

A Level Product Design



Topic: Designers and their work

How this work links to Year 12: Within the Product Design A Level course, you are expected to investigate, analyse and evaluate the work of a number of influential designers.

Independent learning task A - Research task

1. Choose one of the following designers:

- Phillipe Starck
- James Dyson
- Margaret Calvert
- Dieter Rams
- Charles and Ray Eames
- Marianne Brandt

Choose one designer and investigate the work of your chosen designer. Research a product they have designed and create a presentation about the designer. Your presentation should be in the region of 500-700 words and should include suitable labelled images. It will be assessed as follows:

What to include (slide titles)	Guidance – content that should be included	Marks (20)
Brief biography of the designer	<ul style="list-style-type: none">○ Short history, focusing mainly on the designer's higher education and career highlights.○ Other products that they are famous for.	1
Design ethos	<ul style="list-style-type: none">○ What the chosen designer sees as good design.○ What the designer believes is important in about design	3
The key features of their design style	<ul style="list-style-type: none">○ Describe what makes their work unique and recognisable.	2
What design period they worked in, or were inspired by	<ul style="list-style-type: none">○ Product design can be easily linked to a period in history.○ Research design timelines and link your designer to the appropriate period	1
The story of the product they have designed	<ul style="list-style-type: none">○ What led to the design of the product?○ What inspired the design?○ How was the it developed?○ Was it designed to meet a need?○ Was the design ground-breaking? How?○ Has the product influenced other designs? How?	2
Product manufacture	<ul style="list-style-type: none">○ What specific materials was the product made from?○ Why are these materials used for this product? (Note: 'wood', 'metal' and 'plastic' are not specific materials).	4
How the product was made	<ul style="list-style-type: none">○ What manufacturing methods were used (e.g. injection moulding, casting, etc)○ Is the product a one-off, batch or mass-produced product?	4
Product Function	<ul style="list-style-type: none">○ How does the product work?○ What is the main function of the product?○ Were any new materials or technologies involved in making the product?	2

Bibliography	o Include a list of all of the information sources used for this project	1
--------------	--	---

Your presentation will be shared with the rest of the group. As such, it should be thorough, well written and accurate so be sure to use reliable sources. Don't just copy and paste from the internet!

Independent learning task B - Design and modelling task

You are now going to design and model a light/lamp in the style of your chosen designer

1. Produce 5 – 6 different designs ideas for your lamp. The designs should mirror the style of your chosen designer. Your design ideas should show imagination and flair. They should also be well presented, neat and include detailed annotation. This work should be done on one to two sides of A3 paper.
2. Produce a model of one of your ideas. You can make your model from any materials of your choice. You should produce a page of photographs of your model showing it in as much detail as possible.
3. Add photographs of both your design work and modelling work to your presentation.

Appendix – Useful sources of information

<https://designmuseum.org/>

<https://www.starck.com/>

<https://www.interiordesign.net/articles/16356-10-questions-with-philippe-starck/>

<https://www.vanityfair.com/culture/2016/11/philippe-starck-industrial-designs>

<https://www.dyson.co.uk/en.html>

<https://www.famousgraphicdesigners.org/margaret-calvert>

<https://www.itsnicethat.com/features/margaret-calvert-in-conversation-graphic-design-081019>

<https://www.rca.ac.uk/studying-at-the-rca/the-rca-experience/student-voices/rca-luminaries/margaret-calvert/>

<https://www.interaction-design.org/literature/article/dieter-rams-10-timeless-commandments-for-good-design>

<https://www.hustwit.com/rams>


<https://designmuseum.org/designers/dieter-rams>

<https://www.eamesoffice.com/>

<https://www.bbc.com/culture/article/20171218-charles-and-ray-eames-the-couple-who-shaped-the-way-we-live>

<https://www.bauhaus100.com/the-bauhaus/people/masters-and-teachers/marianne-brandt/>

<https://smarthistory.org/bauhaus-marianne-brandt/>

<p>How it links to the Specification: Paper 2 – Designing and making principles (Designers and their work) Section 2.2 – Design Theory (Design influences, Design styles and movements, Designers and their work)</p>	<p>Exam board: AQA</p> 
<p>For more information see:</p>	<p>Deadline:</p>

- Mrs Cottle s.cottle@macademy.org.uk
- Mr Carr a.carr@macademy.org.uk
- Mr Fawcett d.fawcett@macademy.org.uk
- Mr Badger a.badger@macademy.org.uk

Friday 11 September 2020