Topic 6 – Classic Design

**Use your own words where possible**

**6.1 Characteristics of classic design**

Define classic design.

How does an image make a classic design instantly recognizable and provoke emotional reactions?

Write notes on 2 examples of classic design.

Define obsolescence.

Why was Micheal Thonet’s No.14 originally designed? How did its simple design benefit it sales?

How does a classic design defy obsolescence and transcend its original function?

How does the role of mass production contribute to a product reaching its classic design status?

What contributed to the success of the VW beetle?

Define dominant design.

Why are classic designs dominant in the market place and difficult to change?