

# 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  
positive change

drives progress  
revolutionised

implemented  
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) \_\_\_\_\_.

## 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.