

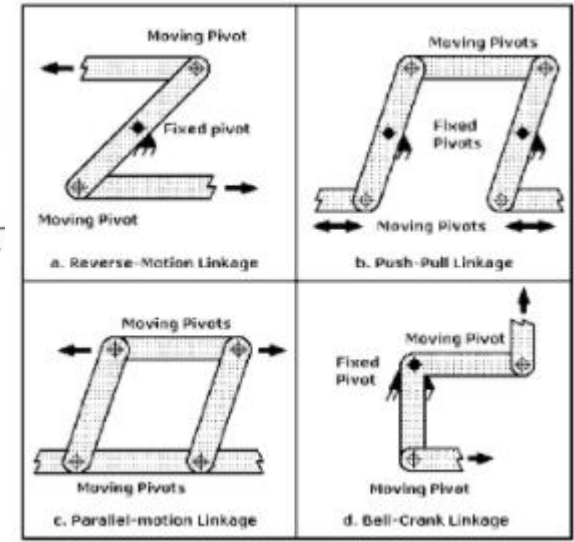
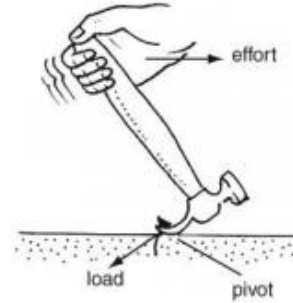
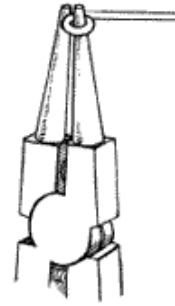
What is Iterative design?

Iterative design is a continuous cycle of prototyping, testing, analysing and refining. This should enable the product to be developed to a solution which is as close to perfect as possible.

The prototyping stage can be completed using designs, physical and virtual modelling to communicate design intentions.



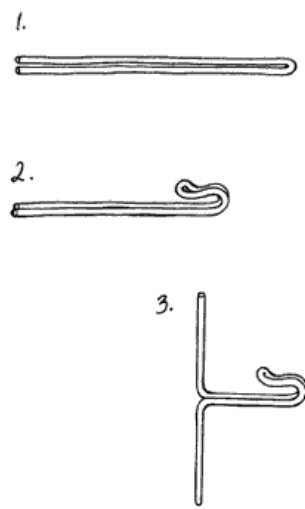
Modelling with wire



Prototype - An early model or sample of a product used to test a concept.

Seasonality - refers to the times of year when a given type of food is at its peak, either in terms of harvest or its flavour.

Food miles—How far has a McDonald's UK Big Mac travelled?

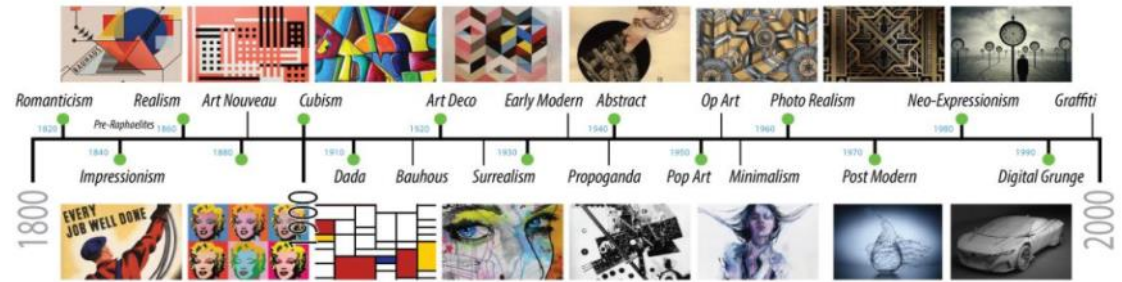


WHAT'S IN SEASON WHEN?			
SPRING	SUMMER	AUTUMN	WINTER
ASPARAGUS	BEETROOT	APPLES	APPLES
CARROTS	BLUEBERRIES	BLACKBERRIES	BRUSSELS SPROUTS
CELERIAC	BROAD BEANS	ELDERBERRIES	CABBAGE
CUCUMBER	CARROTS	MUSHROOMS	CARROTS
CURLY KALE	COURGETTES	POTATOES	CELERIAC
GOOSEBERRIES	CUCUMBER	PLUMS	CURLY KALE
SPROUTING BROCCOLI	POTATOES	PUMPKIN	LEEKs
SPINACH	PLUMS	ROCKET	PARSNIPS
RHUBARB	STRAWBERRIES	SQUASHES	POTATOES
WATERCRESS	TOMATOES	SWEETCORN	SWEDE



- A** is for **Aesthetics**
- C** is for **Cost**
- C** is for **Customer**
- E** is for **Environment**
- S** is for **Size**
- S** is for **Safety**
- F** is for **Function**
- M** is for **Material**

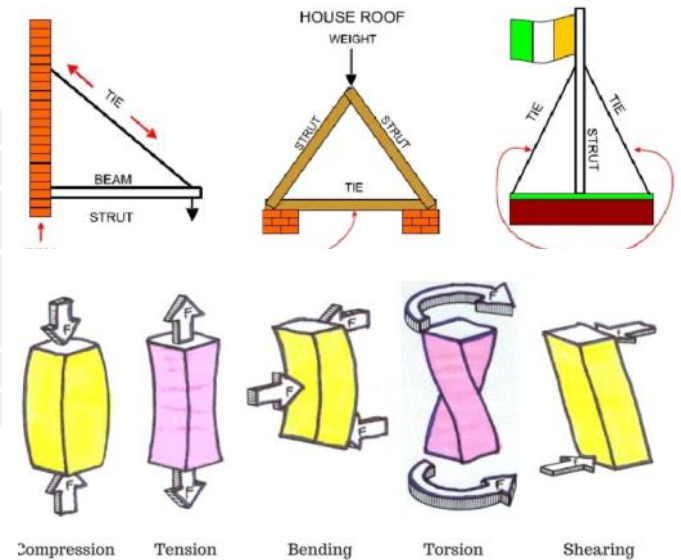
Designers & design movements of the past have been influential in the design of products we use today. They have changed the way we view products and continue to be a source of inspiration.



ALESSI CHARLES RENNIE MACKINTOSH



Advantages of CAD	Disadvantages of CAD
Ideas can be drawn and developed quickly	Expensive to set up
Designs can be viewed from all angles and with a range of materials	Needs a skilled workforce
Some testing and consumer feedback can be done before costly production takes place	Difficult to keep up with constantly changing and improving technology
Advantages of CAM	Disadvantages of CAM
Fast and accurate production	Expensive to set up
Machines can run constantly on repetitive tasks	Needs a skilled workforce of engineers



Bitmaps are a way of encoding black and white images using binary numbers. A '0' is used to represent a white square in the image and a '1' is used to represent a black square.

	Binary	Hex
	00000000	00
	00011100	1c
	00100010	22
	01000001	41
	01001001	49
	01000001	41
	00100010	22
	00011100	1c

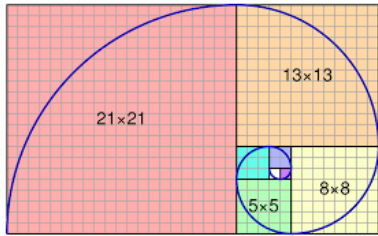
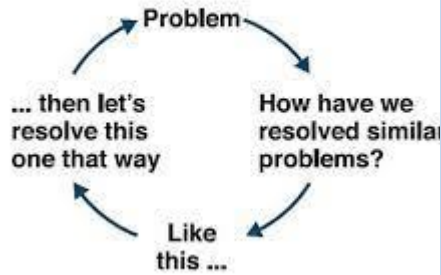


Our senses influence how we combine ingredients and season dishes.

Tasks

- For a designer of your choice, research, identify and list ten facts.
- For a designer of your choice, discuss the reasons that their work is considered iconic?
- Draw a n 8 x 8 bitmap grid and create a design. Turn your design into binary code.
- Create a sensory word bank for cooking and nutrition

Design Fixation



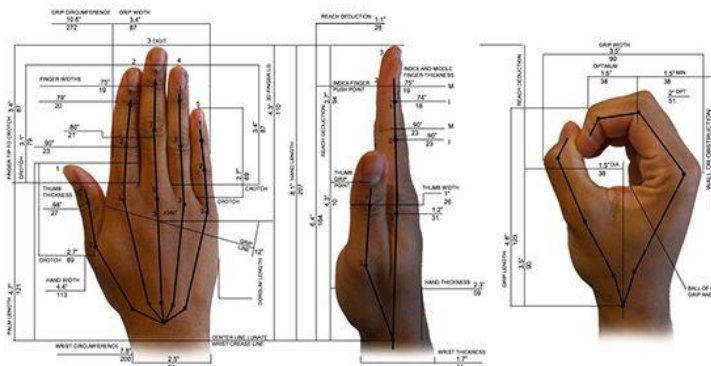
Avoiding design Fixation

Use a range of sources for inspiration
 Geometry and geometric design can be a good starting point
 Biomimicry—design from natural forms. How does nature approach it?
 Are there any cultural influences that will help?
 Use mathematical patterns such as the Fibonacci sequence.



Anthropometrics is the systematic measurement of the physical properties of the human body.

Anthropometric Hand Measurements
 Cary M. Robinson



Icon	Meaning
	Used to draw straight lines
	Used to draw freeform curves
	Used to draw circles
	Used to add text
	Used to 'bound fill' an area with colour
	Used to draw rectangles

Ergonomics is about 'fit': the fit between people, the things they do, the objects they use and the environments they work, travel

6 Rs of Sustainability



Easter egg packaging you can and can't recycle

Cardboard: fold down and recycle

Wrapper: not recyclable put in waste bin

PET 1 plastic: can be recycled, check for the symbol

Other plastic: not recyclable put in waste bin

Foil: scrunch up into a ball and recycle