**Product Design Transition Work Year 11 into Year 12**

It is difficult without you having textbooks or resources available to give you too much specific work however, you can get this information from the internet. I have suggested some websites but searching is just as good as long as it is a reliable source!

I have broken this work down into 6 sections so you can compete 1 a week or however you want over the time. The important thing is you have a genuine interest in the subject and desire to understand the range of topics involved.

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Conduct some research into the following areas, some of which you may have looked at for GCSE;

**Design styles and movements**

* Arts and Craft movement William Morris – late 19th Century
* Art Deco Decorative styling 1920 & 30s
* Modernism, e.g. Bauhaus Walter
* Gropius School of Art & Design – 1930s
* Post modernism, e.g. Memphis Design studio - early 1980s

**Designers and their work**

* Phillipe Starck Industrial designer
* James Dyson Inventor/designer, founder of Dyson
* Margaret Calvert Graphic designer/typographer – UK road sign
* Dieter Rams Industrial designer - Braun
* Charles and Ray Eames Husband and Wife industrial designers and Architects
* Marianne Brandt Designer and member of the Bauhaus group

In addition, you need to look at these socio-economic influences that have helped to shape product design and manufacture over the past century;

Bauhaus and development of furniture for mass production - Post WW1 Rationing, the development of 'utility' products - During WW2 Fashion and demand for mass produced furniture and decorative design - Post WW2

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It is also important you start to look closer at a range of different products and their impact on global society. You should then begin to question why there are as they are, investigating aspects of the history, influence and technologies used.

Keep a notebook of images, sketches & drawing would be beneficial, making a note of any useful websites you find, and writing down any questions you may want it find answers too later. Looking at crowdfunding sites, where designer put forward their ideas, can be very good sources of ideas.

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One of the occurring tasks you need to do for A Level is being able to look at and judge products; ones that perform the same or similar function, like for like. These are often given to you in questions, with photographs of the products. You should be able to compare and contrast them (sometimes using given criteria), discuss the positives and negatives, discuss their development and think about the environmental impact they have. Domestic appliances are a good for this, as this example demonstrates;

**Figure 1 shows a 2010s modern cordless kettle.**

**Figure 2 and Figure 3 show a 1980s kettle.**

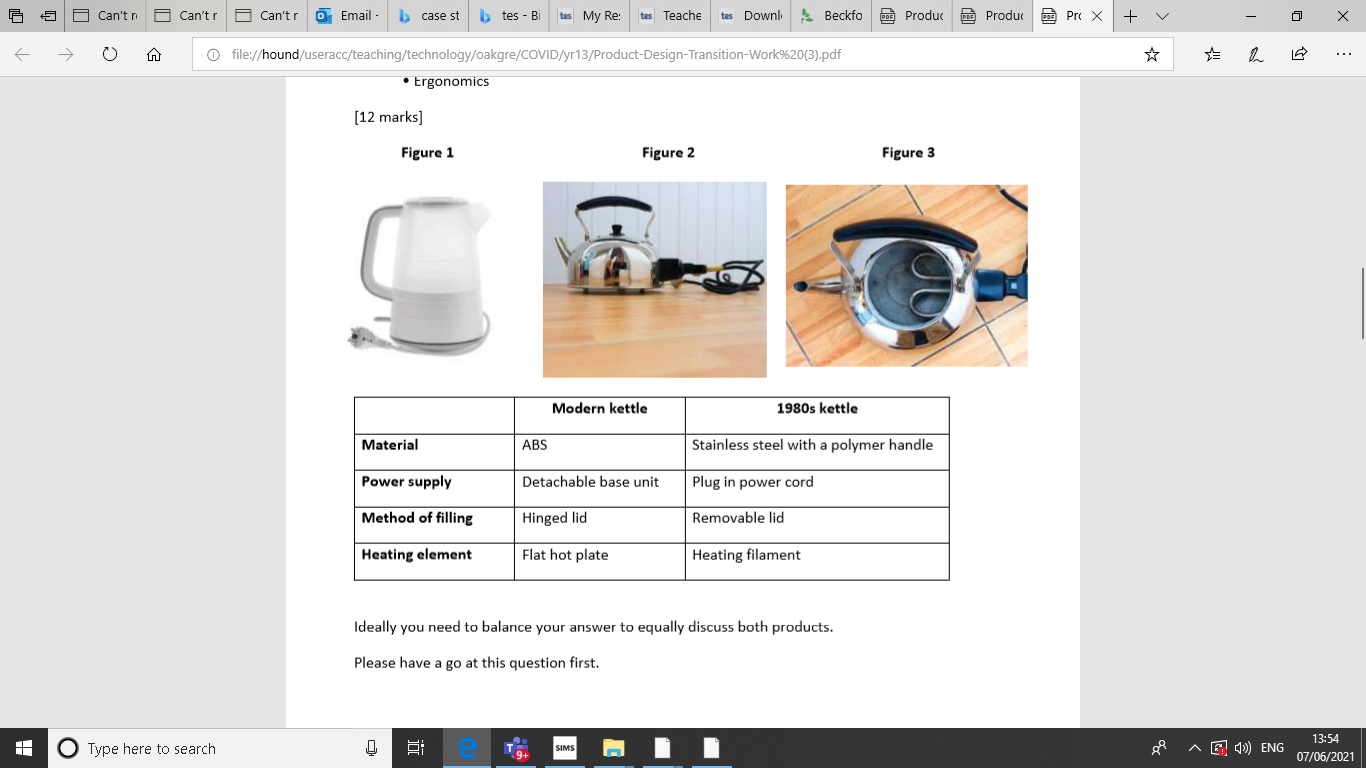
Compare the two kettles shown with reference to the following:

**• Product safety**

**• Energy efficiency**

**• Ergonomics**

**[12 marks]**



Ideally you need to balance your answer to equally discuss both products.

Please have a go at this question first.

Compare and contrast the following, using your own examples (but include a photo for each). Use different criteria, depending on which you think suits best –

* Aesthetics,
* Ergonomics,
* Materials,
* Manufacturing,
* Environmental impact/Sustainability,
* Safety,
* Functionality.

**1. A carbon framed Road Racing bike v a Down-hill or Mountain bike.**

**2. A disposable Paper or Styrofoam cup v a Reusable cup**

**3. An Analogue v Digital Clock**

**4. The original Sony Walkman v an iPod or other MP3 player**

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Design development (History) is another important aspect of the course. The reason for product design is to understand and try to meet the needs of the users or potential users, whether they are specific or general.

I would like you to produce a timeline, with images and descriptions, of the key development of one of the following products;

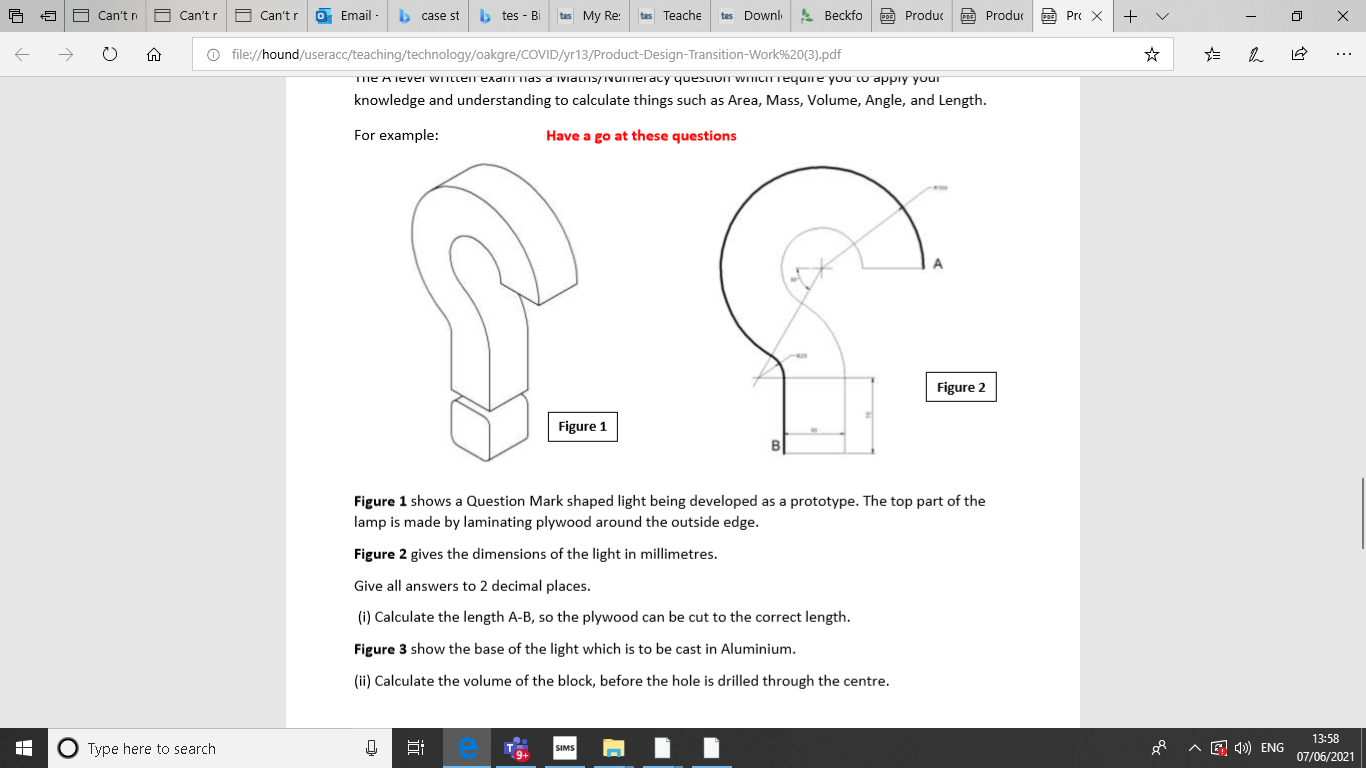
* The Bicycle
* The Television
* Food Packaging - you may want to be specific about the food or be very general to include different ones.
* Portable Personal music devices
* Modern ‘eco’ cars

This can be done in any format but the key dates, introduction of materials and/or techniques, personal, need/demand should be the focus. Images to show the developments will help with this.

It would be a good idea to investigate them all before settling on one.

The A level written exam has a Maths/Numeracy question which require you to apply your knowledge and understanding to calculate things such as Area, Mass, Volume, Angle, and Length.

For example: **Have a go at these questions**



**Figure 1** shows a Question Mark shaped light being developed as a prototype. The top part of the lamp is made by laminating plywood around the outside edge.

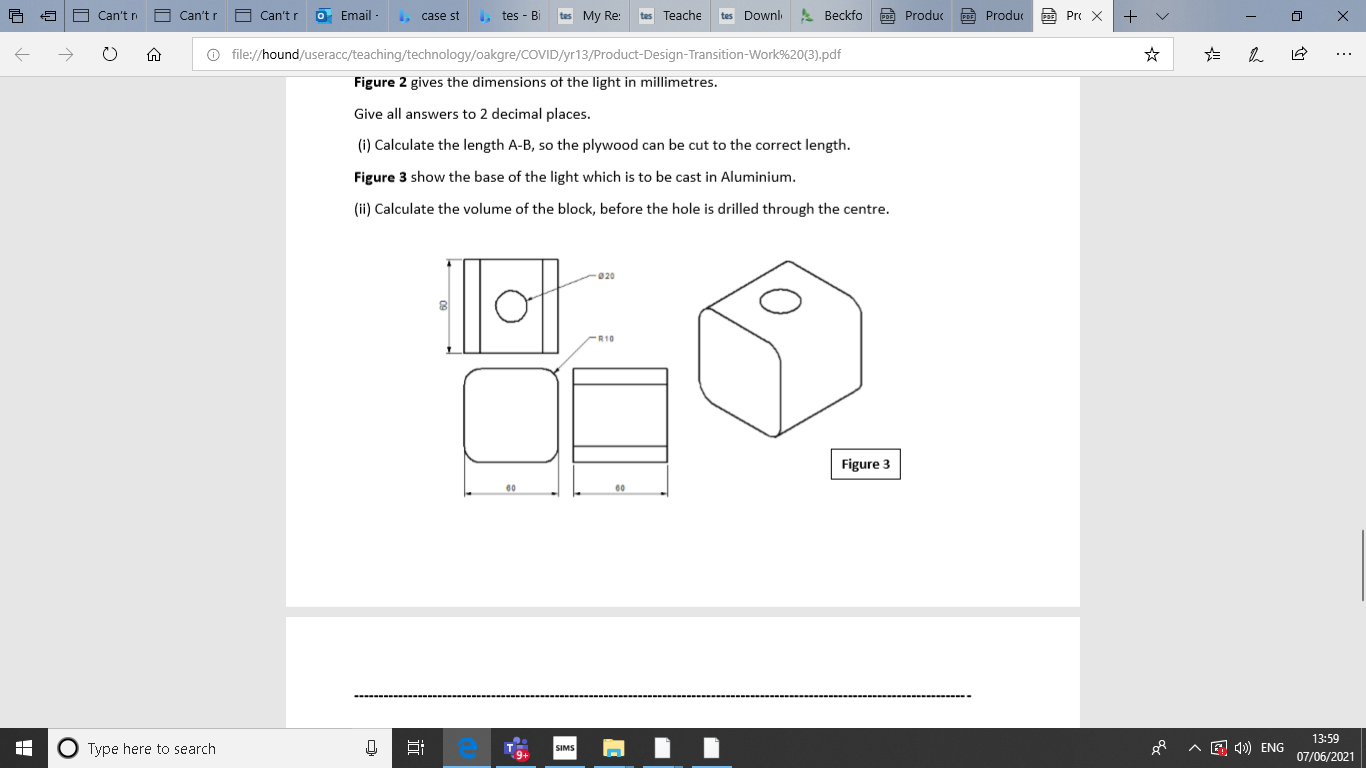
**Figure 2** gives the dimensions of the light in millimetres.

Give all answers to 2 decimal places.

**(i)** Calculate the length A-B, so the plywood can be cut to the correct length.

**Figure 3** show the base of the light which is to be cast in Aluminium.

**(ii)** Calculate the volume of the block, before the hole is drilled through the centre



Finally, no doubt you are watching the odd bit of TV or YouTube! There are some very good design and technology based programs, videos and clip on how products are designed and made from building to cars to oil rigs to airplanes….

some of these are very specific! Watch a few (or more) and make a note of the ones you think are good and could benefit everyone. I would like to start collating clips that we all can use to help learning and understanding

**I would like you to submit 2 pieces of work; one of your timelines from the Design development (History) section and a ‘compare and contrast’ of one of the products, using three of your own criteria.**

**Websites**

Design Museum – designmuseum.org – this has a database of lots of different products, some iconic, across a range of different areas.

RIBA Stirling Prize – architecture.com – this has the past winners of the UK building of the yea