



A Level Product Design

Pre-course work



Pre-course expectations

Success in Sixth Form is largely a function of the amount and quality of independent study you carry out; here's a chance to help you get the very best start to your course. We would like you to complete the work described below and hand it in to your teacher in your first lesson in September. If you have made a late change to your timetable, please complete this work within the first week of starting the course. The work should take you 2-3 hours.

Details of pre-course work

As a product designer of the future you are expected to have an awareness and understanding of the work of designers past and present designers. *With this in mind, you should carry out a study of the work of the following designers; Phillipe Starck, James Dyson, Margaret Calvert, Dieter Rams, Charles & Ray Eames, Marianne Brandt.*

This research activity is intended to introduce you to the most influential stages in the history of product design, as well as bring you right up to date with current trends. We recommend that you use a rich variety of images combined with an in-depth written description of the work presented. Your own perceptive analysis including likes and dislikes of each designer are essential. The final presented format of your research is entirely up to you – you may choose to develop a PowerPoint presentation or a suitable alternative if you prefer.

Resources to help you with this work

Go to: <https://designwanted.com/10-most-influential-product-designers/> to see an overview of design history including style highlights and related images.

View:

<https://www.youtube.com/watch?v=WhdYYKWWhaMU&list=PLC1VCzU4q6ojtxvAEKNsXIKPDCI7KFSz0> for a visual and audio introduction to design over the past 100 years.

Stretch yourself

Go to: <http://www.technologystudent.com/prddes1/icon1> to find out more about what is considered to be high quality or Iconic design.

Here you will develop an awareness of the criteria used by designers to determine what Iconic design is.