UNIT 11: DESIGN & INNOVATION

PART 3:

4. Has modern technology made design better or worse?

design potential	encourage over-design	intuitive products	tools and data

Overall, modern technology has made design better by giving designers more advanced (1) _____ about user behaviour. This has led to more personalised, efficient, and (2) _____. That said, technology can sometimes (3) _____, where too many features are added unnecessarily, making products harder to use. So while technology has improved (4) _____, its impact depends largely on how thoughtfully it is applied.

faster experimentation	lead to rushed designs	long-term usability	real feedback

Modern technology has generally improved design by allowing (5) _____ and user testing. Designers can now refine products based on (6) _____ rather than assumptions. However, this speed can sometimes (7)_____ that prioritise trends over (8) _____.

high-quality design	look and function	On the one hand	On the other hand

I think technology itself is neutral, but it has changed the expectations around design. (9) _____, it has raised standards by making (10) _____ more accessible. (11) _____, it has encouraged uniformity, with many products starting to (12) _____ in similar ways.

5. Do all innovations bring positive change?

contributed to issues	drives progress	implemented
positive change	revolutionised	unintended problems

Not necessarily. While innovation often (13) _____ and convenience, it can also create (14) _____. For instance, social media has (15) _____ communication, but it has also (16) _____ such as addiction and the spread of misinformation. So, innovation itself is neutral—it's the way it's (17) _____ and regulated that determines whether it brings (18) _____.

beneficial	boosts efficiency	job displacement	original intention

No, I don't think all innovations are (19) _____. Some advancements solve one problem while creating another. Take automation, for example: it (20) _____ but can lead to (21) _____. Without careful planning, innovation can do more harm than good, even if the (22) _____ is positive.

adopts new technologies	double-edged sword	ethical considerations	outweigh the benefits

In my view, innovation is a (23) _____. It improves quality of life in many ways, but if society (24)_____ too quickly, the negative consequences may (25) _____. That's why innovation should go hand in hand with (26) _____.

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6. Should designers be responsible for social consequences?

ethical concerns	interact with products	play a significant role	wider social impact

Yes, to a certain extent. Designers shape how people (27) _____, so they should consider the (28) _____ of their work. For example, designing addictive apps without safeguards raises (29) _____. Responsibility shouldn't rest solely on designers, but they should definitely (30) _____.

make key decisions	negative outcomes	potential harm	share responsibility

I believe designers (31) _____, but they aren't the only ones accountable. Governments, companies, and users also influence how a product is used. However, since designers (32) _____ at the early stages, they have a duty to anticipate (33) _____ and minimise (34) _____.

aesthetics or profit	Ethical design	social effects	unhealthy behaviour

Absolutely. Designers shouldn't focus only on (35) _____; they need to think about long-term (36)_____. If a design encourages (37) _____ or exclusion, then the designer can't simply wash their hands of responsibility. (38) _____ is becoming just as important as innovative design.

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