

What is... Function?

By the end of this lesson

- You will understand what is meant by the term *function*
- You will understand why designers need to consider function
- You will understand the difference between primary & secondary functions





Design lesson

For this week's task, you will require:

- A pencil or pen
- A piece of paper

The easiest way to submit the work to your teacher would be to take a picture of it on your phone (if you have one) and upload it on your Teams group.

Or you could complete it on Word and upload it to the Teams group.

Function – Primary Secondary,

Function is the purpose of a product; or, to put this simply, function is the job the product is designed to do.

A lawnmower cuts grass, a washing machine washes clothes and a pen writes on paper. These are all FUNCTIONS.



Function – Primary

Primary function

The primary function is the most important function of the product. If a product does not fulfil the purpose for which it is intended, its primary function, then it is useless.

Imagine a shoe rack that is not big enough to fit any shoes on it, not even enough space for a flip flop! The shoe rack would not fulfil its primary function, which is to hold shoes.



Function – Secondary

Secondary function

The design must fulfil its primary function. However, **many products have extra functions. These secondary functions are additional features or ways in which the product can be used and so they make the product more attractive to consumers.**

Imagine the shoe rack again. This time, it cannot only hold shoes but it also has hooks on it for hanging jewellery or belts. It has one primary function, which is to store shoes, but the secondary storage function may add some appeal for consumers.



Function

- What does a clock have to do in order to be a clock?

What jobs can this clock do?



What jobs can this clock do?



- What is the primary function of a clock?
- What are common secondary functions?

Task

Write down the primary and secondary function of the products on the following slide.

There are 9 products.

Write down what the product is and its primary and secondary function. Remember, it may have more than 1 secondary function.

If you can think of another 3 products, then please write them down.



