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Level 3 Technology 2024

91617 Undertake a critique of a technological outcome's design

EXEMPLAR

Excellence

TOTAL 07

Undertake a critique of a technological outcome's design (AS91617)

Good and bad designs are everywhere, from everyday items to once-in-a-lifetime-use items. How do we judge if a design is good or bad? Are we just judging it by its aesthetics or functionality without considering other factors? What makes a design good or bad? In this report, I will investigate the different aspects of a design and use my research to determine what makes a design good or bad. I will critique the technological outcome of luxury handbags, using the [redacted] and [redacted] bags as examples, by putting my judgment criteria into practice to determine if the design should be considered good design. It is important to note that design preferences differ from person to person with different tastes meaning good and bad design can look different to everyone.

What is good design and how do we judge it?

Good design is often judged by various principles that enhance user experience. These principles include innovation, aesthetics, environmental friendliness, and longevity. Good design can also be defined/influenced by current trends, advertising, the consumer world and social media. Different perspectives would likely be needed to decide if a design should be considered good. Many people think that good design is solely based on functionality while others think that aesthetics should play a big part in if a design is good. Often a combination of innovation, functionality and aesthetics is required. For me, good design is unique, and high-quality, and creates a good user experience while being aesthetic, functional, and environmentally friendly.

[redacted] is an industrial designer who is well-known for writing the following 10 Principles of Design, which he believes make good design. These principles can be used to evaluate any product or garment and decide whether it should be considered a good design.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

10.

These design principles from [redacted] will influence my judgement criteria.

What is bad design and how do we judge it?

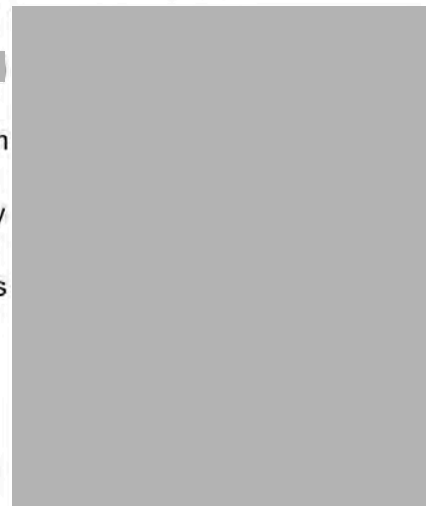
Normally bad design can be recognised quickly as often it does not function for its intended purpose or it doesn't have the desired aesthetics.

Why does the criteria for judging the quality of good design change over time?

Over time design has changed from long-lasting quality items to lower-quality items. These changes have occurred due to the development of modern technology, trends, social media influences, online shopping and fulfilling wants. However, through all of these changes in the modern 'criteria' for good design, these luxury handbags are still a highly desired item. With constant climate change and environmental concerns, a good design in the modern world must consider the environmental impact. The environmental impact of the manufacturing process to the disposal of the product needs to be considered. In long-lasting garments such as the [redacted] and [redacted], it is important to assume that the judgment for good design changes over time. Therefore it is important to make the design considering the future if it is intended to have longevity.

History and Influences in the Design of the [redacted]

The [redacted] dates back to 1935 before the [redacted] was introduced in 1984. The [redacted] is the more classic of the two [redacted] handbags. The bag's first version looked very different from the current [redacted] but was made to hold equestrian equipment. The original use of the bag is reflected in the practicality of the design today. The bag was originally called the [redacted] and was designed by [redacted]. [redacted] was [redacted] son-in-law and made [redacted] a more glamorous bag than [redacted] made for his wife [redacted]. The [redacted] was not renamed the [redacted] until 1955 when [redacted] was seen wearing the bag (using it to hide her pregnancy, shown in the image to the right), significantly increasing the bag's popularity and causing them to rename the bag after [redacted] as the [redacted]. [redacted] has over time developed into having different sizes and styles of the Kelly, with many colours all very exclusive and hard to access. Each [redacted] bag is handmade by one craftsperson taking approximately 18-25 hours to complete one bag. The bag consists of 960 handmade stitches and 36 leather and metal components.



_____ was married to _____ and took over the _____ brand once his father-in-law died in 1951. _____ was born in 1898 and once stepping into the _____ family designed the _____ the _____ bracelet and was fascinated by innovative technology with textile printing and introduced the _____ in 1937. _____ and _____ had 6 children. Once _____ died, his oldest son _____ took over the _____ brand in 1978. The company now employs more than 22,000 people who are committed to making the bags sustainable and beautiful.

_____ design philosophy

1. **Balance:** Balance and composition are important when making up _____ designs. Each design is deliberately not exactly symmetrical to allow for interest and illusion. Contrast and repetition are often used for a striking visual effect.
2. **Detail:** The attention to detail down to the number of hand stitches on each bag is an important part of _____ design philosophy and part of what makes _____ such a luxury brand.
3. **Creativity/innovation:** _____ aims to draw inspiration from lots of different sources. This may include nature, history, modern and contemporary art.

In addition, _____ is known for its unique characteristics such as mystery, timelessness, and craftsmanship.

History and Influences in the Design of the _____

_____ (named _____) began working as a seamstress when she was only a teenager and opened her boutique store in 1910. This store sold simple clothing designs such as sweaters. Influential wealthy women picked up these jerseys and eventually revolutionized the fashion industry. _____ bought the little black dress in 1926 and at the time this was a shock to the fashion industry as black was not a colour often worn during the day (it was often worn for mourning). The little black dress was versatile and quickly became a fashion staple. The _____ was originally introduced in the 1980's as _____ interpretation of the _____ hence the name _____. The original _____ bag was similar to the _____ with a top handle and levels of luxury.

_____ design key principles:

1. **Simplicity and Functionality:** Practicality and comfort are key, allowing freedom of movement and the use of soft luxurious fabrics.
2. **Empowerment:** _____'s design philosophy revolves around empowering women and breaking conventions allowing women to wear more casual and chic clothing items.

3. **Innovation:** [redacted] works with innovative materials such as goatskin and calfskin. [redacted] works to introduce understated elegance with items that can be functional rather than flashy display items.
4. **Modernist Aesthetic:** [redacted] works to have minimalistic designs including a simple colour palette. [redacted] used geometric shapes that were inspired by specific art pieces.

In addition to these designers, other influences can affect design, specifically the luxury handbag range. These include influences like celebrity culture, trends, and societal events such as war or COVID-19. These influences can affect the cost and availability of materials and products.

How do my two designers [redacted] differ?

Although both [redacted] and [redacted] are luxury designers they have some similarities but also have some contrasting opinions. Both designers are unique in their own ways due to their differences which reflect each of their histories. While both designers focus on being innovative and minimalist, [redacted] is more likely to implement trends within their designs whereas [redacted] changes their designs over time, evolving slowly and maintaining timelessness. Along with this, [redacted] often stays within its traditional roots while [redacted] reinvents their traditional designs in more modern ways to suit trends and modern fashion. These two brands also have different approaches to branding their items. [redacted] chooses to opt for more subtle branding that is still recognisable but not ostentatious, whereas [redacted] opts for more visible, conspicuous branding on their garments. In addition to this, [redacted] often aims for a bolder look when it comes to luxury compared to [redacted] with a more refined understated look. Both looks are iconic in their own ways. Finally, [redacted] is generally known to be more practical, demonstrated by different sizes of bags and reflecting its origins in equestrian equipment.

Contrasting views of my designers

Despite both being luxury designers, [redacted] and [redacted] do have contrasting ideas when it comes to design, product approach and innovation. Firstly [redacted] focuses on more understated and timeless elegance and luxury in comparison to [redacted] who is known for more feminine and glamorous designs. [redacted]'s designs are often more flashy compared to the more minimalistic look of [redacted] designs. [redacted] also prioritizes craftsmanship, quality and timeliness over trends whereas [redacted] tends to follow the current trends more closely. When it comes to product approach, [redacted] offers a wider range of products including homeware whereas [redacted] is primarily focused on fashion and accessories. [redacted]' designs are often more practical, reflecting their origins in equestrian equipment relative to [redacted].

What does good design mean to me and my judgment criteria?

For me, the most important part of good design is for the item to be worn in different contexts as well as be comfortable. A good design should be innovative and functional, being able to be used in different contexts. I have created judgment criteria to help decide the important elements of good design. These judgement criteria have been chosen to achieve a holistic view of all the components that create the design and fashion industries and are supported by the International Design Awards judging criteria:

- **Aesthetics:** key considerations relating to aesthetics include visual appeal and style, colour scheme and texture and materials. The design needs to reflect the preferences of the target market as well as fit in with current trends. The aesthetics must be balanced with functionality.
- **Functionality:** The functionality of the product includes its safety, usability/user experience, primary functions, and secondary functions. Functionality is crucial in creating a product to meet its true purpose and without proper function, the product will fail despite achieving other factors.
- **Sustainability:** Sustainability is important as the product's environmental impact throughout its lifecycle needs to be considered in terms of energy efficiency, ethical labour, carbon footprint, reducing waste and using renewable materials. The entire lifecycle of the product needs to be considered including the disposal.
- **Longevity/Quality:** It is important that the product is durable and has a long lifespan. The quality of the materials and craftsmanship is very important when it comes to the longevity of the product. The product needs to be able to withstand standard use conditions including wear and tear. Sometimes maintenance is required to increase the longevity of the product.
- **Affordability:** The purchasing power of the target market needs to be considered in terms of affordability. The production and lifecycle costs are also key considerations. It is also important to consider the value for money.

How do the two handbags balance luxury, functionality and design innovation?

I will compare various aspects to help critique the two handbags in terms of luxury, design innovation and functionality. I have used the judgment criteria that I created above to help me determine if the [redacted] and the [redacted] should be considered good design. I have also considered the designers of these two bags, [redacted] and [redacted] and their key design principles and philosophies that they go by when designing.

Purpose/functionality: One of the biggest factors that influence whether a design is good or bad is the functionality and performance. Functionality is a factor that has been brought up many times in my judgment criteria as well as my designer's key principles/philosophy of design. Both the [redacted] and the [redacted] handbags are

designed to be luxury and iconic fashion statement items that carry status and exclusivity. They are both designed to be functional but can be used for formal occasions. Both bags are transferable to be worn over the shoulder or carried by hand making them more versatile and increasing their function. The [REDACTED] is more exclusive and formal designed for elegance, in contrast to the [REDACTED] which is more transferable from formal to casual settings due to the chain strap, the patterns on the bag and the bag size. The inside compartments also may differ in terms of practicality when it comes to what can be carried and organized. The [REDACTED] comes in a wider range of sizes which means different needs can be accommodated compared to the [REDACTED] which has limited carrying capacity with only 2 sizes, both small and not as practical. The [REDACTED] has a more secure closure with a lock and straps instead of the tab closure that the [REDACTED] has which is important when it comes to practicality and keeping belongings safe.

Aesthetics: Aesthetics are crucial in determining if a design is good as the aesthetics of that bag is the first impression of the bag when you first see it. Aesthetics in terms of trends, timelessness and colour palettes are all mentioned in my judgment criteria or the two designers' key philosophies. In terms of aesthetics, both bags are designed in a timeless and aesthetically pleasing way. Both designs consist of high-quality, classic leather and hardware increasing the usability of the bags. Both bags feature the top handle. The [REDACTED] is available in lots of different sizes and also offered in a wide range of materials including colours and skins. However, the [REDACTED] is known to be more minimalist with a more structured shape and fewer patterns compared to the quilted soft leather of the [REDACTED]. This more minimalist design gives a more elegant and classy look in contrast with the chic and casual appearance of the [REDACTED] with the gold chain and soft shapes. The softer edges and shapes may also be more practical/usable for everyday wear than the rigid [REDACTED]. The [REDACTED] is only available in two sizes.

Materials/Construction: Materials and construction are crucial when it comes to the quality of the garment. Quality is important for the bag to be long-lasting and therefore more sustainable. The [REDACTED] bag is an investment piece so longevity is key. Quality and longevity are often deal breakers when it comes to choosing a bag and therefore are heavily mentioned in my judgment criteria and the designer's key principles. Both bags are made from high-quality materials including leather and hardware intended to be durable. However, the [REDACTED] is made from a range of leathers such as [REDACTED] and [REDACTED] compared to the [REDACTED] which is often made from calfskin. The [REDACTED] is carefully hand-stitched and handmade with care and hours put into each bag in comparison to the [REDACTED] which is machine sewn with

less individuality and unique craftsmanship put into each bag. Since each is handmade this contributes to the exclusivity and luxury of the bag.

Environmental and ethical impact: The impact that the design has on the environment is becoming an increasingly bigger problem as the world battles climate change. The environmental impact of garments is a major consideration hence why this is mentioned in my judgment criteria. Both bags are timeless and made of high-quality materials, intended to last a lifetime, increasing their sustainability. Since the bags are made out of more exotic skins, such as crocodiles, there are ethical concerns when it comes to sourcing the leather. and have ratings of "Not Good Enough" from which assesses the brand's ethical and environmental impact. works to create bags that can be passed on through generations. Other than the high-quality construction and materials that go into this, has repair shops that repair the bags back to their original state to continue to be used for further generations.

says that they are sustainable with their collection of materials from local and ethical sources however independent organizations such as state otherwise. states that efforts to become more sustainable are "a but lost marks for their work with animal welfare and ethical treatment of the labour force. comments positively on the lower-impact materials and organic cotton, however, has not considered greenhouse gasses and waste. is working towards a lower target with their greenhouse gas emissions throughout the supply chain and manufacturing process. According to has limited transparency around the practices that go on behind the scenes in the manufacturing of the products, meaning that not all workers may be receiving living wages. says that they are trying to limit their impact on the planet and nature however rates their animal welfare as ". Overall receives a rating of ". Despite efforts made concerning reducing greenhouse gas emissions and environmental impact, the impact on animals and workers within their supply chain is very poor leaving a lot of room for improvement. More should be expected of such a luxury brand.

states its goal is to decrease their greenhouse gas emissions to zero before 2040 and aim to use more sustainable resources. gives an overall rating of " stating that they have no evidence that they have any animal welfare models in place and uses exotic skins and leathers, harming animals. Despite using some lower-impact materials, there is also no evidence of how they minimize waste in their supply chain and their actions taken in production to become more sustainable. From all public information available, has been rated poorly when it comes to sustainability practices and their environmental impact.

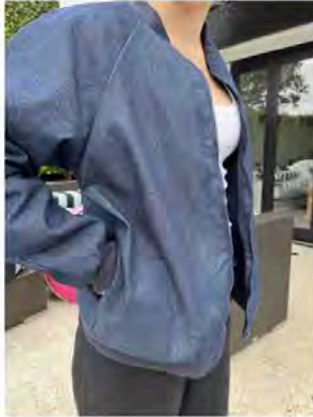
Cultural and Societal Impacts: Both bags can transcend through trends, being considered an investment piece of high luxury and status with a large cultural impact. However, when comparing the cultural impact of each piece, the [redacted] Bag is considered to be more exclusive due to large waitlists and higher prices appealing to a smaller range of customers. The [redacted] is still a luxury item but with high availability and without waitlists is less exclusive and appealing to a larger range of customers. The cultural and societal impact can differ through generations as well as countries as these bags will be perceived differently in different countries.

Innovation and Technology: Innovation is a key factor in both my designer's key design philosophy as well as my judgment criteria. Both bags combine traditional and modern techniques creating innovative craftsmanship. [redacted] tends to focus on more luxury craftsmanship in a more minimalist design while [redacted] has a less minimalist style with more focus on patterns eg. quilting and chains differentiating it from the [redacted] design. The handle design on the [redacted] is innovative as it is thicker than the traditional handle design on the [redacted] and is slightly out of proportion to the rest of the bag adding a twist to the silhouette of the bag.

Affordability: Both bags are considered high-end luxury items and are out of the reach of most of the population. The [redacted] is more accessible than the [redacted] bag and also is sold at a lower price point of approximately \$3000-\$4500. The [redacted] is not accessible not only due to the high price point but also long waiting lists. The prices of the [redacted] can range anywhere from \$11,300-\$34,700. Since the [redacted]'s value is likely to appreciate over time, the [redacted] is considered an investment piece. Finally, it is important to consider that economic factors such as luxury market trends and recessions can influence the marketing and popularity of these bags.

Comparing all of these aspects allows for a thorough comparison of the two [redacted] bags from [redacted] and [redacted] analyzing how each bag balances luxury and functionality. The use of judgment criteria can significantly impact the decision-making of the consumer when it comes to purchasing a luxury handbag such as the [redacted] or the [redacted]. Using judgment criteria encourages consumers to make more informed decisions, balancing what is more important to them and making a more thorough assessment of the bags minimizing impulse buys based on initial aesthetic. Evaluating the criteria carefully might also encourage consumers to consider factors that might otherwise be overlooked such as sustainability or longevity. The customer is more likely to consider where the materials were sourced from and the production practices of each brand. Customers can make sure that the bag that they are purchasing aligns with their values. Affordability is a large part of the criteria if the customer can not afford the item then it is immediately out of reach. For example, [redacted] has more accessible

luxury pricing compared to [redacted] however its value is less likely to appreciate. The [redacted] is considered an investment piece due to the long-term increase in value beyond the initial purchase. The long-term value is more likely to be considered when using judgment criteria. Applying the judgment criteria will ensure that the bag will align with their values and their needs when it comes to functionality.



Ultimately implementing judgment criteria to assess each bag will allow for more thorough information gathering meaning that the consumers will be more satisfied with their final purchase.

To show that the judgment criteria that I have made are universal, I have used my judgment criteria to evaluate one of my own products. For one of my school projects, I made this denim bomber jacket (shown in the image). I will use my judgment criteria to evaluate whether or not the bomber jacket is an example of good design.

Aesthetics: I have worked with a blue colour scheme with the denim, navy blue ribbing and the central zip. Aesthetics

are well balanced with functionality as the fabric is aesthetic and comfortable and the ribbing adds aesthetics but also practicality and comfort.

Functionality: The product is safe and provides an easy user experience. The jacket is practical with invisible side pockets and a full zip in the centre for warmth and style. The function is not affected by the aesthetics of the jacket.

Sustainability: During the construction of my garment I made sure to use off-cuts, deadstock and leftover materials to ensure that I didn't purchase any materials, avoiding waste.

Quality/Longevity: Since the jacket is made of good quality materials this means that it will have a long lifespan and can be recycled when it is no longer wearable.

Affordability: I made the jacket myself using materials that we already had at school which lowered the cost significantly. However, if this jacket were to be purchased in stores, depending on the brand and quality it would range but would cost approximately \$150-250. This bomber denim jacket which looks similar to my jacket is from "The [redacted] and costs NZD\$211.

For me, good design is comfortable and functional while also being aesthetic. We can see after evaluating the bomber jacket with my judgement criteria that the design should be considered 'good design'.

In conclusion, I think that both the [redacted] and the [redacted] are examples of good design if used in the correct context. While both of these designs are considered to be luxury, the purpose of each of these bags differs slightly due to their status and elegance and how versatile they are. Both designs are timeless and made to a high standard with good-quality materials and construction.

The [redacted] bag is incredibly well made with hand stitching and 36 pieces of high-quality leather and clasps. The design is minimalistic ensuring a timeless look. The timelessness, careful craftsmanship and limited availability of the [redacted] bags means the value of the bags appreciates over time becoming an investment as well as a fashion statement. However, the [redacted] bag is not very accessible with high prices and long waiting lists. The affordability of the bag means that very few people can purchase the bag even if they get past the long waiting lists. This means that the [redacted] bag is only available to a small select number of the population giving it its high status. The luxury of [redacted] has impacted society and society views representing status and wealth. The [redacted] bag has sparked conversation and debate throughout society around economic inequality and consumer behaviour within the luxury market. The inaccessibility of the bag has influenced social dynamics due to its exclusivity affecting how people interact with luxury brands. I think that the [redacted] is a timeless design that has changed how luxury fashion is viewed, creating an understated luxury item that is also an investment.

The [redacted] Bag, while still considered luxury, is more accessible without large waiting lists and the prices while still high are lower relative to the [redacted]. The [redacted] has a lower price point while still having a high quality. The [redacted] bags are not handmade, demonstrating why the [redacted] bags are more inaccessible due to their careful craftsmanship relative to the [redacted]. The [redacted] is however a timeless design that can withstand the changing trends while also incorporating trends in their designs.

Both the [redacted] and the [redacted] have successfully combined function and aesthetics to create a good design. Both bags serve a purpose, while the [redacted] may be more functional, it is less versatile in comparison to the [redacted] which is more versatile but potentially less functional due to the smaller size.

Ultimately all of these factors contribute to my personal opinion influencing me on my decision of whether the design is good or bad. After considering these factors such as quality, aesthetics and functionality personally, I think that both the [redacted] and the [redacted] are examples of good design.

Finally, a good design is a design that incorporates lots of different elements. Examples of these key elements include functionality, innovation, aesthetics and sustainability. These elements must work together to create a good design.

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Excellence

Subject: Technology

Standard: 91617

Total score: 07

Q	Grade score	Marker commentary
One	E7	<p>The candidate discussed the impact of judgement criteria on decision-making.</p> <p>The report examined how applying certain criteria influenced the evaluation process and outcomes.</p> <p>The report explained and demonstrated an awareness of how personal biases or experiences could influence the importance assigned to different criteria.</p> <p>The candidate clearly articulated the reasons for the selection of their chosen criteria and provided a logical rationale for each criterion selected, tying it directly to the purpose and users of the technological outcome.</p> <p>The candidate tied in with personalised judgment criteria and justified their selection. They effectively adapted the general judgment criteria by integrating their prototype / product, which made their critique more relatable and authentic.</p>