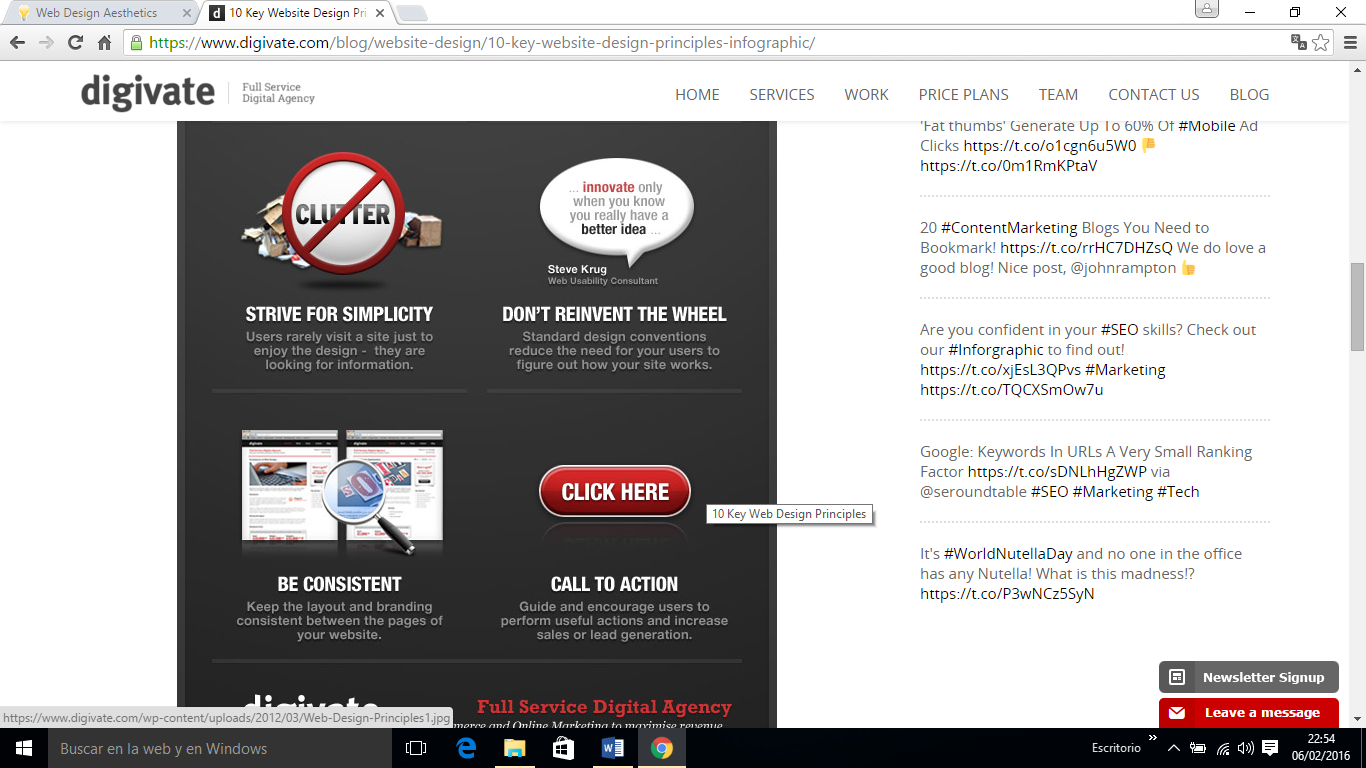
Design

**¿What is design?**

* Design is **'making things better for people'**.
* Design could be considered as an activity that **translates an idea into something useful**.
* Scientists can invent technologies, manufacturers can make products, engineers can make them function and marketers can sell them, but only designers can **combine** all these things and turn a concept into something that's desirable, commercially successful and adds value to people's lives.
* But good design **isn't about the surface**. It’s important, but only a part of a bigger picture.
* People often need reminding that everything around us is designed and that design **decisions** impact on every part of our lives
* **Designers have to ask themselves questions** such as: is the product they're creating really wanted? How is it different from everything else on the market? Does it fulfil a need? Will it cost too much to manufacture? Is it safe?

# ¿What design is important?

* **Design is important because chaos is so hard**
* **The way you present your products** tells customers who you are.  
  “Your logo, packaging and product all communicate a message about your company,”
* **Web Design** is much more than making a site look pretty. Effective web design includes site structure, usability, functionality, and so much more

# Idioms

* **Fashion victim** – a person who wears popular trends and looks really ridiculous because he/she ends up looking like a store mannequin.
* **To have a sense of style** – to know what looks good on you and have your own style and taste.
* **To be old-fashioned** – to wear clothes or do something that is no longer in style.
* **Strike a pose** – to take a particular posture in order to impress. You can strike a pose for the camera.
* **To be dressed to kill** – wear something with an intention to stand out/impress people and be noticed.
* **To have an eye for fashion** – to have a good taste and know what is “in fashion”
* **Dress for the occasion** – to wear something in the right place at the right time. Not to wear short skirt to church or bathing suit to a wedding (unless you are in Miami).
* **To be well dressed** – attired in clothing that is of fashionable, expensive and properly fitted.

# What are obsessions?

* **Latest** = newest, most recent. *Do you have the latest edition of Vogue yet?*
* **In** = popular, fashionable; short for ‘in style’. *Blue is the in colour right now. Crocodile bags are very in this season.*
* **Hot** = wanted, everybody has to have it. *The new Prada boots are so hot all the stores are sold out and there is a waiting list for them!*
* **Trendy=** what everyone else is wearing right now; a new, popular style. *The internet makes it so easy to find trendy clothes! I really like to see what celebrities are wearing.*
* **must-have***= something you absolutely must have!. The new Prada handbag is this season’s must-have accessory!*