

# A Level Product Design

## Product Design

### Why study Product Design?

In today's rapidly advancing world where the use of the planet's resources is to be considered carefully, designers are rising to the exciting challenge of rethinking and designing products in a more sustainable way. Advances in modern materials and technologies are increasing the possibilities and opportunities to create products that are innovative in new and imaginative ways.

(Written exam 2½ hours, 25% of A Level)

Paper 2: Specialist knowledge; Technical knowledge; Designing and making principles

(Written exam 1½ hours, 25% of A Level)

- x Classifying materials and identifying, testing and comparing their application to product manufacture
- x The implications of Health & Safety as an element of design activity
- x Examination of alternative designs and redesigning existing products
- x Use of natural resources, materials utilisation, conservation, waste disposal/management,

- x Visit <https://www.aqa.org.uk/subjects/design-and-technology/a-level/design-and-technology-product-design-7552/specification-at-a-glance>
- x Have a look at design websites like <http://www.itsnicethat.com/categories/product-design>
- x Look at university websites showcasing undergraduate projects to get an idea of what innovative designs are being developed and where studying Product Design A Level could lead.
- x Research Alessi products and the different designers who have worked for the company such as Norman Foster, Aldo Rossi, Philippe Starck and Michael Graves
- x Develop a presentation style by experimenting drawing a variety of household objects. Concentrate on the form of the object and try to make it look 3D.
- x Watch clips on YouTube about manufacturing processes
- x Play around with Google SketchUp free downloadable 3D CAD program
- x Watch interviews on <http://designmuseum.org/designers/designers-in-residence>
- x Visit the library and have a look at a selection of the books below.

## Recommended reading

- x The Ecce Design Handbook by Alistair Faulkner
- x Designs of the Times by Lakshmi Bhaskaran
- x Cool Hunting Green by Dave Evans
- x Design Museum: Contemporary Design by Catherine McDermott
- x Arts & Crafts Companion by Pamela Todd
- x 50 Product Designs: Process by Jennifer Hudson
- x Bauhaus by Benedict Taschen
- x Making IT Manufacturing Techniques for Product Design by Chris Letteri
- x Memphis by Bigitte Fitoussi
- x The Measure of Man and Woman: Human Factors in Design by Alvin R. Tilley and Henry Dreyfuss Associates
- x Drawing for Designers by Alan Pipes
- x Designed for Kids by Phycy Tj /T0 Td ( ) /C2\_d 1.2 (h)-\_d 1.2 ssit.2 (h7(e)-4.1 (d)-6.2 (o)-10.4 (n))TJ 0 Tc 0
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