

Design for Living

Unit 3: Design for Success

Student's File DL 3.1

Success and Presentations

1. Power dressing is how people dress to show that they are successful and the boss. What kind of clothes do you think men and women wear to show this? Why do they do it? Is it necessary? Some people have said that traditional Chinese clothes were all the same style so the only way to show superiority was to have beautiful and expensive textiles. Do you think this has also resulted in modern Chinese people and people in Hong Kong being very label-conscious?
2. Schools in Hong Kong have school uniform. What does a uniform tell you about a school? What would happen if there were no uniforms? In some international schools in Hong Kong there is no uniform in S6 and S7, in others no uniform at all. What do you think of this?
3. Some fashion is known as “street fashion” and is all about what young people wear - shoes with special labels, etc. It shows a certain kind of success but also puts people in a group.

Use the space below to make notes.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Student's File DL 3.2

Match these half-sentences. The sentences when matched will not make a complete paragraph.

Design and Financial Success

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|---|--|
| 1. Good design enables a company, _____ however large or small, | a. and value for money rather than cheapness in securing market advantage. |
| 2. Japanese companies not only use _____ design as a strategic competitive tool, | b. would see that most of these high-exporting firms were in fact doing all the right things. |
| 3. Anyone familiar with good design _____ practice in its widest sense | c. is increasingly complex and good design is needed to bring all the various technical elements together harmoniously. |
| 4. Creating multidisciplinary teams is _____ one of the most favoured routes by which | d. if the design function is allowed to contribute to other functions and if design really adds value to the company's products. |
| 5. In any discussion of international _____ business the conversation turns sooner or later to the importance of non-price factor | e. of new products is design and development and the source of many of management's problems comes from mishandling design. |
| 6. Medical equipment is a sector in _____ which design has become paramount because medical technology | f. depends on when it is planted, in what soil, among what other plant and then how it is nurtured. |
| 7. Companies that understand design _____ and manage | g. they also position design strategically within their organisations. |
| 8. Design will have a financial impact _____ on a company if a philosophy of design pervades that company, | h. manufacturing costs can be brought to bear on the design process. |
| 9. In many ways design is like a plant _____ seed: its lasting value | i. the design process well are usually aware of its financial benefits. |
| 10. Most manufacturing companies are _____ either sales led or financially led, yet the source | j. to compete profitably in world markets with quality products at competitive costs. |

Student's File DL 3.3

Listening: Key Success Factors

PART 1

Listen and complete the chart below. Sometimes you need to write one word, sometimes a question about that word.

1. _____ : does it do the job reliably?
2. Ergonomics : _____
3. Aesthetics : _____
4. _____ : is it safe?
5. _____ : is it easy to maintain and service?
6. _____ : is it easy to make?
7. Price : _____

PART 2

1. What is the TDC?

2. Where is its gallery?

3. What is the decision to buy influenced by?

4. What kind of choices are people making now?

5. What does this mean?
