

Summer 2 end point knowledge questions:

The importance of using design

1. State the purpose of using design as a marketing tool to launch or strengthen a business.
2. State the purpose of using design to aid sales and illustrate services and products offered.
3. State the purpose of using design to bring new` products to the market.
4. Describe how design is used for hair and beauty product or equipment packaging.
5. Describe how design is used for brand logos.
6. Describe how design is used for salon interiors such as retail stands, décor and window displays.
7. Describe how design is used for web pages.
8. State the 9 different types of promotional materials that are used in hair and beauty businesses.

Factors to consider when creating design images

1. State how target audiences impact design
2. State how customer requirements impact design.
3. State how gender appeal impacts design.
4. State how age impacts design.
5. State how budget and pricing impacts design.
6. Describe the impact that the Equality Act 2010 has on design ideas.
7. Describe the impact that the Health and Safety at Work Act has on design ideas.
8. Describe the impact that the Trades Description Act has on design ideas.
9. State the resources required to create designs (BSPLIT).