

## Design for a purpose

Client	The person who receives and pays for a service.
Collaborative	To work together on a group project.
Consumable	Something you buy again and again, because it gets used up or worn out. e.g. pencils, rubbers and tape.
Design brief	The instructions given to a designer for them to follow.
Font	The size and style of written letters, numbers and symbols.
Heraldry	The art and science of designing and using a coat of arms.
Logo	A sign or symbol that identifies a company or a brand.
Pitch	The presentation of a product with the aim of trying to sell to the client.
Presentation	Showing, describing or explaining something to a group of people.
Prototype	The first version of a new product or design.
Sketch	A quick, light drawing often created to help plan for a final piece of artwork.
Slogan	A word or phrase.
Soundbite	A short recorded statement.
Template	A a piece of card, metal or plastic cut into a particular shape which is used to draw around to create the same shape many times.
Urban	A town or city.
USP	Unique Selling Point

### Artists' work looked at:

#### Morag Myerscough

A modern British designer and artist from London. She is inspired by how colour, pattern and words can change urban environments.

## Key facts

Armour and chainmail were protective metal uniforms worn by knights.



A coat of arms was a symbol that was worn over a knight's armour so that they could be identified from one another.

Adverts try to persuade people to buy their products or services by showing the good things about them. They often appear on television, radio, newspapers, magazines and billboards in streets.



A potential audience are the people who eventually may buy a product.

A design that is fit for purpose means that it does the job that it was designed to do.