

# **Design for Living**

## **Unit 1: What is Design**

## Aims

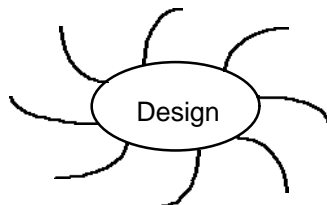
- to read and understand specialist vocabulary connected with design
- to practise intensive listening and take notes
- to write a short description of a room

## Materials

- DL1.1 Teacher's Resource Kit - Jigsaw Reading  
Texts x 5 and Questions sheets x 5  
Entire question sheet and key
- DL1.2 Student's File - Words you hear
- DL1.3 Student's File - Listening comprehension worksheet
- DL1.4 Student's File - Things to think about

## Teacher's Notes

1. Ask the class to look around them and to write down the names of everything they can see that is man-made. Answers should include: *desks, chairs, walls, doors, floor, blackboard, lights, fans, air-conditioners, all clothes, windows, ceiling, etc.*
2. Now ask the class if these things "just happened" or whether someone was involved. Write the word, 'Design' on the board like this:



and ask the students to add words they associate with 'Design' to the word spider. If they need help, write up these words in a list in the corner of the board:

fashion  
industrial  
interior  
photography  
graphic

These are the five design strands or divisions in which all design can be placed. Now ask them to add words to each of these five main headings. Expected words could include: *drawing, posters, magazines, advertising, packaging, films, fabric, space, light, colour, pattern, manufacturing, technology, products, atmosphere.*

3. Ask groups to share their words and then check with each group and collect all the words together on the board. If a class is having problems thinking of words, give them the list above and ask them to categorise them with the help of dictionaries.
4. Now divide the class into five groups. Give each group member a number, 1-6. Now give each group a different text (Text 4 is the shortest - give this to a weaker group) from DL1.1 Jigsaw reading. When each group has finished reading and answering the questions, check that they have written down all their answers and can remember their number. Now cross group them so that all the number 1 students sit together, all the number 2 students and so on.

e.g.

Group A	1	2	3	4	5	6
Group B	1	2	3	4	5	6
Group C	1	2	3	4	5	6
Group D	1	2	3	4	5	6
Group E	1	2	3	4	5	6

The new groups read vertically.

5. Now ask the students to tell each other about their texts using the question sheet as a guide. It can be a mini-presentation. The teacher can use the entire question sheet to check answers with the groups/class by asking the questions orally.
6. Now set up the listening. Write the title of the speaker's PhD thesis on the board "Spatial representation in Hong Kong Public Housing," and refer students to DL1.2 Student's File for the first listening. Students tick the words they hear and also answer the focus questions. Now refer students to the listening comprehension worksheet DL1.3 which is for the intensive listening stage. Let students check answers together before playing the tape for the third time.
7. Now refer students to DL1.4 *Things to think about* for students to read through, absorb and then write a description of their ideal room. If possible, play some gentle music as they write as this can help concentration and remove anxiety. It also helps to relieve the rather dead atmosphere in a writing stage!

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 1 Photographic Design

1. Visual images are made for many reasons and purposes. Many original images are subsequently reproduced through photographs or electronic digitisation. Visual images may be made for Artistic, Expressive Use, Communicative or Design purposes. The reasons sometimes overlap and people also argue that sometimes there is no difference between being Expressive and being Communicative with a visual image.
2. Twentieth Century Art has become largely concerned with being unique, with being an individual and the artist uses paints, clay, stone, wire, metal to express an individual reaction or emotion. The viewer may not enjoy looking at the artwork or they may like it very much.

The designer, on the other hand, has to identify society's needs and has to find solutions to specific problems. The designer has to be aware of the context of the problem and has to be very aware of any constraints. The designer has to use an analytical problem solving approach as well as personal imagination and experience.

3. Photography has become recognised as a visual and expressive way for an artist to share his or her ideas or thoughts with others. But photography can also communicate an idea of reality. It can take a piece of reality from the environment and show that piece of reality to many people. People will react to the photograph according to their memory, feelings, experience or dreams. The photograph is a frozen moment of reality and photographs deal with reality rather than symbols.
4. In this way photographs are very close to language - photographs can interact with language. Meanings in a photograph may be shaped or changed by the headlines in a newspaper and by the reporter's words. Where the photograph is on a page can have a very important effect on how the photograph is regarded by the viewer/reader.
5. A photographer and the photographs taken play an important part in visual communication and to be a good photographer can bring a highly satisfying, and financially rewarding, professional career.
6. In Hong Kong, you can study for a degree in Photographic Design at the HKPU. The course offers the students a chance to develop their intellectual, creative and practical skills.

**Teacher's Resource Kit DL 1.1 Jigsaw Reading**Text 1 Photographic Design - Questions

Make sure that everyone in the group helps with the answers and writes down the answers. You will need them later.

1. What kind of images are reproduced as photographs?

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2. What purposes are visual images made for?

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3. In paragraph 2 which word means *the only one*?

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4. What other word has a similar meaning?

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5. What does a designer have to find?

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6. Which word describes *problem solving*?

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7. What does *problem solving* mean?

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8. Why is a photograph "a frozen moment of reality"?

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9. What does the writer think about photographs in a newspaper?

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10. Where can you study for a degree in photography?

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11. Does the writer think it is a good career to be a photographer?

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## Teacher's Resource Kit DL 1.1 Jigsaw Reading (Key)

### Text 1 Photographic Design - Questions/Answers

1. What kind of images are reproduced as photographs?  
original
2. What purposes are visual images made for?  
Artistic/Expressive or Communicative Design
3. In paragraph 2 which word means the *only one*?  
unique
4. What other word has a similar meaning?  
individual
5. What does a designer have to find?  
solutions
6. Which word describes *problem solving*?  
analytical
7. What does *problem solving* mean?  
the use of logical reasoning
8. Why is a photograph "a frozen moment of reality"?  
because it catches a moment forever - as it really was.
9. What does the writer think about photographs in a newspaper?  
The words can change the meanings of photographs.
10. Where can you study for a degree in photography?  
HKPU
11. Does the writer think it is a good career?  
Yes - satisfying and financially rewarding

When you are in your new groups, answer the following questions. (Key)

- |                |               |             |
|----------------|---------------|-------------|
| 1. photography | 3. industrial | 5. graphics |
| 2. interiors   | 4. fashion    |             |

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 1 Photographic Design

When you have finished, think about and discuss the following:

1. Which photographs were on the front page of today's paper?
2. Could you catch the meaning without reading the reporter's words?
3. Have you ever seen a photograph in a newspaper and thought that it was wrong to print it and show it to the public?

There are two sayings in English about photographs.

1. Photographs never lie.
2. A photograph is worth a 1000 words.

Do you agree?

When you are in your new groups, answer the following questions.

1. Which design discipline communicates an idea of reality?
2. Which design discipline combines craft-work and industrial techniques?
3. Which design discipline is concerned with manufactured consumer products?
4. Which design discipline looks back as well as predicts?
5. Which design discipline is mainly the communication of information?

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 2 Industrial Design

1. It is often said that society today is an industrial society because the industrial way of production influences the whole world.
2. The advanced industrial economies of the West and Japan may be about to be changed radically by the spread of information technology and automation. These two innovations will make it possible to have new production strategies, new ways of organising society, a new life style.
3. North America and Western Europe are still major markets for Hong Kong's manufactured consumer products. The products must respond to social changes to these markets. Asian markets are opening up slowly to Hong Kong's goods. Hong Kong's manufacturing industry is moving production to China and other low labour cost countries. Some local companies are moving into areas of manufacture formerly dominated by Japan.
4. The complex interplay of international social trends, regional economic changes and further local shifts will increase the need for the autonomy of Hong Kong's industrial design capability. In other words, Hong Kong needs to develop its own independent industrial design expertise.
5. In the HKPU the student who studies for a degree in Industrial Design will work with the technology and methods that would be appropriate in any industrial setting. They will also develop an appreciation of what is beautiful in industrial design - they need to appreciate form or shape and materials. Economics and marketing studies as well as a study of Asian culture are included in the course. Students will be able to explore local and regional cultural traditions as they develop an identity for locally made goods or products.



**Teacher's Resource Kit DL 1.1 Jigsaw Reading**Text 2 Industrial Design - Questions

Make sure that everyone in the group helps with the answers and writes down the answers. You will need them later.

1. Why is today's society considered industrial?

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2. Where are these advanced industrial economies?

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3. How might they be changed?

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4. Which three areas are markets for Hong Kong?

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5. Why is Hong Kong's manufacturing industry moving?

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6. What does Hong Kong's industrial design sector need?

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7. What do industrial design students at HKPU need to appreciate?

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8. Name three elements of the degree course.

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## **Teacher's Resource Kit DL 1.1 Jigsaw Reading (Key)**

### Text 2 Industrial Design - Questions/Answers

1. Why is today's society considered industrial?  
because of the industrial way of production
2. Where are these advanced industrial economies?  
The West and Japan.
3. How might they be changed?  
by the spread of IT and automation
4. Which three areas are markets for Hong Kong?  
North America, Western Europe and Asia
5. Why is Hong Kong's manufacturing industry moving?  
to be in low labour-cost countries
6. What does Hong Kong's industrial design sector need?  
independent/autonomous design capability/expertise
7. What do industrial design students at HKPU need to appreciate?  
form or shape and materials
8. Name three elements of the degree course.  
economics, marketing studies, Asian culture

When you are in your new groups, answer the following questions. (Key)

1. photography
2. interiors
3. industrial
4. fashion
5. graphics

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 2 Industrial Design

When you have finished, think about and discuss the following:

1. How many things do you have at home that are the result of industrial design?  
i.e. which manufactured goods?
2. Are they well designed - do they work effectively, are they easy to use? Are they pleasing to look at? Are they well made?
3. How could the spread of IT and automation help us to reorganise our society and our life style?

When you are in your new groups, answer the following questions.

1. Which design discipline communicates an idea of reality?
2. Which design discipline combines craft-work and industrial techniques?
3. Which design discipline is concerned with manufactured consumer products?
4. Which design discipline looks back as well as predicts?
5. Which design discipline is mainly the communication of information?

## Teacher's Resource Kit DL 1.1 Jigsaw Reading

### Text 3 Interior Design

1. Interior Design at its most basic deals with the creation and manipulation of interior spaces to form environments for various activities. Interior Design is involved in accommodating human activities - domestic, social, industrial, educational and commercial environments.
2. Interior Design starts with a basic *space*. This *space* is intangible because it is not definite or clear at this first stage. The space is then changed and other intangibles are created, like *mood, atmosphere, style*.
3. The practice of Interior Design is unique in that it incorporates elements from graphics, fashion, industrial, photographic and even theatre design. It selects and brings together various items into a coherent whole - this whole includes sophisticated services such as cabling for IT or central air-conditioning.
4. An interior designer must be able to tackle both large and small, simple and complex problems. There has to be an understanding of how to use both craft-work and industrial techniques. Interior Design is not mass production or manufacturing, and never can be.
5. An interior designer must be curious, sensitive, creative and organised. An interior designer must take a lively interest in the world around us - in human behaviour and habitat. An interior designer must notice social, cultural and religious ideas and beliefs. There should be an awareness of all the various stimuli, visual, oral and social that make us want to meet together and debate, question and argue.
6. Hong Kong is a densely developed and populated urban city state. It is also a centre for finance, international trade and communications. As the urban environment becomes more congested and the pace of life more frenetic, the importance of good interior environments for everyday working and living increases. Increased living standards have created a rise in expectations for all sections of the community.
7. Using practical experiments and observation, the HKPU degree course endeavours to create intelligent and inquiring interior designers with a thorough appreciation of their local environment and a wider understanding of the world at large.

## Teacher's Resource Kit DL 1.1 Jigsaw Reading

### Text 3 Interior Design - Questions

Make sure that everyone in the group helps with the answers and writes down the answers. You will need them later.

1. Find one word in paragraph 1 that is similar in meaning to:
  - a) something made as the result of imagination, skill and invention. \_\_\_\_\_
  - b) causing something to develop in the way you want it to. \_\_\_\_\_
2. How many categories of environments for human activities are there? \_\_\_\_\_
3. Why are *mood, atmosphere, style* intangible?  
\_\_\_\_\_  
\_\_\_\_\_
4. How is interior designer unique?  
\_\_\_\_\_
5. What can't interior design be?  
\_\_\_\_\_
6. What qualities must an interior designer have?  
\_\_\_\_\_
7. Why is good interior design important in Hong Kong?  
\_\_\_\_\_  
\_\_\_\_\_
8. Do people want better interiors?  
\_\_\_\_\_
9. What does the phrase "world at large" mean?  
\_\_\_\_\_
10. Can you find a word that means lively, energetic and rather wild?  
\_\_\_\_\_

## Teacher's Resource Kit DL 1.1 Jigsaw Reading (Key)

### Text 3 Interior Design - Questions/Answers

1. Find one word in paragraph 1 that is similar in meaning to:
  - a) something made as the result of imagination, skill and invention. creation
  - b) causing something to develop in the way you want it to. manipulation
2. How many categories of environments for human activities are there? five
3. Why are *mood, atmosphere, style* intangible?  
Because they are not definite enough to be touched - you can't touch them.
4. How is interior designer unique?  
In the way it brings so many elements together.
5. What can't interior design be?  
production or manufacturing
6. What qualities must an interior designer have?  
sensitivity, creativity, curiosity, organise
7. Why is good interior design important in Hong Kong?  
Good interiors become desirable as life becomes more frenetic and the environment more congested - it helps to make these things more easily endured.
8. Do people want better interiors?  
Yes - the increased standard of living has created a rise in expectation for all.
9. What does the phrase "world at large" mean?  
everything that is going on in the world.
10. Can you find a word that means lively, energetic and rather wild?  
frenetic

When you are in your new groups, answer the following questions. (Key)

- |                |               |             |
|----------------|---------------|-------------|
| 1. photography | 3. industrial | 5. graphics |
| 2. interiors   | 4. fashion    |             |

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 3 Interior Design

When you have finished, think about and discuss the following:

1. Which of the five environments in paragraph 1 have you experienced?
2. Which interior in Hong Kong do you know that you really like?
3. To make a good interior takes time and money. Is this time and money well spent?

When you are in your new groups, answer the following questions.

1. Which design discipline communicates an idea of reality?
2. Which design discipline combines craft-work and industrial techniques?
3. Which design discipline is concerned with manufactured consumer products?
4. Which design discipline looks back as well as predicts?
5. Which design discipline is mainly the communication of information?

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 4 Fashion Design

1. Fashion and clothes are an expression of culture. Sometimes the form they take looks back at yesterday's dreams or disasters, sometimes the form predicts fashion trends that are idiosyncratic - that is very individual and often strange and unusual.
2. Fashion and art are similar; they both search for innovation that will help people to understand the human condition. Fashion gives information about status and gender or about expressing dissent and defiance. Fashion cannot only be about beauty; the function or purpose of the clothes are equally important. Another consideration is the environment in which the clothes will be worn and the demands of market forces.
3. There is a need in Hong Kong for fashion designers to promote individual creative imagination through their personality and experience. A design solution can only exist if this happens.
4. Within the degree course for Fashion Design at the HKPU students will acquire technical knowledge as well as constantly re-appraising the function and the beauty of clothes.



## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 4 Fashion Design - Questions

Make sure that everyone in the group helps with the answers and writes down the answers. You will need them later.

1. What looks back and also predicts?

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2. What can fashion inform us about?

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3. Is fashion only about beauty?

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4. What do Hong Kong fashion designers need to promote?

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5. What are the two main statements about the fashion degree at HKPU?

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When you have finished, think about and discuss the following:

1. What does your school uniform tell the world about you/your school?
2. How can fashion/clothes express dissent or defiance. Think of any examples you have seen in Hong Kong.
3. Which areas of life need special clothes with a special function?

When you are in your new groups, answer the following questions.

1. Which design discipline communicates an idea of reality?
2. Which design discipline combines craft-work and industrial techniques?
3. Which design discipline is concerned with manufactured consumer products?
4. Which design discipline looks back as well as predicts?
5. Which design discipline is mainly the communication of information?

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading (Key)**

### Text 4 Fashion Design - Questions/Answers

1. What looks back and also predicts?

Fashion and clothes

2. What can fashion inform us about?

status and gender, dissent and defiance

3. Is fashion only about beauty?

No, it's also about the purpose of clothes.

4. What do Hong Kong fashion designers need to promote?

individual creative imagination

5. What are the two main statements about the fashion degree at HKPU?

That students will acquire technical knowledge as well as being able to judge the function and beauty of clothes.

When you are in your new groups, answer the following questions. (Key)

1. photography
2. interiors
3. industrial
4. fashion
5. graphics

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 5 Graphic Design

1. Graphic design can be traced back to the beginning of man's history when he first realised his ideas by painting images on cave walls.
2. It evolved over thousands of years through man's need to communicate ideas and messages and then the need to keep these ideas. The written language becomes necessary to publicize and promote goods and services through graphic communication and persuasion.
3. Nowadays graphic design and marketing are sometimes indivisible. In today's global community we are surrounded by words and images which tell us where to go, what to eat, what to wear, how to use, etc. Graphic design is mainly the communication of information. Some people regard it as an art, some as a craft and some as a science. In fact it can be all of these - and more. The main difference between art and graphic design is that art expresses emotion while graphics express information - with a set of codes and symbols which have been learned.
4. Graphic design is not just "taste" or "style" but is about understanding and solving a design problem with creativity, knowledge and skill. It looks for effective solutions, not superficial answers.
5. Graphic design graduates from the HKPU will, in the future, need to contribute to the advertising and promotion of foreign goods in China, thus raising the living standards of Chinese people. Secondly, and more importantly, design will help to promote manufactured goods from Hong Kong and China to compete successfully in the global market.
6. Hong Kong design has been in danger of being accused of being strongly influenced by the West or even more just copying western design. It is vital that HKPU graduates develop a distinctive Hong Kong design identity. They need to strike a balance in the use of visual images of eastern and western ideas and create images that are unique to Hong Kong. Effective communication and good ideas, independent thought and the encouragement of curiosity and individual expression come first - designing comes second. The young graphic designers are expected to provide key services to the culture and working demands of our society in the near and distant future.

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 5 Graphic Design - Questions

Make sure that everyone in the group helps with the answers and writes down the answers. You will need them later.

1. Why did early man paint on cave walls?

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2. How did man's need develop?

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3. What does modern graphic design do?

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4. What three elements do people see in graphic design?

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5. How is it different from art?

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6. How can a design problem be solved?

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7. How will graphic design help trade?

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8. What balance needs to be made?

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9. How many elements come before good design for a young graphic designer?

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10. Find a word in paragraph 6 that means "important, on which others depend".

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## **Teacher's Resource Kit DL 1.1 Jigsaw Reading (Key)**

### Text 5 Graphic Design - Questions/Answers

1. Why did early man paint on cave walls?  
to realise/express his ideas.
2. How did man's need develop?  
by wanting to communicate ideas, message and to keep them.
3. What does modern graphic design do?  
communicate information
4. What three elements do people see in graphic design?  
art, science, craft
5. How is it different from art?  
emotion v information
6. How can a design problem be solved?  
with creativity, knowledge and skill
7. How will graphic design help trade?  
By promoting foreign goods in China and Hong Kong and Chinese goods abroad.
8. What balance needs to be made?  
between eastern and western images and ideas
9. How many elements come before good design for a young graphic designer?  
Five
10. Find a word in paragraph 6 that means "important, on which others depend".  
key

When you are in your new groups, answer the following questions. (Key)

1. photography
2. interiors
3. industrial
4. fashion
5. graphics

## **Teacher's Resource Kit DL 1.1 Jigsaw Reading**

### Text 5 Graphic Design

When you have finished, think about and discuss the following:

1. Are you aware of graphic design in: the MTR, the supermarket, magazines?
2. Which advertisements do you remember? Which packaging do you remember?
3. Think about a set of instructions and the way the graphics are used. Think about notices that do not use words - just symbols, for example think about smoking, toilets, information for the disabled, information about public transport.

When you are in your new groups, answer the following questions.

1. Which design discipline communicates an idea of reality?
2. Which design discipline combines craft-work and industrial techniques?
3. Which design discipline is concerned with manufactured consumer products?
4. Which design discipline looks back as well as predicts?
5. Which design discipline is mainly the communication of information?

**Student's File DL 1.2 (Key)**

Listen to the tape and tick the words you hear.

spatial✓	public housing✓	curtain✓
design✓	bunk bed✓	police
control✓	possessions✓	daughter-in-law✓
phenomenon✓	grown up children✓	rats
cupboards✓	homework✓	fold-up table✓
fold-up chair	fold-up bed✓	organised✓

Now listen again and answer these questions.

1. How long has Nuala Rooney lived in Hong Kong?

10 years

2. What percentage of the population of Hong Kong live in public housing?

50%

3. Why are people becoming more aware of design?

visiting hotels, restaurants etc.

4. Does Nuala think everyone can be a designer?

Yes

## Student's File DL 1.3 (Key)

### Listening

1. What type of housing blocks are being researched? (three answers)  
older style housing / slab block / twin tower
2. How large are the flats?  
200-300 sq feet
3. How many people are living in the flats?  
4-5
4. Why is Nuala interested in how people live in small spaces?
  - i) HK is one of the densest places in the world.
  - ii) Nothing is written about how people live.
  - iii) There are no photographs, no documentaries.
  - iv) People don't take it seriously.
  - v) Strange not to concentrate on it so we know more about how people live  
in Hong Kong

### True or False?

- |  |   |   |
|--|---|---|
| 1. The first flat has school children living in it.                    | T | Ⓕ |
| 2. The first flat has fold up beds and a bunk bed.                     | Ⓓ | F |
| 3. The family cannot cope with all the possessions they need to store. | Ⓓ | F |
| 4. They don't notice the clutter any more.                             | Ⓓ | F |
| 5. They don't like the flat next door.                                 | T | Ⓕ |
| 6. The second flat has internal walls.                                 | T | Ⓕ |
| 7. The bunk bed is for three children.                                 | Ⓓ | F |
| 8. There is a curtain around the parents' bed for privacy.             | Ⓓ | F |
| 9. The flat is tidy and organised.                                     | Ⓓ | F |
| 10. The children can't do their homework when the TV is on.            | T | Ⓕ |
| 11. The colours of the flat are light and bright.                      | Ⓓ | F |