

PRODUCT DESIGN



Our two-year A-Level course assessment is split 50/50 between Examination (2 papers: principles of product design & problem solving in product design) and Non Exam Assignment (NEA) student led iterative design project.

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BEFORE YOU START

Key textbook to purchase:

- OCR AS/A Level Design and Technology (HODDER Education - ISBN9791510402652)
- Essential Maths Skills for AS/A Level D&T (HODDER Education - ISBN9781510417069)

Key Website:

https://www.hoddereducation.co.uk/media/Documents/Art%20Design%20and%20Technology/9781510402652_CH10_Online.pdf

News Log:

Check the News on a regular basis and keep a record of story's and issues that relate to the design industry. You can do this by cutting and pasting the link onto a document and labelling. Story's might relate to manufacturing, the environment, new technology, the economy etc.

Innovators are responsible for making landmark changes in design and processes surrounding them. Examples of these are people such as James Dyson, Jonathon Ives. This task asks you to consider an innovator of your choice, describe their work and challenges they may have faced on their journey to success. (You can use one of the above or one of your own choice)

1. Provide a definition / description for your chosen innovator (their product, background, training, company etc.)
2. Present images of their work and describe their innovation.
3. Discuss what challenges you think they may have encountered on their journey and why?

Design movements:

It is crucial to look back at design to understand where ideas have originated from to aid moving them forward. This task ask you to look at a particular period of design history to help build this understanding.

- a) Provide a definition / describing for the following period of Design : Bauhaus
- b) Identify two Bauhaus products. Create a document that includes: images of the product, reference the designer, the date produced, materials and construction etc..

Mini Project: Choose a **product that interests** you. This should be an everyday item that you have at home. It should be something you have easy access to for photography and research reasons.

1. Take **digital camera images** of the product and **upload** onto a word or power point document.
2. Mind map how you could improve the product in some way. This should be done by hand in real-time and then scanned or photographed, copied and paste onto your document or attached as a separate sheet.
3. Produce an ideation sheet of possible improvements. (A4 sheet with as many rough sketches you can think of.)
4. Share your ideas with friends or family and record their responses to your suggestions on your document
5. Evaluate your thoughts and the feedback of others and use this to redesign one of your original ideas. This should be as follows:
 - A main sketch in 3D
 - Secondary sketches to explain the improvement in detail
 - Annotations to help explain your ideas.

Research and list 10 Product Design-based **careers**

Choose three from the list and outline the role and expectations in more detail

Review those three to show why you would be interested or suitable for that **career**