Unit 7. Vocabulary

Design "making things better for people"

Designers combine ideas into something that is desirable, commercially successful and adds value to people's life;

Verb	Noun (person)	Noun (abstract)	Adjective
Design	Design-er	Design	Well designed
	Scient-ist	Science	Scientif-ic
Manufacture	Manufactur-er	Manufactur-ing	
Produce	Produc-er	Product/ product-ion	Product-ive
Engineer	Engine-er	Engineer-ing	
Use	Us-er	Use	Us-able
Develop	Develop-er	Develop-ment	Develop-ing
Innovate	Innovat-or	Innovat-ion	Innovat-ive
Invent	Invent-or	Invent-ion	Invent-ive
	Art-ist	Art	Art-istic

Fulfil a need

Misconception – incorrect idea

5a Complete these questions using words from the table. Sometimes more than one answer is possible.

1   Can you name an _____? What did he/she invent?
2   Are there any factories in your town/city? What do they _____?
3   What are the three _____ you could not live without?
4   What do you think is the best _____ of the 21st century?
5   Is the _____ of a product important to you? Why?/Why not?
6   What products do you think _____ will develop in the next ten years?

Adjectives to describe objects of design

Retro

traditional

handmade

mass-produced

futuristic

innovative

stylish – attractive and fashionable

up-to-date- modern

streamlined – with a smooth shape

elegant – attractive and graceful

simple – not complicated

functional – useful

Designers need to think about the following categories when designing a product

Material	Shape	Texture
steel, leather, aluminium, canvas, wooden, plastic, paper, straw	curved, angular, square, circular	smooth, rough, polished, soft, hard

Abstract nouns
Advertise -> advertising
Consume -> consumerism
Industrialise -> industrialisation
Recycle -> recycling
Communicate -> communication
Streamline -> streamlining

⟹ -ING
-ISM
-ION ⟹ Suffixes used to turn a verb into an abstract noun.

E.g., advertisING as a noun refers to the activity expressed by the verb advertise

Exercise. Complete the blank spaces with the abstract nouns you have learnt

1 Is there enough _____ of harmful products like batteries?
2 Do _____ and curved shapes make products look more stylish?
3 Is _____ the best way to get people to buy products?
4 Is _____ leading to people becoming more selfish?
5 Has _____ damaged the Earth so much that it cannot recover?
6 Does better _____ technology lead to better lives?

Text. *Alessi's inventions*
Failure/ flop = something or someone that is not successful. IT= fallimento, insuccesso.
Transform = to change. IT= trasformare.
Innovation = the use of new ideas or methods. IT= innovazione.
Pioneering = when you introduce new and better methods or ideas for the first time. IT= pioniero/a.
Inspiration = a good idea about what you should do, write, say etc, especially one which you get suddenly. IT= inspirazione.
Icon = someone famous that is admired by many. IT= icona.
Core business = the business that makes the most money for a company and that is considered to be its most important and central one. IT= attività principale.
Mass-produced = produced in large numbers using machinery, so that each object is the same and can be sold cheaply. IT= produzione su larga scala.
Citrus squeezer = an object used for squeezing juice from fruit such as lemons. IT= spremiagrumi.
Corkscrew = a tool made of twisted metal that you use to pull a cork out of a bottle. IT= cavatappi.
Stockpot = large cooking pot. IT= pentolone.
Manufacturer = a company that makes large quantities of goods. IT= azienda produttrice.

Tableware = the plates, glasses, knives etc used when eating a meal. IT= stoviglie, servizio per la tavola.

Points useful to evaluate a design product:
Is it …?
Stylish
Innovative
Functional
Easy to use
Durable
Value for money