

## Designer vs. Maker

The growth of factories and mass production allowed companies to separate the design of products from their manufacture. It became easier to produce goods that were affordable for many people. At the same time, separating design from manufacturing can cause some problems. In this activity, you will explore some of the differences between craft-based design and mass production.

➤ **To begin, you will play the role of a craftsperson.** Choose something that you can make, such as a piece of art, a stick picture frame, a simple wooden train and tracks, or a magnetic airplane clip. Gather your supplies and get to work designing and making your item. Think about the following questions:

- ★ What design decisions did you make for your item?
- ★ When did you make these decisions—before you started working or while you were making the item?
- ★ How were the design process and the making of the item connected? How were they separate?

➤ **Now, imagine that your item will be mass-produced in a factory.** You are still the designer, but will not be making the items. How will you convey your design ideas to the people that will make the items? How will you ensure that the mass-produced items match your design, regardless of who makes them?

### DID YOU KNOW?

Industrial designers work on consumer products such as hand tools, appliances, automobiles, and furniture, as well as on technical and professional products such as industrial vehicles, medical equipment, and computer hardware and software systems.