

## Design & Technology

# Influence of Aesthetics

## Multiple Choice

### Materials required for questions

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- Pencil
- Rubber
- Calculator

### Instructions

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- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

### Advice

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- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

# Good luck!

**Q1.** Which word is used to describe designing products well, so they are easy to use?

- A** Aesthetics
- B** Function
- C** Usability

**Q2.** Which of these is not influence aesthetic?

- A** Texture
- B** Convenience
- C** Colour

**Q3.** Why should a designer be mindful of the colours selected for a product?

- A** Some colour choices may have cultural barrier
- B** Some colour choices may make the product less flexible
- C** Some colour choices may stop the product from working correctly

**Q4.** What does aesthetics mean?

- A** User-centred design
- B** Measurements of the human body
- C** The way a product looks and feels

**Q5.** What does the colour blue universally represent?

- A** Cold
- B** Warmth
- C** Nature

**Q6.** Aesthetics relates to a product's?

- A** Looks
- B** Cost
- C** carbon footprint

**Q7.** Explain why surface finishes are applied to material and fabrics for aesthetic reasons

Give examples in your answer **(3 marks)**

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**Q9.** William Morris believed that form should follow function. Explain **two** ways in which the chair shown below shows this philosophy (**4 marks**)



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## Answers

Q1. C

Q2. B

Q3. A

Q4. C

Q5. A

Q6. A

Q6. A

Q6. C

Q7.

Any named aesthetic reason:

- Change the colour of a product
- Improving appearance/make the product look more attractive
- Change the look and feel of a product
- Aesthetic finish examples:
  - Painting cars different colours to suit different customer tastes
  - Embossing in card to create a decorative 3D effect
  - Self-finished surface, eg the injection moulding process can 'build in' a textured surface in contrast to a smooth surface
  - Add to decoration and quality of finish, eg enamelling jewellery
  - Wood stains to enhance the colour of timber
  - Anodising to produce brightly coloured aluminium products, eg bike wheels, Maglites
  - Stonewashing jeans (distressing) gives a soft peach skin effect
  - Heat setting thermoplastic fibres to give crushed effect, creases and pleating

Q8.

Candidates might refer to the following in their responses:

- Form follows function
- Function follows form
- Shape/form
- Key functions
- Ergonomics and anthropometrics
- Demographics of the user group
- Proximity of key controls to fingers and thumbs

- Range of hand movement
- Shape of handles
- Comfort in use
- Ease of use
- Aesthetics

**Q9.**

- Comfortable / comfort is key (1) cushioned / fabric covered seating surfaces / arm rests (1)
- Ergonomically shaped / supports user in a relaxed posture (1) reclined angle of seat and back / shaped uprights follow contours of a person's back / high back gives full support to back and neck / avoids back pain / strain (1)
- Anthropometrically designed / considers human dimensions (1) suitable height seat / back (1)
- Easy to move about (1) casters added to feet (1)
- Stability / will not tip easily (1) as the base of the chair is relatively large / long back legs (1)
- Sturdy, robust, chunky structure (1) as braces interlink all components / that will withstand long term use / users sitting down heavily (1)
- Little artificial decoration added / every part has a function (1) resulting in simple / humble styling.