History of industrial design final questions

Art & Culture, Artists

History of Industrial Design al Affiliation Corporate identity is visually represented by graphical symbols and elements that reveal and demonstrate the essence of the company. For example Coca-Cola Company, uses elements of colour, name and typography in its visual representation. The colours used are red and white. Logo, Slogan, colour, name and typography are the major features that make up corporate visual identity. The features express organizational characteristics. A logo is a symbol, mark or signature that is used to identify a company and/or its products. Logos are memorable, informative, and they capture attention. Historically, design has been extensively used to address social, environmental concerns. Eco-design projects began in the 1960s and 1970s. Geodesic domes are an example of environmentally responsible designs. Environmental conscious designs promote the development of projects that are eco-friendly.

After its arousal in the 1950s; Pop design gained prominence and significantly influenced industrial design in the 1960s and 1970s. The pop movement inspired many designers particularly in fashion, fine arts and furniture industries. For example, pop furniture featured bright primary colours, oversized scale and basic geometries. Bocca or Marilyn sofa is an example a piece of furniture that is designed in an oversized shape of bold red lips.

In the 20th century, politics influenced design in numerous ways. In the second half of the 20th century, social unrest led to environmental damage particularly because of pollution and depletion of world resources. Political bodies influenced ' green design' to facilitate environmental conservation. In 1970s and 1980s, feminist movements influenced industrial design by

fighting for the incorporation of designs for minorities and other larger groups that had been ignored. Designers respond to new socio-cultural, environmental and political trends by creating new designs that meet the needs of consumers. Additionally, they use designs to express their views on various issues and trends.

Consumerism and replaceability are the major themes that have been mainly expressed in the contemporary practise of industrial design. Contemporary designers have been focusing on innovation and packaging and appearance of their products. Technology is a trend that has enormously influenced industrial design since the 1980s. The era of consumerism is characterized by production electronic products and focus on consumption. Companies that advocated diversity and experience like Studio Alchymia criticized this approach. Later companies like Swatch watches and Alessi began to create more emotionally appealing products. The 1980s trends are likely to influence the future of industrial technology particularly because industrial designers are significantly embracing digital.

References

Dumas, A. (2002). Theory and Practice of Industrial Design.