

Factors that influence design



Environmental



Economic/
Financial



Technology



Legal/Ethical



Social/
Cultural



Environmental



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Financial



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Legal/Ethical



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environmental

It is of increasing importance that designers and their clients consider the environmental impacts of their visual communications, particularly regarding industrial design, Environmental Design and print based visual communications. There are many environmental and sustainability certifications a designer may acruce.





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Financial/Economic

Financial factors refer to budget constraints within the project, but also in intended sale price of the product, service or building. In both of these cases, the designer must consider the cost of the design as well as the cost of production.



Financial factors influence
Ikea furniture design



Ikea simplifies their production process to have their end users assemble their own furniture, this reduced both the actual, and perceived cost of their products.



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Some objects are designed to showcase advancements in technology



Technology is drawn on to improve interactive design

Technology

Technology refers mainly to the constraints that must be considered by a designer, designers must consider whether they have access to the technology required to produce the design. For example, technological capabilities may influence the form of a three dimensional design and things like the methods, media and materials chosen to produce it.



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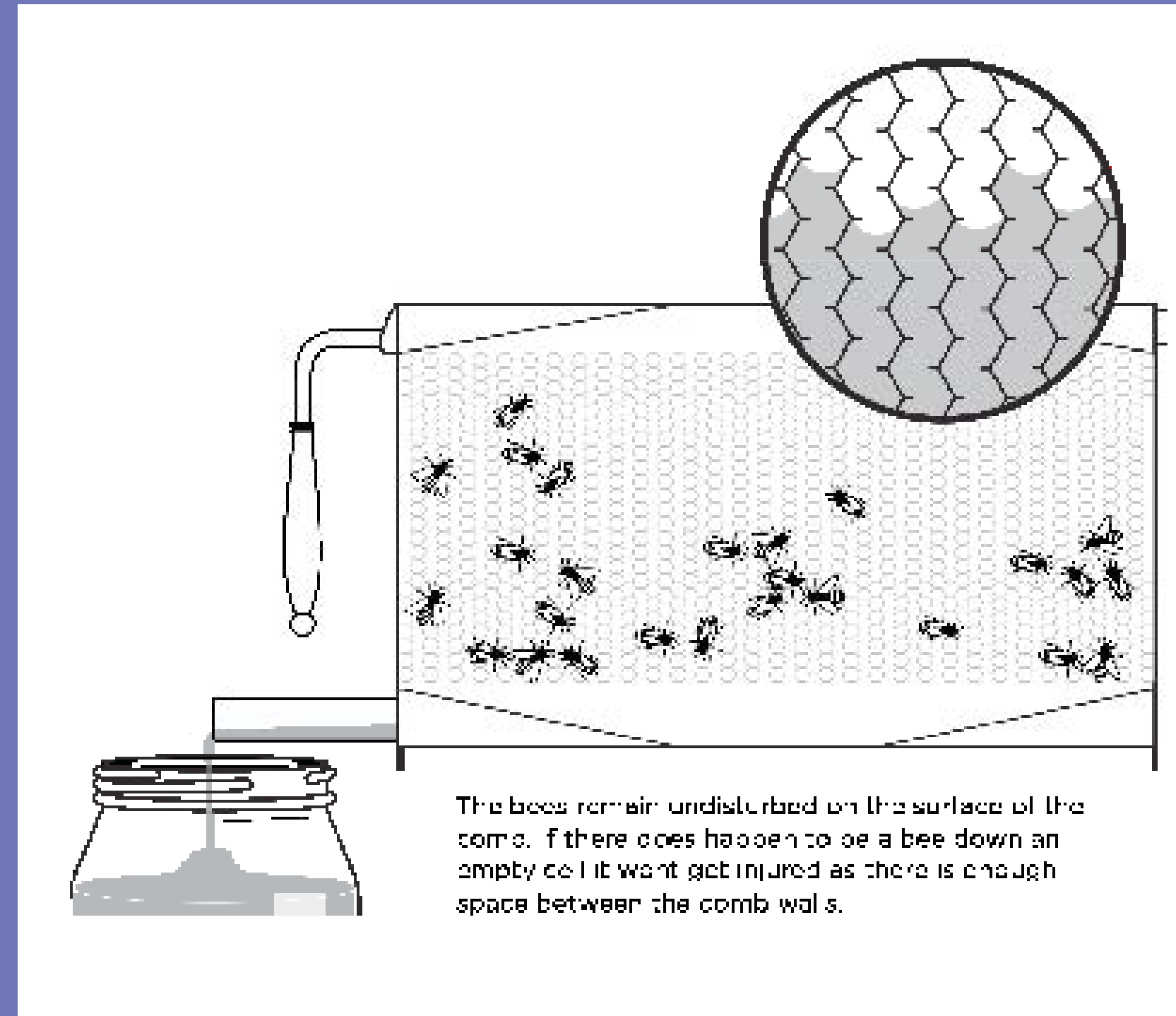
Legal/Ethical



Social/
Cultural

Ethical

As a designer, you may be required to provide insights into ethical dilemmas raised by certain design approaches. This may be ensuring the safety of those who use the design. Ethics can be considered in both the design process and client interactions.



◀ Ethical factors influenced this design by prioritising bee welfare—allowing honey extraction without harming or disturbing the bees, promoting humane and sustainable beekeeping practices.



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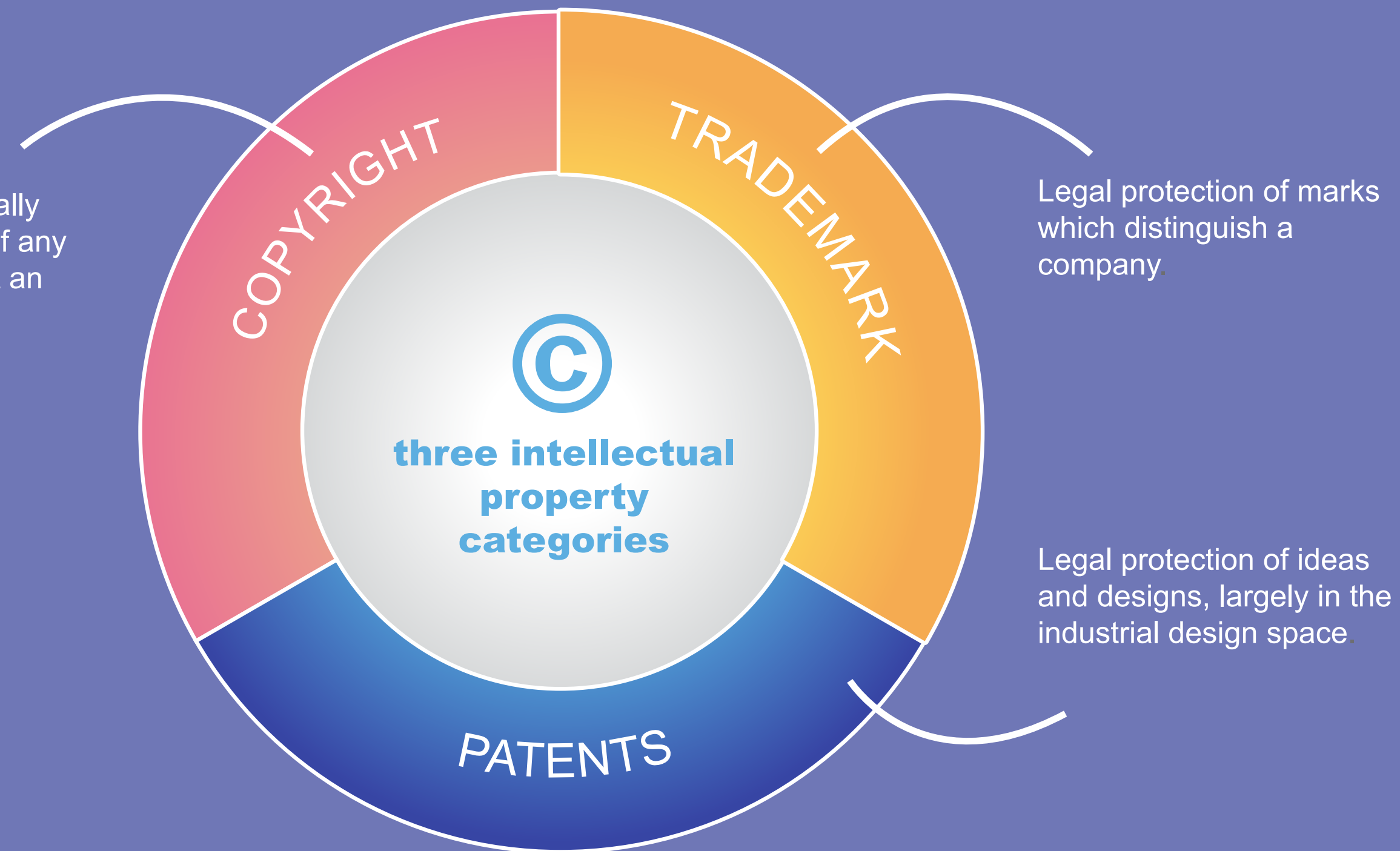
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Legal

Often, a designer will encounter legal considerations - mostly regarding intellectual property, but also may need to consider confidentiality. Industrial Design and Environmental Design also encompass safety and security standards.



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Social

How may a designer use their knowledge of the social characteristics and influences of the audience to aid in their design decisions. It is often important to think how your design may impact the community.



In this Poster, social factors like community safety, religious inclusion, and gender-based violence awareness influenced this design, prompting a clear, bold visual style to engage diverse audiences in meaningful social change.



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Cultural

It is important that a designer consider the cultural setting in which their Visual Communication shall be placed. Specifically addressing cultural sensitivities.



Cultural factors such as the celebration of Indigenous Australian art have influenced this design, with traditional dot painting patterns used to reflect and honour Aboriginal heritage on a modern racing car.