of realization, the search for investors, and the recruitment of a team. After that, you may start bringing

the project to life. During of implementation, some flaws may be identified, which may cause of throwing some of materials, parts, or details overboard. If the team performs well, shortly it will be possible to represent the project. After presentation, the product may be sent for revision. After revision, you may make the device to work and launch the innovated item. And then the product may become a mass-produced item. If everything will be done in the right way, the product won’t go flop in the market.

It is difficult to pioneer the project, but it can bring a success, for example, one of the founders of the famous design school "Freedom College" Diana Lozenko. Her corporate identity, based on freedom of thought and the spirit of adventurism, can be seen on the streets of Moscow and other cities. The original approach to design allowed her to have an experience of work with major brands at the age of 26. “Freedom College” is rapidly gaining a large audience as a school of the new generation.

Everything is changing so quickly these days, including fashion, that’s why we are dealing with the rampant consumerism of contemporary society. We almost always want to shift to the other device. So now products are not designed for a long service life. Reducing the price, they attract us to such a product and we don’t even notice how we choose short-lived products. Thus, we are gradually transforming into a "throwaway" society, but I believe it is time to pull the plug. The idea is to produce the products that can change their appearance. It will be an outstanding invention because it will allow people don’t spend money every time they want to renew their style or image.

Design of some product can say a lot not only about the item itself: its functions, value, and significance in human life, but also it may say a lot about the person who chooses this product. Design doesn’t only fulfill an artistic and aesthetic function. Finally, it must be involved in solving broader social issues. This is why the companies spend so many resources to the design development.