



## PRODUCT DESIGN

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Please complete these tasks – they are divided into:

- ESSENTIAL - preparation for the course.
- RECOMMENDED –support the essential activities of the course
- OPTIONAL –support wider learning around the subject; you are expected to do this independently at A level.

### ESSENTIAL ACTIVITIES

- [A Level Course Specification](#) – look at the product design section
- [Digital resources for each unit of work](#) (No need to print: you will be provided with printed versions in September)

INVESTIGATING...

**TASK 1** - Investigate the work of a designer of your choice.

What are their most significant products? What made their products more desirable than preceding products? What influenced them? What are they doing now? How have they influenced their design genre and other genres in their time?

This case study should be presented in a creative manner of your choice using images and annotation to describe, explain and evaluate.

Useful link to potential designers: <https://designmuseum.org/designers>

**TASK 2** - The Context: Isolation/Lockdown Using your own and other's experience of current times identify a need/want problem and create a solution to solve the problem.

1. Analyse the context using WHO, WHAT, WHERE, WHY, WHEN AND HOW. Designing...

2. Identify and investigate Genuine problems, issues, needs or difficulties based on your context analysis. What research information might be useful? Present what you collect succinctly.
3. Produce hazy ideas Sketch first ideas for possible solutions; quick sketches are idea for this with some labeling to identify key features.
4. Develop ideas Using client feedback, inspiration images, SCAMPER, further research information or other methods develop at least two of the first ideas in more detail. Add annotation to identify, explain and evaluate.
5. Present final design. Use basic physical modeling (take photos if you can't bring it in), presentation standard drawings and detailed annotation to identify, explain, give examples (materials etc.) and justify your designing.

HAND IN: Work can be presented in any manner of your choice; hand drawn, use of ICT or a mix of both to suit and should be handed in to your teacher during the first lesson.

## **RECOMMENDED ACTIVITIES**

WATCH...

[How to Make](#) – BBC 4 - catch up on iplayer- sometimes these are unavailable but Zoe Laughlin is a passionate and inspiring designer.

[Rams; principles of good design Vimeo](#)

[First Secret of Design is... Noticing](#) -TED talk

Abstract: The Art of Design – Netflix. Two seasons of design related documentaries from Illustration and Footwear Design to Graphic and Interior Design. Start with the ones that interest you the most

## **OPTIONAL ACTIVITIES TRY THIS...**

- [Design in a nutshell](#) - Design era talks plus try the quiz to find out which design era your design thinking is similar to- just for fun!
- [Sketch-a-day: Spencer Nugent developing sketching skills](#)

### VIRTUAL MUSEUMS

- [V&A London](#) - take a trip through their collections
- [Design Museum](#)