

Design for Living

Unit 3: Design for Success

Aims

- to discuss the "language of clothes" and make a short oral presentation
- to read and comprehend - to practise discourse links
- to listen for specific information
- to practise skills associated with part of the language system paper
- to practise asking for information

Materials

- DL3.1 Student's File - Success and Presentations
- DL3.2 Student's File - Design and Financial Success
- DL3.3 File - Key success factors (Listening)

Teacher's Notes

1. Remind the class of the start of Unit 1 when they thought of everything that was designed in the classroom. Now extend this to their homes and other environments and ask them to think about where design indicates success. Write the title of the unit on the board.
2. Clothes are often seen as a sign of status. Ask students to think about these questions. Refer students to DL3.1 *Success and presentations*.
3. Divide the class into trios and give each student a number 1, 2 or 3. Tell them to prepare a one-minute presentation on topic 1, 2 or 3 to give to their trio.
4. Monitor and select three-six students to give their presentation to the class.
5. Refer students to DL3.2 *Design and Financial Success*. This worksheet is similar to part of the language systems exam. Students match the sentence halves together. When you have checked the answers with the class, divide them into pairs and ask each person to select two complete sentences. They now dictate these sentences to their partner who does not look at DL3.2 until the dictation is finished and then they can self-check the Sentences they have written.
6. The listening task in DL3.3 is based on completing a chart and answering some simple questions while listening. Question 5 in Part 2 is a post-listening question.

Student's File DL 3.2 (Key)

Design and Financial Success

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| 1. Good design enables a company, however large or small, | <u> j </u> | a. and value for money rather than cheapness in securing market advantage. |
| 2. Japanese companies not only use design as a strategic competitive tool, | <u> g </u> | 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 | <u> b </u> | 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 | <u> h </u> | 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 | <u> a </u> | 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 | <u> c </u> | 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 | <u> i </u> | 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, | <u> d </u> | 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 | <u> f </u> | 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 | <u> e </u> | j. to compete profitably in world markets with quality products at competitive costs. |

Student's File DL 3.3 (Key)

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. Performance : does it do the job reliably?
2. Ergonomics : is it easy and comfortable to use?
3. Aesthetics : does it look good?
4. Safety : is it safe?
5. Maintenance : is it easy to maintain and service?
6. Manufacture : is it easy to make?
7. Price : is it good value for money?

PART 2

1. What is the TDC?
The Trade Development Council
2. Where is its gallery?
In the Convention Centre, in Wanchai
3. What is the decision to buy influenced by?
Performance and ease of handling
4. What kind of choices are people making now?
informed choices
5. What does this mean?
People know what they want or have found out what is available