

GCSE Product Design at SWGS

RESEARCH - ART MOVEMENT

Art Nouveau is an international philosophy and style of art, architecture, applied art, and decorative arts. Art Nouveau was one of the first styles to be used in modernism. It was most popular during 1890-1910.

The key characteristics and features of art nouveau are:

- Flaring, sinuous lines
- Organic natural forms
- Curved motifs
- Fluid geometry
- Artistic designs to create objects
- New Materials (e.g. Mosaic, glass, enamel, bronze and ivory) etc.



Art Nouveau was created by adopting from natural forms. It was directly influenced by the introduction, around 1880, of the Arts and Crafts movement, led by the English designer William Morris. The second influence was Japanese art, particularly wood block prints, that also influenced many European artists in the 1870s and 80s. Japanese wood block prints contained floral and natural forms, and "highly" curved, all the elements of what would eventually become Art Nouveau.

Art Nouveau designs are most commonly found in decorative forms such as glassware, jewellery and ceramics, however as the movement developed, art nouveau designs began to be applied to furniture, domestic objects, domestic interiors, bookbinding and lighting, as well as drawing, poster art, printing and book illustration. The movement also had an important influence on architecture, interior design, fashion and theatre design.



To summarize, I have identified the main themes within art nouveau that will help and inspire me when designing a product in the style. From looking at my mood board I can see that art nouveau has varying influences from a key feature and that designing from nature is an important factor in art nouveau. I can see that common motifs include natural motifs, such as plants, flowers and animals. Colours are often soft and pastel, and designs are often curved and flowing. From looking at the lighting mood board I can see that most fixtures include natural forms and subjects, the most common themes being flowers, plants and trees. Glass, metal and silk are commonly used materials.

When designing my product I will aim to look to nature as much as possible and use themes taken from nature in my design. The colour I use will be soft and often cool colours, and I will use black as dark lines to define shapes within my design. To work with the themes of art nouveau I will need to ensure that my design is as flowing and organic as possible.

CLIENT FEEDBACK, INITIAL IDEAS

The feedback on the design was good, however my client was more so a concern that they did not like the shade. They did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade.	I should think the feedback for the design was good, however my client was more so a concern that they did not like the shade. They did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade.	We think that the design was good, however my client was more so a concern that they did not like the shade. They did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade.	We think that the design was good, however my client was more so a concern that they did not like the shade. They did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade.	We think that the design was good, however my client was more so a concern that they did not like the shade. They did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade, they did not like the design of the shade.

SHADE DESIGN

This is my initial idea for the lamp shade. I have decided to design the shade to be made from silk. The shade will be made from silk and will have a floral pattern. The shade will be made from silk and will have a floral pattern. The shade will be made from silk and will have a floral pattern.

To make the shade I am going to print the design on silk using a computer. I have researched how to print on silk and will use a computer to print the design on silk. I will then use a computer to print the design on silk. I will then use a computer to print the design on silk.

Summary
I am going to make a lamp shade out of printed silk that is then backed onto a frame to give it stiffness and allow me to hang it in my room. The end is a good choice as it will allow the light through well as the silk. The shade will have a small metal frame made of that will connect it to the lamp holder and fix onto the lamp.

TESTING AND EVALUATING

Client feedback
I have got some feedback from my client to see what they think.

Is this a product that you would use?
Yes this is a product that I would use. I like the design as I think that it is very attractive and it is something that would work well in my room. It functions as a lamp and I would use it as a mood lighting in a room.

Would you use that this product relates to the art nouveau design movement?
Yes I would use that this product relates to the art nouveau design movement. I think that it was one of the styles that are common in art nouveau.

Is the product here very popular in the UK?
No, the style and the shade here I expected the lamp to look better than the first design but I did not expect the shade to be the bottom, however I think that it works very well with the lamp and the style.

What you change anything about the product?
I like most of the elements of the lamp however I would give the feet further towards the edge as the metal frame and I would add a bit more of silk or something similar so that it would have no way of catching any surfaces. Other than these things I would keep the product as it is.

