

## **TECHNOLOGY DESIGN**

It amazes me that almost everything around us has been designed, by someone, somewhere. Simply looking at my surroundings makes me realise how important design is in everyday life. I love designing and creating many products for my school work and business promotion. This is the main reason I have chosen to pursue this subject and have ambitions to contribute and create awe-inspiring designs in the future.

Travelling with my family has allowed me to see different countries, cultures, vast landmarks and landscapes throughout the world. During my time in these countries, I have spent many hours photographing the areas in order to compile a record of different sites I have found inspiring. Nature and landmarks are my main inspiration, as I choose to design from personal experience rather than be influenced by other designers or trends. This adds a unique style to my work that I tailor to meet any particular specification requirements.

The designs I find most inspirational are those of Apple. After Jonathan Ive became Senior Vice President of Industrial Design, Apple's designs became more futuristic and stylish, revolutionising many technologies. They have always been leaders in innovation and have left some other companies struggling to match their high quality. Their corporate identity is recognised instantly by millions, which clearly demonstrates the impact Apple has made on the world market. Simplicity is therefore something I try to incorporate into my designs, being concise and easy to understand, without sacrificing style or effectiveness.

I am currently studying A Level Product Design, Information Computer Technology (ICT), and Biology. Product Design has helped me develop many design and practical skills, allowing me to create portfolios to display my designs and products for potential clients. Studying ICT has helped me as I use a range of computer software, like Adobe Creative Suite and Microsoft Office, to complete my work to a professional standard. The Internet is also a useful tool to investigate the potential of my products for successful business promotion. Biology provides me with investigative and analytical skills, it also makes me manage my time carefully and keep project/course work organised. This helps me to work well individually and with other people in order to complete set tasks on time and to a high standard.

In school my design skills have meant that my services are in constant demand. The Head of Sixth Form asked me to design a new logo for a Prize Badge. Also, my peers regularly draw on my expertise to design posters and tickets for fundraising and other events. I find it a rewarding challenge to have to develop new and innovative designs, especially when the finished design draws the admiration and approval of those who have asked me to help.

During years 10 to 13, I decided to complete my Bronze, Silver and Gold Duke of Edinburgh Awards. This took three years of volunteer work, developing a chosen skill, doing physical recreation, a residential course, and six hiking expeditions. Each of the sections became progressively harder and were challenging to complete. Rising to the challenges of the Duke of Edinburgh Awards has increased my confidence and independence. This is very important as I am able to work with different groups of people comfortably, which is an essential skill that can be applied to numerous situations.

I spend a great deal of my time designing and creating things, however I challenge myself in other ways too. Whilst completing the Duke of Edinburgh Award, I have been immersed in the fantastic natural beauty of the U.K. This has made me appreciate nature and the environment, and I am keen to play a key role in protecting it as much as possible. This is another challenge I set myself, to make my products as environmentally friendly as possible, using alternative materials to help protect the beautiful world we live in.