**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 adds value and makes our daily lives more 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, but also be excellent value for money.

As an example, I own a laptop, it has a slim shape and is not too heavy, it is made of metal. It has some special features such as a backlit keyboard and fast-charging battery. The laptop is also made from a waterproof, strong and heat-resistant material. All these features make this laptop an excellent design, thought it look modern, light, and easy to use everywhere which totally fulfils all my needs.

Throughout the 20-21st century, design saw major shifts influenced by advances in communication and a time of short lived products. On one hand, designers, especially car-designers 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. So today 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. It 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.

Today, some design companies have achieved worldwide success by taking risks and introducing new methods. Take Apple, for example, which has become synonymous with innovation. Their most influential design was the iPhone. 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 remain relevant on the market.

In the 20th and 21st centuries, another successful example of design innovators is Herman Miller, a furniture design company. The company 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, the product was also biodegradable, allowing for a more sustainable product. It was a revolutionary development.

In conclusion, design is a powerful tool that can be used to shape our environment, and designers have a lot of freedom and restrictions to turn their ideas into something desirable and to fulfill user's needs.