

UNIT 11: DESIGN & INNOVATION

PART 2:

Cue Card 1: An Innovative Design You Admire

Describe an innovative design that you find impressive.

You should say:

- what the design is
- who created it (or where it comes from)
- what problem it solves

and explain why you think this design is innovative.

♦ Follow-up ideas (Part 3 transition)

- Do you think innovation is more important than aesthetics?
- How does good design affect people's daily lives?

ahead of its time	bridge the gap	flexible display technology	foldable smartphone
fold in half	looking futuristic	reshape everyday habits	user-centred approach

I'd like to talk about the (1) _____, particularly models like the Samsung Galaxy Fold. This design was introduced a few years ago as an attempt to (2) _____ between a phone and a tablet.

What makes this design innovative is the (3) _____, which allows the device to (4) _____ without damaging the screen. The main problem it solves is the need for a larger screen for work or entertainment while still remaining portable. Instead of carrying two separate devices, users can now rely on just one.

I admire this design because it represents a (5) _____ to innovation. It's not just about (6) _____; it actually changes how people multitask, read documents, or watch videos on the go. Although it's still quite expensive and not perfect, I'd say it's (7) _____ and clearly shows how design can (8) _____.

balance aesthetics	constant connectivity	edge-to-edge touchscreens	game-changer
highly practical	industry standard	minimalist appearance	multiple functions
navigate intuitively	optimised for ease	responsive touchscreen	physical space

One innovative design that I find particularly impressive is the **smartphone**, especially modern models that use (9) _____. This design was popularised by major tech companies like Apple and Samsung and has now become the (10) _____.

What makes this design innovative is how it **combines** (11) _____ **into a single, compact device**. It replaces traditional buttons with a (12) _____, allowing users to (13) _____ through gestures. This not only saves (14) _____ but also creates a much cleaner and more (15) _____.

In terms of problem-solving, smartphones address the need for (16) _____ **and efficiency**. People can communicate, work, navigate, and even manage their health using just one device. From a design perspective, it's clearly **user-centred**, as everything is (17) _____ of use and accessibility.

What really sets this design apart is its ability to (18) _____ **with functionality**. It looks sleek and modern, yet remains (19) _____. In my opinion, this design was a real (20) _____ because it reshaped not only product design, but also the way people interact with technology in their daily lives.

Cue Card 2: A Well-Designed Object You Use Every Day

Describe an object you use every day that you think is well designed.

You should say:

- what the object is
 - how often you use it
 - what features make it well designed
- and explain **how this design improves your experience**.

◇ *Follow-up ideas*

- Do people pay enough attention to design when buying products?
- Has modern technology made design better or worse?

enhances well-being
noise-cancelling

genuinely improves
on a daily basis

good example
What stands out

improves concentration
without being flashy

One object I use (21) _____ that I think is exceptionally well designed is my **wireless** (22) _____ **headphones**. I use them almost every day, especially when I'm commuting or working in noisy environments.

(23) _____ **to me** is how the design perfectly balances **comfort, functionality, and aesthetics**. The ear cushions are soft enough to wear for hours, the controls are intuitive, and the noise-cancelling feature significantly (24) _____. On top of that, the minimalist design makes them look modern (25) _____.

This design (26) _____ my experience because it reduces stress and helps me focus. In my opinion, it's a (27) _____ of how thoughtful design doesn't just add convenience, but actually (28) _____. It proves that good design is not about complexity, but about making life easier without users even noticing.

automatically adapts to
quality of life

fits into everyday routines
visually appealing

exceptionally well designed
without distractions

An object I use every day that I think is (29) _____ is my **wireless noise-cancelling headphones**. I use them daily, especially when commuting, studying, or simply trying to focus in a noisy environment.

What makes these headphones well designed is their **combination of comfort, simplicity, and advanced technology**. They're lightweight, adjustable, and the controls are intuitive, so I don't need to constantly check my phone. The noise-cancelling feature (30) _____ the surroundings, which shows a high level of thoughtful engineering.

This design significantly improves my experience because it allows me to **stay productive and relaxed at the same time**. I can concentrate (31) _____, which is essential in today's fast-paced world. At the same time, the minimalist design makes them (32) _____ rather than bulky or overcomplicated.

Overall, I'd say this product demonstrates how **good design enhances** (33) _____. It's not just about how something looks, but how seamlessly it (34) _____.

Cue Card 3: A Design Innovation That Changed Society

Describe a design or invention that has had a significant impact on society.

You should say:

- what it is
- when it became popular
- how it changed people's behaviour

and explain **why it can be considered a breakthrough in design**.

◆ *Follow-up ideas*

- Do all innovations bring positive change?
- Should designers be responsible for social consequences?

breakthrough in design
profound impact

completely transformed
reshaped modern society

intuitive and accessible
screen addiction

A design innovation that has had a (35) _____ on society is the **smartphone touchscreen interface**. It became widespread in the late 2000s and (36) _____ the way people interact with technology.

Before this innovation, mobile phones relied heavily on physical buttons, which limited usability. The touchscreen design made devices far more (37) _____, even for people with little technical knowledge. As a result, smartphones quickly became essential tools for communication, navigation, learning, and entertainment.

I consider this a (38) _____ because it didn't just improve an existing product — it **changed human behavior on a global scale**. People now expect technology to be responsive, simple, and visually engaging. While it has also contributed to (39) _____, there's no doubt that this design innovation has (40) _____ in ways that are both powerful and long-lasting.

combined with
ride-sharing app

flexible and accessible
sparked debates

just a few taps
usability and efficiency

real-world systems
without drawbacks

A design innovation that has had a profound impact on society is the (41) _____, such as Uber or Grab. These platforms became popular around a decade ago and have completely transformed the way people think about transportation.

From a design point of view, the app interface is remarkably simple. Users can book a ride, track the driver, and make payments with (42) _____. This level of (43) _____ was revolutionary at the time, especially compared to traditional taxi services.

In terms of social impact, ride-sharing has changed people's behavior by making transport more (44) _____. It has also created new income opportunities, although it has (45) _____ about job security and regulation.

I believe this innovation can be considered a breakthrough because it shows how **digital design can reshape** (46) _____. While it's not (47) _____, it clearly demonstrates how thoughtful design, (48) _____ technology, can disrupt entire industries and influence everyday life.