TRANSITION WORK

PRODUCT DESIGN 2020

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Imagine a world, empty of objects and 'things'. *Where would we be without design?*

The principles that influence the design of these objects and 'things', improve everyday life, help to drive innovation and inspire creativity. These principles help us to understand the requirements of what it means to become an effective product designer.

A Big Question to think about:

How do we design and meet needs of people in the future, if we do not know what they are?

Key questions to explore:

- *What are the key principles of 'good' design and what influences and drives it?*
- *What is design? – good and bad: how can we recognise it? how can we improve it?*
- *How does design from the past help influence design for the future?*
- *How creative are you? How can we be more creative?*

Reading list (books / academic articles / journals etc) Enrichment

- Cradle to Cradle: Remaking the Way We Make Things
- Brick by brick: How Lego rewrote the rules of innovation
- B is for Bauhaus: An A-Z of the Modern World – available on Audible
- Blueprint Design Mag. (Free Online) http://www.blueprintmagazine.co.uk/
- Dezeen Magazine (Free Online) https://www.dezeen.com/
- Design Milk Magazine (Free Online) https://design-milk.com/
- InDesign Magazine (Free Online) http://indesignmagazine.co.uk/
- DesignWeek Magazine (Free Online) https://www.designweek.co.uk/

Documentaries to watch - Enrichment

Netflix

Series: **Abstract: The Art of Design** – Highly recommend ★★★★★
- Season 2 Episode: Cas Holman: Design for play: 45 minutes HR★★★★★
- Season 2: Episode: Ian Spalter: Digital Product Design: 45 minutes

Series: **Broken** ★★★
- Season 1: Deadly Dressers 59 minutes
- Season 1: Recycling sham 58 minutes

Series: **Shark Tank** 7 seasons – variety of entrepreneurial ideas each programme 40 mins

Documentary: **The Creative Brain**: 52 minutes – Highly recommend ★★★★

🖥️ Websites/YouTube Channels/Podcasts to follow

- **10 Most influential product designers** https://designwanted.com/design/10-most-influential-product-designers/ - Highly Recommend (HR) ★★★★
- **Principles of good design** https://www.vitsoe.com/gb/about/good-design
- **Good Design Vs Bad Design**: Six examples in everyday life https://medium.com/@marion.bonin/good-design-vs-bad-design-6-examples-in-everyday-life-30d807801971 - Recommend ★★★
- **Follow: Design Milk YouTube Channel:** https://www.youtube.com/user/designmilk
- **Video 1: Product Design Sketching – Warming up** – HR ★★★★★ https://www.youtube.com/watch?v=IaPwhWBj77o
- **Video 2: Product Design - Sketching with Construction lines** – HR ★★★★★ https://www.youtube.com/watch?v=_uzSMAI5AuE
- **Video 3: Product Design Sketching – Building 3D Sketches** – HR ★★★★★ https://www.youtube.com/watch?v=JkpDCUk17K4
- **Video 4: Product Design Sketching – Developing Ideas quickly** – HR ★★★★★ https://www.youtube.com/watch?v=7FNbWCjihy0
- **Video 5: Product Design Sketching – Annotation, what, how and why)** – HR ★★★ ★★ https://www.youtube.com/watch?v=JCyW4NI9znE
- **Pinterest – search, create your own boards and follow inspirational design boards. HR ★★★★★**

Design and Written work required

All: Will have an understanding about the factors and key principles that represent good design. All, will have used a familiar product to demonstrate the principles and recognise where products could be improved. All, will find out information about influential designers and the products that they developed. All, will design a product to meet the needs of a specific user.

Most: Will be able to suggest how familiar products can be developed and improved based upon the key principles. Most, will be able to explain why certain products are recognised as being 'iconic' . Most, will develop their ideas using specific feedback and success criteria.

Some: Will have a developed understanding of most of the key principles of good design before researching. Some, will be able to explain and show how products should be improved in detail. Some, will link a range of key factors to the design and development of iconic products and evaluate their impact.

There are 5 Tasks that need to be completed. It would be helpful for you to complete these in order.
- **Task 1 – Investigate the Key Principles of Design – Expected Time: 2 Hours**
- **Task 2 – How can we recognise 'good' and 'bad' design – Expected Time: 3 Hours**
- **Task 3 - How do key moments in history, society and technology influence design? 4 Hours**
- **Task 4 - Designing to meet specific needs – 6 mini tasks - Expected Time: 5 Hours**
- **Task 5 – Let's Reflect – Expected Time: 1 Hour**

Task 1: *Investigate the key principles of design.* **Expected Time:** 2 Hours

- Who is Dieter Rams?
- From your research, conclude why you think is he so influential as a designer? Use examples to explain your thoughts.
- Explore and present the key principles of good design
- For each of these principles, find one example of a product that you think demonstrates each of them. Use a different product for each principle.
- Explain each of your choices. Focus on how you think each one links to each of the principles.

Suggested Presentation: PowerPoint no more than 3 slides

Helpful online sources to get you started: Websites '10 Most influential product designers', 'Principles of good design' – see above for web links

Focus: Knowledge, Understanding and Evaluation

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Task 2: *How can we recognise 'good' and 'bad' design?* **Expected Time:** 3 Hours

- Choose one, handheld object that you or someone in your household owns. Evaluate how well the product meets and does not meet each of the principles of good design. Use this one object to evaluate all of the principles.
- Take photographs of you or another person using the product.
- Use the photographs to help demonstrate how it does/not meet each of the principles. You may not be able to cover all principles with photographs so explain using descriptions instead. Include hand shots only.
- Where the products fail to meet the principles of good design, suggest using sketches and notes, improvements to the product.
- Explain how your iterations improve the design.

Suggested presentation: photographs, sketches and notes. Add these to your slides from Task 1. No more than 1 or 2 slides for Task 2.

Helpful online sources to get you started: YouTube Videos 1-5 see links above

Focus: Knowledge, understanding, designing and sketching skills, creativity and problem solving, evaluation

Task 3: *How do key moments in history, society and technology influence design?*
Expected Time: 4 Hours

Focussing on each of the 5 influential designers and their designs below, respond to the questions. There is a short video for each designer/product to get you started but you may have to research in more depth to find out the information.

- Philippe Stark – Juicy Salif https://www.youtube.com/watch?v=41qp1MnnX3g
- James Dyson – DC01 https://www.dysondoctor.co.uk/know-dysons-pioneering-dc01/
- Margaret Calvert – 'Transport font' https://www.youtube.com/watch?v=pyBrrmDw6-k
- Charles and Ray Eames – Eames chairs https://www.youtube.com/watch?v=1gg42mMDSFo
- Marianne Brandt – Kitchenware https://www.bauhaus100.com/the-bauhaus/people/masters-and-teachers/marianne-brandt/

1. Why were the products so unique, innovative? What makes the product so 'iconic'?
2. What functions and needs did the product meet at the time they were designed?
3. What influenced the designers to design these products? Think about what events were occurring at that moment in history, what technological changes were happening at the time, what was happening in society?
4. Who do you think would be most likely to use and own the product? Why?
5. To what extent do you think the design is good or bad. Explain your answer with examples.

Suggested presentation: Extended writing/essay format, use of images (where did you get the images from, with sources and acknowledgments cited specifically not just 'Google'). Word Processed size 12 font Calibri or handwritten 4/5 sides of A4 approx.

Focus: Knowledge, developing thinking and understanding, research, evaluation, linking concepts

Task 4: *Designing to meet specific needs.*
Expected Time: 5 Hours
Theme of the task: Play

Helpful but not essential, online sources to get you started:
- Watch the Netflix documentary Abstract:
  The Art of Design: Season 2: Episode: Cas Holman: Design for play: 45 minutes
- Designing, Sketching and annotating YouTube Videos 1-5 (see links above)

Context/Problem:
It is important that children can experience, enjoy and know how to play creatively both independently and with others. Being able to play alone and with others can be a stressful and uncomfortable experience for some children, particularly those who have specific needs. It is essential that products for play enable a wide range of children to use and enjoy them safely and this includes those who experience difficulties.

Design Brief:
Design and develop a play product for a child that reflects at least two of the problems described in the context above.
Your product must:
- *Appeal to and be suitable for a specific user and meet their needs for safe and enjoyable play*
- *Include specific features that enable it to be used by children with different needs*

Task A:
- Choose a specific user and investigate their main needs for play. Present your findings and summarise your next steps. What conclusions have you made?
  30 mins.

Task B:
- Write 10 'Specification' points that you can use to help you design your play product. Ensure that they reflect the needs of your users.
  Example: I must make sure that I include sounds to help the child to engage with the product and be interested. This will also help them to play with the product independently.
  30 mins.

Task C:
- Develop a wide range of different designs or parts of designs (6/7 ideas) to show what your product will look like.
- Include product features that meet the Design Brief and your Specification.
- Use a range of 2/3D sketching and drawing techniques (see YouTube Videos 1-5)
- Think about how you will consider the principles of good design in your ideas

Task D
- Annotate your ideas and focus on how your ideas meet your Specification and the principles of design.
  Task C and D – 3 hours

Task E
- Show your designs to another person, talk through your ideas and get some feedback on them. You may have to explain the users, their needs and the context. What does the person like or find interesting about your ideas? What suggestions do they have for improvements?
  20 mins.

Task F

- Make a clear choice about which idea/s are most suited to the meet the Design Brief and your Specification. Explain your thinking and choice.
- Use 2/3D sketches to show changes, improvements and iterations
- Show evidence of the changes in response to the feedback given

Suggested presentation: Working on A4/A3 plain paper, sketches, notes. Colour is optional and not essential.

Focus: Demonstration of Knowledge, understanding, research, evaluation, linking concepts, sketching, annotation and evaluation, user feedback, iteration

Task 5: *Let's reflect.*

Expected Time: 1 Hour
Thinking about your understanding of the Design Principles and the research and design work that you have completed:

- Evaluate and explain the importance of designing using the concept of User Centred Design. Use examples to demonstrate your thinking.
- Evaluate and explain the importance of making products inclusive. Use examples to demonstrate your thinking.
- Evaluate the importance of 'good' Product Design.
- Evaluate and explain the main priorities and responsibilities you think you have as a Product Designer?
- **Evaluate how we can design and meet needs of people in the future.**
- What are you hoping to learn from your Product Design A Level? Skills, knowledge etc.

  Suggested presentation: Extended writing/essay format, use of images (where did you get the images from, with sources and acknowledgments cited specifically not just 'Google'). Word Processed size 12 font Calibri or handwritten 2/3 sides of A4 approx.
  Focus: Reflection, evaluation, demonstrate and apply understanding.