



## Design – A reading form

### Step 1: How to proceed when you are in front of a design product.

- You identify the type: an object, an interior, a model, a car, a dress, an advertisement.
- Give the name of the design.
- Then you look for the name of the designer and/or of the brand.
- The date is also quite important to judge the look, the purpose, the material used, etc.

### Step 2: Now look at the design more closely and try to find out the following information.

- What material the object is made of (wood, metal, cardboard, cloth, glass, plastic, etc.) and its dimensions.
- If the shape is classical, modern, fancy, Art Deco, etc.
- If colour is used; if it makes the object look more attractive, elegant, impressive, etc.

### Step 3: Then fix your attention on the elements listed below.

- The purpose the object is made for: is it useful, decorative, fashionable, etc.?
- If it is an interior, what kind of light has been used? Artificial light (lamps, chandeliers, wall sconces, etc.) or natural light (windows, glass walls, ceiling gables, etc.)?
- If it is a car, a dress or an accessory, has the users' comfort been considered or only its silhouette?

### Step 4: At this point you can express your opinion about the design.

- Interpretation: is it effective? Does it really convey a meaning?
- Evaluation: do you like it or would you have chosen a different approach?

Browse a magazine (an architecture magazine, an interior design magazine, a fashion magazine, etc.) and look for a picture of a design product; then fill in the form.

Identification	
Type	
Name	
Designer/Brand	
Date	
Description	
Material	
Dimension	
Shape	
Colour/Look	
Observation	
Light (source and intensity)	
Purpose	
Comfort	
Your opinion	
Interpretation	
Evaluation	

