

# Read like a...

# Designer



**Identify the properties of materials**

Read to research different properties. You can match these to your specification. This is where you decided what the ideal properties are: strong or hard, tough or flexible, insulator or conductor etc.



**Understand your target market**

Read about your target market to understand their needs and wants. Use online design blogs by young designers who inspire you. You could compare this to influencers and decide who you believe.



**Explore the thoughts of designers**

Read design articles in online magazines, news and museum websites. The designers can be famous, up and coming or perhaps ignored in the past. Do designers share ideas about the task of designing, or do they each have a unique approach to problem solving?



**Compare what people write about products**

Compare opinions from people who design, manufacture, advertise, sell, admire or dislike popular or iconic products. Compare this to your reactions to develop your critical vocabulary for analysing products and designs yourself.

