

PRODUCT DESIGN

You are required to complete 4 tasks. These are detailed below. You can present the work in any way that you feel is appropriate. A e-portfolio that can be e-mailed to me in the first week of college could be a good way to go but it is entirely up to you I will be equally happy with a paper based portfolio.

The tasks are to help you build the skills and knowledge you will need for A Level study and although they will not be assessed against the exam board criteria they will be assessed in terms of effort, level of detail, and design understanding.

Task one: Your inspiration

Start collecting images that could inspire your designing – these can be consumer goods, the work of other designers or artists or natural phenomenon, architecture anything really that you like or appeals to you. Make these into mood boards. The Mix and Pinterest apps are a useful tools for doing this – but again it is up to you.

Mix - <https://mix.com/>

Pinterest - <https://www.pinterest.co.uk/>



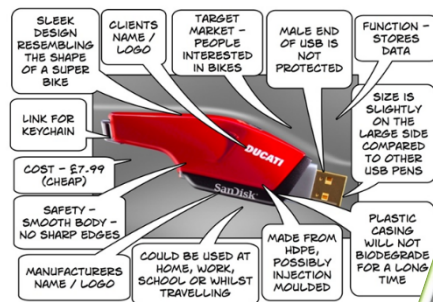
Success Criteria – 3 Powerpoint slides (or equivalent) – featuring 30 different images in total.

Task two: Product Analysis

We all use designed products every day...but do you ever really think about them?

Identify a couple of products from the everyday items that you use or buy and write about the following. Include a picture of the product and be careful to evaluate not just describe

- Strengths and weaknesses
- Why has it been designed that way?
- Is it cost effective?
- How could it be improved?



Feel free to sketch improved ideas. You can use the ACCESS FM headings above to help you evaluate the design.

Success Criteria – 3 Different products analysed in detail

Task three: Designer Research

You are required to know about the designers and design movements listed below. Choose 3 of these and make a fact file on them.

Design Movements

Arts and Crafts

Art Deco

Modernism

Post Modernism

Designers

Phillipe Starck

James Dyson

Margaret Calvert

Dieter Rams

Charles and Ray Eames

Marianne Brandt



Your fact file should include key information about the design movement or designer – focus on why the design movement or designer has been so influential. You should be able, after doing this task to explain how the design movement or designer has influenced modern design. Include images to illustrate your work and give your opinion on individual products.

Success Criteria – 3 slides (or equivalent) – 1 for each designer or design movement.

Task four: Sketching Practice

As a designer, you need to be able to clearly communicate your ideas. Being able to sketch is key to this and it requires practise. You need to build a portfolio of sketches by using the videos you can find on You tube - 'Sketch a Day' - <https://youtu.be/QgOOJgBN9LI>.

Aim for a collection of ten good quality sketches of products. You may have to practice this. It does not matter how bad they are to start with keep practising and be prepared so show me them all – even the bad ones. Do not worry if you do not have all the drawing stuff that Spencer suggests – I will be happy with pencil on paper.



Success Criteria – 10 -20 attempts at sketching objects from 'Sketch a day' - these should show progress (date them all). You will get better the more time you spend doing it. If you feel confident enough you don't need to use sketch a day.