

Who?: S3 Art and Design
What?: Scent Bottle Designs
Why?: To focus on one area
When?: All of June 2020
How?: Investigating Professional Designs

LI: We are going to try and understand how designers BALANCE the elements of FORM and FUNCTION when designing any new product LI: We are going to try and understand that a FUNCTIONAL object can be made more interesting by thinking about its FORM SC: We will be able to apply this knowledge to design our own new product, balancing FORM and FUNCTION in our solutions SC: We will be able to produce a set of instructions to help us design for a specific TARGET MARKET

Today's Tasks (3 & 4) – Market Research & Design Brief

## MARKET RESEARCH

As Designers, we must think carefully about what a specific TARGET MARKET will want and need from our design.

The best way to do this is to look at the products that have already been designed for that Target Market.

# Task 3: MARKET RESEARCH - Collecting Examples

- Go round the house and ask you family members if you can borrow any perfume or aftershave bottles that they have.
- Try to get at least 4 if you can.
- If you cannot, don't panic! Just go online and search images of scent bottles and save 4.

Using your 4 examples, fill out this table *on the attached "-S3 Bottle TableB.docx" Document*, following the example:









SCENT	FUNCTION: What is (are) the JOB(s) of the bottle?	What MATERIAL is it	MARKET Who is most attracted to	ERGONOMICS: Which bits of the design are touched in normal use? Do any bits move to make something work? What are they? How do they move?
Clinique Happy For Men	liquid; Close/Open/Seal;	Glass/Plastic. Attractive; Shiny; Sealed; Smooth; Safe; Strong	Males aged 29-50	Lid – Plastic; Rounded shape fits in hand; clicks on/off; 2 hands needed to open; Atomiser pushed to squirt 1 spray; Can be sprayed with 1 hand; Shape & Size fit palm of hand
Marc Jacobs Daisy				
Calvin Klein CK1				
Jean Paul- Gaultier Fragile				

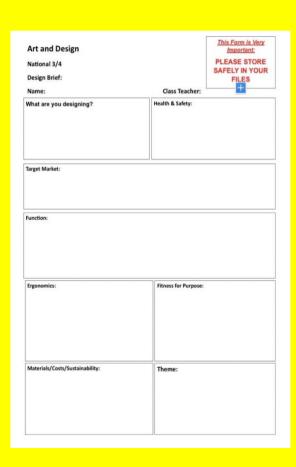
## Task 4: DESIGN BRIEF - Personal Set of Instructions

You are now going to choose a scent bottle that already exists, and re-design it, using what you have learned so far.

Firstly, we write down a short, (brief), list of instructions that help us focus on what we are designing. We use the same headings from above and add a few more that will also help. Here is an example:







#### When you have finished:

- Task 3: MARKET RESEARCH "-S3 Bottle TableB.docx" and
- Task 4: DESIGN BRIEF "N3-4 Design Brief Template"

Please submit/return these completed files to your teacher using Teams/Email.

If you have any problems at all, please contact your teacher for help and we will reply within 24 hours Mon-Fri.

Coming next...?

#### **Consideration of:**

- . SAFETY
- . Aesthetics Colour? Texture?
- . Typography Font? Size Colour? Bold? Italic? Position?