



Functionally, brick is very strong and stable, it is highly weather resistant and practical for use in most construction.

Aesthetically, brick can introduce a variety of textures and colours to a building. In the above example, the combination of raw, earthy colours and a rough texture creates an authentic and rustic feel.



Functionally, glazing (glass) allows heat transference into the building, it allows for natural light to enter, improving the sustainability of the building.

Aesthetically, glazing creates a more open internal space, it can create a modern and contemporary feel and, because it reflects, it can help a building to blend in well with its environment.



This design includes a number of materials, plastic, cork and metal.

#### Plastic

Functionally, plastic is low cost and malleable, meaning it can be molded into complex shapes easily, it is relatively strong. Aesthetically, plastic can come in a wide variety of colours, because of its malleability, it allows for interesting forms or textures which make the product more appealing.

#### Cork or Rubber

In this instance cork is used in place of rubber. Both have a soft and tactile feel, they allow for better and more comfortable grip, so are frequently found where an item needs to be held.

#### Steel and other metals

Functionally, Steel and other metals are chosen because they are very strong and durable. Aesthetically, they can help create a premium feel, or create an industrial aesthetic.

# MATERIALS

Materials are the surface in which the design is applied. Materials can be digital or non-digital



## Digital Materials

These refer mainly to things like digital signage, in which case, you are discussing how the signage is improved, both functionally and aesthetically due to it being a digital screen.

### Functional

A digital screen often means the content can be rotated, it is more legible, because it is backlit, it also often allows for animation, so to draw the attention of the audience.

### Aesthetic

Colours appear brighter and more vivid on screen.



## Physical Materials

These take on two different meanings, one for communication design, the other of both Environmental and Industrial Design.

### Communication Design

Materials in communication design refer to the 'stock' or 'substrate' in which the design is placed. Stock is the type of paper, consider things like stock weight (i.e. 300 gsm is thick card) the thicker the card, the more durable, thicker stock can also create a more premium feel, the stock type (Card, paper, kraft paper, gloss paper) and also sustainability, recycled stock is common among companies concerned with the environmental impacts of their marketing material. Substrate more refers to signage, this can be glass, timber, steel, plastic etc.

### Industrial and Environmental

Materials in Industrial and Environmental design refer to the things in which the item or building is made out of. These have both functional and aesthetic implications. Functionally, designers consider how strong an item needs to be, how heavy, flexible, cheap, durable, water or weather resistant.

Aesthetically, the choice of material can make a product look luxurious and sophisticated, modern or traditional