**Imaeva Alina, 4931102/20001**

**Design**

It is widely known that the appearance of the product, its ergonomics, convenience greatly affects whether people will buy it or not. That's why companies have always tried their best to make the perfect product. Eventually, this desire led to the creation of new art. In this monologue we will talk about design.

In fact, a large number of people have misconceptions about design. When an ordinary person hears the word design, he immediately thinks that it is only about appearance. However, design is the totality of what engineers, scientists, stylists, manufacturers do. One time, especially during the war, little time was given to the design of things. Things were such as to fulfil a user’s need. Now everything exists in order to morally add value people's lives. Nowadays, a designer is someone who combines all the knowledge about a good product and turns an idea into something desired by people. The main element of good design is freedom of creativity and thought, so modern designers have a lot of freedom.

The basics of the designs are aimed at pleasing the eye of the buyer. For example, I can mention my laptop. It is made of very strong steel that can survive deformation. The laptop has an elegant, but at the same time minimalistic design. It is also very modern and innovative. In general, it is excellent value for your money.

As already mentioned, the design has a long history, but it has got the greatest development from the 20th century to the present day. The end of the 20th century was a century of optimism. At that time, advertising began to play a strong role, manufacturers realized the full power of youth and began to develop products aimed at young people and children. It was a time of short-lived products and consumer society. There are new materials, forms and ideas for **creating** products. Then there were many unusual and futuristic designs. Examples were silver foil dresses and plastic suits.

In my opinion, the most interesting time of design is our time. Firstly, the modern world is worried about the rapid use of energy sources, which can lead to disaster. Therefore, companies are trying to develop electric cars and avoid using oil. The market is also interested in creating and using energy saving products. Secondly, I think the current trends in the appearance of the product are the best because most products have an ergonomic design. Also, manufacturers use aerodynamics when designing cars and giving products smooth and curved shapes.

Design is always full of competition, and therefore never stands still and becomes obsolete very quickly. Therefore, companies have to put a lot of effort to fit with current trends. At different points in time, a company creates an innovative design and becomes a leader. It all starts with the fact that the company begins to experiment and introduce new methods into its product. Of course, the company takes risks because it can get into losses or go bankrupt. However, fortune smiles, the development may become the most popular in the world.

The brightest example of a company that achieved a worldwide success is Apple with their iPhones. While other companies were trying to improve their button models, Apple was trying to create first in the world sensor phone. Apple was able to balance form, function and beauty and got a revolutionary product that shocked the whole world. They removed from iPhone any buttons, stylus and added virtual keyboard, that have never been done before. These improvements helped them gain most of market share.

In conclusion, I can say that design become an essential part of our lives we can’t even live without.

***Active Vocabulary: 18, Grammar Structures: 11, Linkers: 9. Total: 613 words***