05 Market & aesthetics.

WORKSHEET 05 · TOPIC 05 · USE COURSE NOTES PAGES 29–33 TO HELP YOU.

NAME | CLASS | DATE

TASK 1 Same product, different market

Describe how headphones for a **3-year-old** would be designed differently from headphones for a **professional DJ**. Refer to function, ergonomics and aesthetics.

TASK 2 Marketing and branding

2 + 2 marks

(a) Name two different marketing techniques.

(b) Describe two benefits of a strong brand image.

TASK 3 Technology push or market pull?

Write **P** (technology push) or **M** (market pull) for each story.

Phones gained bigger screens because users wanted to watch video. ☐

Reusable bottles were developed as people worried about plastic waste. ☐

Parents asked for car seats that are easier to fit, so new clip systems appeared. ☐

Cheap, bright LEDs made very thin desk lamps possible. ☐

Lithium-ion batteries made cordless power tools practical. ☐

3D printers let companies sell custom-fitted earbuds. ☐

TASK 4 Push and pull

1 + 1 marks

Describe what is meant by **(a)** technology push and **(b)** market pull.

TASK 5 Describe the aesthetics

3 marks



Describe three aesthetic aspects of the headphones.

TASK 6 Compare aesthetically

3 marks



Fig. A Lamp A



Fig. B Lamp B

Describe how the lamps compare aesthetically. Compare three different aesthetic aspects.

TASK 7 Analyse a theme

A brief asks for a product "inspired by the coast". List specific aesthetic features you would take from this theme, then write two specification points.

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