

Welcome to A Level Product Design

Mrs Sherman

Course Outline

2 year course!

Year 12 building skills

Year 13 exams and submission of
coursework

50% weighting Coursework

50% weighting Exam

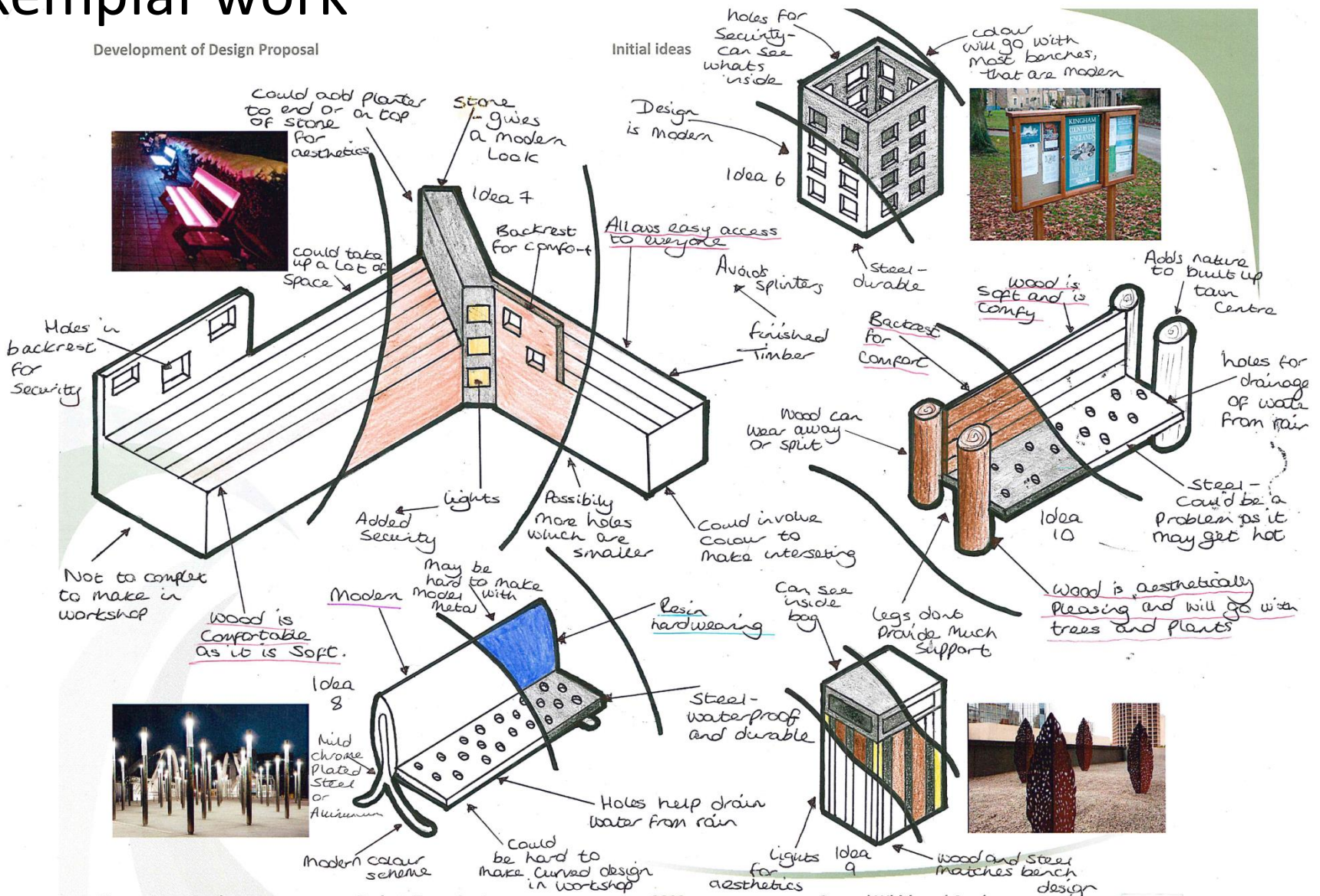
Contribution to cover the materials each year

Coursework Information

- Substantial design and make task; e.g. more complex than GCSE project.
- Free choice of personal theme.
- 50% weighting of the course
- 45hrs guided time and 100 marks (Equivalent to 200 UMS)
- Expected to work towards getting a grade A in the coursework
- Iterative design process approach to portfolio and some practical work
- Folio approx. 45 A3 pages
- Exploration, **sketching**, designing, making, analysis and evaluation areas to cover.
- High level of designing techniques

Exemplar work

Development of Design Proposal



Name: Laura Lambert

Project: Town Centre

2809

Samuel Whitbread Academy

Page: 10

Exemplar work

	Style	Function	Materials	Construction	Aesthetics	Advantages	Disadvantages
	This style of packaging easy to make and is simple. it can be used to hold the jewellery itself or smaller forms of jewellery packaging	Holds jewellery in place whilst advertising the brand/company	Cardboard, ribbon, drawstring	Net of bag is cut out using die cutter and is then printed on. Holes are punched as the top and the bag is glued. The drawstring and ribbon then is threaded in	The design is simple and cheap to manufacture and a variety of designs can be printed on it using offset lithography to promote the brand/company	<ul style="list-style-type: none"> • Easy to manufacture • Can be part of a packaging range • Can be printed on 	<ul style="list-style-type: none"> • Isn't very secure
	The style of this packaging is very sophisticated as the felt and the colours gives it a professional appearance	Holds jewellery in a secure, presentable fashion and promotes the brands	Folding box board, ribbon, cardboard	Net is cut and lined with black smooth paper. Box is then assembled and felt is used to line the inside, ribbon and foam is added	The black box is aesthetically pleasing as is well crafted and shows off the purple. The felt inside makes it look professional	<ul style="list-style-type: none"> • Aesthetic exterior and interior • Looks sophisticated • Very protective of product 	<ul style="list-style-type: none"> • Expensive to manufacture
	This style box is also sophisticated as it provides a lot of protection and is of a high quality	Holds in place and holds securely whilst providing a high quality and advertisement	Folding box board, plush cushion and fabric lining	Net foil stamped onto and is cut and folded and lined with green fabric. The plush cushion is then placed in to protect product	The box is of good quality and the colours go well together making it look attractive. The cushion also adds to quality and adds protection	<ul style="list-style-type: none"> • Professional look • Cushion provides support • Colours go well • Provides jewellery storage after purchase 	<ul style="list-style-type: none"> • Expensive to manufacture
	This packaging is fairly simple and bland however it allows a brand to be printed onto it as to advertise	Loops through product so viewer can see clearly and is able to hang on rack on a point of sale display	Printed on plastic and adhesive	Plastic is printed on and cut into shape. Is then looped through product and is fixed using tape or adhesive	The label advertises the product and allows the viewer to see the product up close before buying it	<ul style="list-style-type: none"> • Simple design • Cheap to make • People can clearly see product 	<ul style="list-style-type: none"> • Not protective of product • Not recyclable • No storage of product after purchase
	This box is simple yet colourful and will draw people attention but may not be the best as there is no inner support	Contains jewellery in one place however doesn't hold safely and securely	Printed on cardboard	Cardboard is printed on and then cut using a die cutter. It is then folded and held together using glue	The box is colourful and eye catching so people will see it and the pattern makes it look interesting rather than one colour	<ul style="list-style-type: none"> • Eye catching • Simple • Cheap to make 	<ul style="list-style-type: none"> • Not protective of product
	This packaging is rather cheap and low quality however it does contain the product in one place	Clear plastic allows viewer to see inner product and keeps parts together	Clear thin plastic sheet	Plastic polymer is melted and stretched out to create a thin sheet. It is then left to cool and product goes inside	The plastic isn't very noticeable, however it does allow the viewer to be able to see the product clear before purchase	<ul style="list-style-type: none"> • Cheap • Allows viewer to see inner product 	<ul style="list-style-type: none"> • Doesn't provide storage for jewellery after purchase • Looks cheap
	This box is rather good quality with a good grain and shine. The shape of the box is also professional looking	This packaging holds the product securely whilst looking aesthetically pleasing to draw people in	Wood and metal hinges	Wood is cut using a band saw and then the pieces are varnished. Then are then used using wood glue and the lid is hinged	The hardwood is a nice colour and has an attractive grain. The curved top and edges make it look more interesting	<ul style="list-style-type: none"> • Nice grain • Good shape • protective 	<ul style="list-style-type: none"> • Could be expensive to make and buy • Hardwood takes longer to grow back • No lock
	This box is sophisticated looking and the colours are contrasting and noticeable	The packaging holds the product in place whilst letting the top flap to be lifted to see product	Plastic, cardboard, felt, foam	The card is cut on the laser cutter and then lined with colour paper. Is then assembled and the plastic is put inside along with the felt and foam	The contrasting colours make the shape stand out and the plastic allows the viewer to see inside which can make them more inclined to buy it	<ul style="list-style-type: none"> • Attractive • Interesting shape • Allows person to see inside 	<ul style="list-style-type: none"> • Expensive to make and purchase • Complex to make • Uses a lot of materials that aren't needed

Exam Information

You will need Maths at grade C. You will need to learn some maths formulae and will be given extra equations in the exam paper.

Paper 1

2.5 hour Exam

- Technical principles
- Maths and science skills contribute 15%
- 120 marks and 30% of A Level

Paper 2

1.5 hour Exam

- Designing and making principles (Specialist Knowledge)
- Product Analysis 30 marks
(6 Short answers based on products)
- Commercial manufacture 50marks
(Mixture of short answers and extended responses).
- Maths and science skills contribute 15%
- Mixture of short answers, multiple choice and extended response.
- 80 marks and 20% of A Level

Course Trips

- **Design talks in November in London.**
Lectures from Designers showcasing their work.
E.g. Paul Smith, Wayne Hemingway, Jaguar have featured.
- **New Designers in July in London.**
Showcasing university students work and meeting universities. Design area, e.g. Architecture, set design, furniture design etc.
- **The trips will run depending on student commitment.**

Some suggested shops and museums in London

Heals - Tottenham Court Road
Underground – Goodge St
Opposite habitat



Conran Shop – Fulham Road or Marylebone High Street
Underground – South Kensington/ Baker street



Geffrye Museum
Underground – Old street Station
Time line of Furniture



V&A Museum
Underground - South Kensington

Design Museum – 224-238 Kensington High St,
Kensington, London W8 6AG
Underground - High Street Kensington





Post A Level

If studied with other appropriate subjects it can lead to the following career paths after University.

- Architecture
- Product Design
- Industrial Design
- Computing
- Sports Design
- Furniture Design
- Model Maker
- Film Prop Design
- Lighting Design
- Interior Design
- Design Ergonomics
- DT Teacher
- Lecturer
- Stage Set Designer
- Carpenter
- Cabinet maker
- And many more



Expectations

- Have an interest in Design and the subject
- Required to put in ongoing allocated hours outside of lesson time. In addition, coming back at lunch time, free periods and after school to finish off practical work
- Equipment
- Behaviour and Language
- Good Attitude to Learning
- Independent Learning
- Taking responsibility for your actions!.
- Taking on board feedback and implementing in your work.
- Homework to be completed on time.
- Buy the required theory book
- To put in extra theory from GCSE if you have no previous knowledge.

Any questions?

Task

Designer Study



Getting to know the work of a designer is really important. It will help with your project work and your exam. Select a designer from the list below and produce a study of their work.

The study must be approximately 500 words long, word processed and clearly presented. It should contain details of the designer's background, experience and influences. You need to show a range of their work (at least 5 different examples). You should make comments about how their work has influenced the work of other designers, and explain why you like or dislike their style. Include a list of the resources you have used.



Designers to choose
Ross Lovegrove
Philippe Starck
Ron Arad
Thomas Heatherwick
Zaha Hadid
Jonathan Barnbrook
Peter Saville
David Carson
Frank Gehry
Ettore Sottsass
James Dyson
David Mellor
Nick Butler
Richard Seymour
Dick Powell
Jonathan Ive
Ken Grange

