

CAF- Consider All Factors

- **Function:** Does it work? Does the product do what it was designed for? Is it safe, durable? Efficient? These are all elements to consider when evaluating a design as functional.
- **Aesthetics:** How does it look? Does the design have visual appeal?
- **Ethics:** What is right? What is wrong? Ethics require that we design responsibly according to moral principles.
For example: Designers should consider ethical issues when creating products. They and/or the producers of their products take into account the values and customs of the society in which they live or work. It is regarded as unethical to copy someone else's design,
- **Environment:** Taking care of the environment by the way we use resources is an important part of being a good designer. Our world has limited capacity to produce raw materials. If we use these materials at a faster rate than they can be replenished, this is known as unsustainable use.