Design in context

International Baccalaureate · IB Diploma · Design Technology · HL · Vocabulary in context

Word	Example
sustainability /səˌsteɪməˈbɪlɪti/	Planting new trees helps **sustainability**.
triple bottom line	The **triple bottom line** looks at people, planet and profit.
embodied energy	**Embodied energy** is all the energy used to make a product.
carbon footprint /ˈkɑːbən ˈfʊtprɪnt/	The bakery's **carbon footprint** is the carbon dioxide it causes each week.
life cycle assessment /laɪf ˈsaɪkl əˈsesmənt/	A **life cycle assessment** looks at a product's effect on the environment from start to end.
linear economy	In a **linear economy**, we take, make, use and throw away.
circular economy /ˈsɜːkjələ ɪˈkɒnəmi/	Repairing and reusing goods supports a **circular economy**.
cradle to cradle	**Cradle to cradle** design means old products can be made into new ones.
design for disassembly /dɪˈzaɪn fɔː ˌdɪsəˈsemblɪ/	**Design for disassembly** makes it easy to take a product apart.
durability	**Durability** means a product lasts a long time.
planned obsolescence	**Planned obsolescence** makes products stop working sooner than needed.

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Word	Example
right to repair	**Right to repair** laws make firms sell spare parts.
invention	The telephone was a famous **invention**.
innovation /ˌɪnəˈveɪʃn/	A useful new production method is an **innovation**.
incremental innovation	A slightly better camera each year is **incremental innovation**.
radical innovation	The first touch-screen phone was a **radical innovation**.
disruptive innovation	**Disruptive innovation** starts cheap and simple, then takes over the market.
market pull	In **market pull**, user needs drive new products.
technology push	In **technology push**, a new technology comes first and uses follow.
diffusion of innovation	The **diffusion of innovation** describes how new products spread.
fixed cost /fɪkst kɒst/	The shop's rent is a **fixed cost**: it stays the same however much it sells.
variable cost /ˈveərɪəbl kɒst/	Packaging is a **variable cost**: it rises as the firm sells more.
value engineering	**Value engineering** finds cheaper ways to do the same job.
intellectual property /ˌɪntəˈlektʃuːəl ˈprɒpəti/	A song you write is your **intellectual property**.

Word	Example
patent /ˈpeɪtənt/	A **patent** protects a new invention.
registered design	A **registered design** protects how a product looks.
copyright /ˈkɒpɪraɪt/	**Copyright** stops others copying your work.
trademark	A **trademark** protects a brand name or logo.
open source /ˈəʊpən sɔːs/	The **open source** licence lets us read and change the code.
greenwashing	False green claims are called **greenwashing**.
appropriate technology	**Appropriate technology** suits local people and materials.
eco-label	An **eco-label** shows a product is better for the environment.

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