Design Matters

Activity One: Describe

Flick through the catalogue and chose a product to describe that you most admire for its design. You must describe everything about it including the color and design and what it is designed for.

Here are some adjectives to help you:

Innovative	Modern	Sleek
Brilliant	Colorful	Comfortable
Cost effective	Useful	Discreet
Attractive	Clever	Revolutionary



Activity Two: Present your ideas

Pick a question out of the hat and answer using as many of the presentation expressions and linking words as possible. You will be representing your team and the team who uses the most linking words in total wins.

- How would you describe Ikea's strategy towards design in general?
- What does the design of all IKEA furniture have in common?
- How does IKEA design style compare to But, Conforama, Fly and Alinea?
- Who are the top IKEA designers? What are they known for?
- Does IKEA encourage innovative design and how?
- Which are the most famous and long selling designs in the IKEA product range? Why are they so good?
- Give examples of some really bad IKEA designs…

Linking words and Expressions for presenting your ideas:

First of all
In my opinion
As far as I know
However
Therefore
Furthermore
Clearly
The following
And of course

Obviously
Also
Nevertheless
Above all
As long as
Otherwise
Instead of
Unless
Whereas

Basically
The emphasis is on
The main emphasis
A strong point is
The main aim is.
In this area. …
In one area. …

In particular
Particularly
In Conclusion
To sum up

Easy Access English



Activity Three: Describe it.

Go to this page
http://www.businessweek.com/magazine/content/05_46/b3959001.htm

Then click on the 'SLIDE SHOW' link under the pink cushion.

Read out the descriptions of the designs and pay attention to stress and intonation? Then say which design you prefer and explain why.

- What descriptive words did you notice?
- What linking words did you notice?
- Which words did you stress?

Activity Four: Color Confident

Color is used to convey meaning in almost everything in our daily lives. Some colors invoke certain feelings or expectations relative to the culture or society we grow up in. Other colors convey a universal meaning (yellow and red as warnings or cautions for instance).

- What is your favorite color and why ?
- What colors have you chosen to decorate your house ?
- Which colors are the most popular for IKEA products ?
- What does yellow and blue mean to you ?

Open the catalogue randomly and name all the colors on that page.

Activity Four: Product Knowledge – try out the test and see if you can name the products – you may need to do this at home or your teacher can do it for you while you are on the phone.

http://www.iamcal.com/games/ikea/

