

# Interior design

[Design](#)



You will need to: Identify the founders' (or key personnel's) resonantly and vision (1 page) Trace the company's history (focusing on any abrupt changes in direction) (1 page) Identify the company's mission statement and motto (1 page) Show how it uses design to create a consistent visual (and aural) identity that targets a niche market. Identify this market as precisely as possible. (1 page) Explain the company's values, aesthetics, market position, market share and historic significance.

In other words, explain the design approach that has made it world famous and show how this translates into its designs (you can use a scrapbook of Images). What are the strategies the company uses to communicate with its staff, its customers and the general public, looking at its stationary, products, spaces, advertisements, website, uniforms, staff attitudes, packaging, vehicles etc (3-4 pages) Account for its long-term success. Is it a alveolar? If so, explain.

If not, explain why it does not have this status (1 page). Some possible companies to investigate: Apple, Sony (and many others) Airman & Pravda (not Versa, which has a different market) Channel No 5 & Dioramas (perfumes) Google & Yahoo (search engines) Nikkei & Rebooks (sports shoes) Mercedes Benz & BMW (luxury European cars) Remember, you are looking at the company's structure and philosophy as well as the product's design, packaging and marketing.

Avoid choosing a company that you 'love'. We are evaluating your analytical skills & critical distance, not the intensity of your 'alveolar. Also, choose a best-practice company that has a world-wide outreach, you will need to get

lot of material (from print ads, catalogues, websites and products).

Submission Form: Written Document (Correct Referencing Required)

Learning Outcomes 1 .

Analyses and interpret academic text and visual imagery relating to human factors. 2. Interpret the work of a range of international designers in relation to human factors.