



## Understanding iteration

Iterative design is the process of continual improvement, of a concept, prototype, design or product. It is a cyclic approach to the development of a product, whereby a design is improved by frequent testing, client feedback, focus groups, materials testing, prototype testing, design development and evaluation, until a final refined / developed design is reached.

The Iterative Design Cycle works at it's best, when a student understands how each of it's individual components (we call them 'design tools') can be used, to help in the design and development of a product.

There is no set way of designing. The student has freedom to use the 'design tools' at his/her disposal at any time, whilst designing at product.