

# **Design for Living**

## **Unit 3: Design for Success**



## Student's File DL 3.2

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

### Design and Financial Success

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