

Preparing for A Level Product Design at Sherburn High

Hoping to study Product Design at A Level? Or maybe you are simply interested in taking some time to further your creativity and problem solving skills that you have developed at GCSE?

There are number of things you can do:

1. **Develop as a Product Designer** – through developing design skills – hand drawing and CAD / watching of relevant Product Design based programs / wider reading around the subject and visiting relevant websites etc. to develop your creative skills, technical knowledge and understanding.
2. **Preparing for the A Level Course** - Starting to explore the technical knowledge and the skills which will be studied in the A Level course.

A great Product Designer develops the following traits -

- Good Observation

Great designers are curious and first and foremost, they observe, take notice and make notes of things others overlook. A designer loves the moment when they find somebody implementing a DIY solution to compensate for poor design. Observation is the most primitive form of research. Research brings purpose to our actions. Designers observe.

- Great Listening Skills

Good designers are able to listen to others wants and make sure that a product delivers what people truly want and are willing to spend their money on. Good designers listen.

- Ambition

Whether it's poor design or a need for a new design, a designer must desire to improve what already exists or the evolution of design will cease. Good designers desire change. Designers are responsible for finding solutions.. Great designers find solutions.

- Good Communication

Without communication, solutions would remain in the mind of a designer and never have a chance to make a positive impact on the world. Designers communicate by sketching, making models, using computers, writing, speaking and any other tools necessary. Communication skills are vital and understated requirements for working with a team to bring a concept to life. Great designers are great communicators.

- Consideration

Good designers have a consideration for the impact a design will make on others, the environment and economy. Green design is a term used when reducing environmental impact is a top priority for designers. Great designers understand this and have consideration for those who will be affected by a design.

- Unbound (by rules)

Great designers are unbound by rules. Designers need to understand social norms, expectations and limitations of manufacturing, marketing and other aspects of design implementation. However, rather than being limited by beliefs and expectations, great designers are open to the less-than-obvious solutions to problems. Rather than forming a belief of what

a solution can or can't be, a great designer will often ask, "What if?" and "Why not?". Designers often see rules as guidelines. This freedom of thought is what many call creativity. Great designers are unbound by rules.

At GCSE you have covered a lot of the design process and general technical knowledge. GCSE has provided a breadth of study, whereas A Level will now enable you to gain greater independence and creativity when exploring a design brief along with exploring technical knowledge in greater detail.

The best Product Designers at A Level keep researching new products and technological advancements. They generally seek to improve their creative skills, technical knowledge and the ability to work to a design brief.

This guide has been designed for you to be able to dip in and out of, from looking at design issues to developing your ability to think like a Product Designer, through to starting to explore some of the skills and technical knowledge we will be looking at in Year 12 and 13.

PREPARING FOR A LEVEL PRODUCT DESIGN AT SHERBURN HIGH SCHOOL

At Sherburn we follow the AQA A Level. The course is assessed across three areas:

- Technical Principles
- Designing and Making Principles
- Specialist Knowledge

Students study the historical, social, cultural, environmental and economic influences on design and technology. Enjoying opportunities to put their learning in to practice by producing innovative products. They use creativity and imagination to design and make prototypes that solve real and relevant problems, considering their own and others' needs, wants and values.

The 2 year course is assessed by 50% NEA (coursework) 50% Exam, both of which are completed in year two of this linear course.

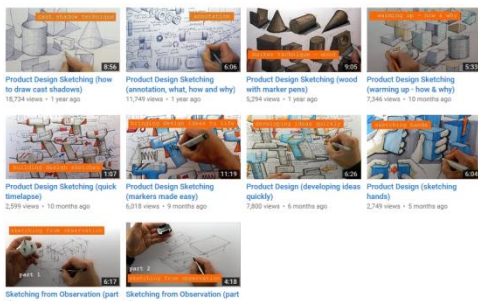
The link below will take you directly to the specification and gives more detail on what you will study.

Specification link - <https://filestore.aqa.org.uk/resources/design-and-technology/specifications/AQA-7552-SP-2017.PDF>

Below includes, websites, books, documentaries which provide a great way of staying inspired and engaging with Product Design .

ONLINE TUTORIALS AND VIDEOS

Now is the time to broaden your technical knowledge and creative skills! Watch the following tutorials....



**A-LEVEL
DESIGN AND
TECHNOLOGY
PRODUCT
DESIGN**
(7552)

Specification
For teaching from September 2017 onwards
For exams in 2018 onwards

Version 1.0 21 January 2016



Design skills- A series of videos which will allow you to practice your designing skills. Build your confidence and have a go! <https://www.youtube.com/user/camtopher>

Product Tank – A series of episodes based on product design. https://www.youtube.com/watch?v=CnKeVs-_9zs

Mr Ridley's Product Design – A series of videos on answering exam questions, manufacturing processes <https://www.youtube.com/channel/UCGirUTJfqDH5e8Sux8EaYNQ>

Dieter Rams 10 Principles for good design – a video based on the incredible designer Dieter Rams and his principles for good design . <https://www.youtube.com/watch?v=-mlAdcQZZAM>

The future of design – A video where WIRED speaks with Oliver Grabes, Design Director at Braun, about what the future holds for design and technology. <https://www.youtube.com/watch?v=FwvLkmdV9QA>

Google Sketch up tutorials – How to make furniture – Download Google sketch for free and practice your CAD skills using the tutorial link. <https://www.youtube.com/watch?v=JFA7PCXRiSU> ,
<https://www.youtube.com/watch?v=cDbAZExb2iM> ,
https://www.youtube.com/watch?v=IGhaeLaTWWQ&list=RDCMUCyRg6E5LC5XXirMtKkQZ48w&start_radio=1#t=0



ONLINE READING MATERIALS

Design Museum: Contemporary Design - The Design Museum is an important record of the key designs which have shaped the modern world. <https://designmuseum.org/new-design-museum>

The Design Council - Design Council's purpose is to make life better by design. <https://www.designcouncil.org.uk/>

Design Mine - Design Mine is the IOM3 space for news, events and features content related to design. <https://www.iom3.org/design-mine>

HowStuffWorks - The Tech Channel covers all the gadgets and technology you could wish to know about. <https://electronics.howstuffworks.com/tech>

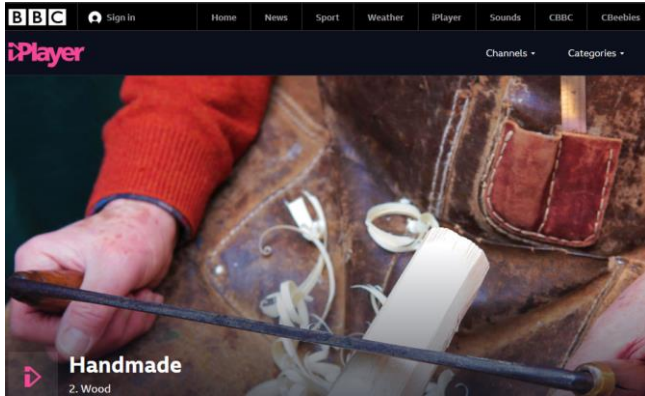
New Designs - Full of disruptive thinking, ambitious ideas and fresh approaches, New Designers presents the work of 3,000 hand-picked graduate design talents from around the country. <https://www.newdesigners.com/>

Core77 - https://www.core77.com/Product-Design/?utm_source=navigation

PRODUCT DESIGN RELATED TV PROGRAMS

There are some great Product Design TV programs which will help develop your knowledge and understanding and help you see technology and problem solving in context.

The following are available on **BBC iPlayer**

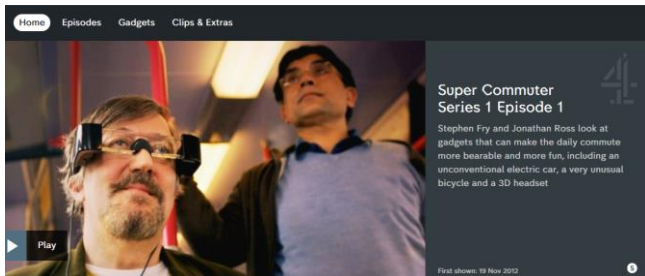


Handmade - <https://www.bbc.co.uk/iplayer/episode/b05tpx1l/handmade-2-wood>

How to make - <https://www.bbc.co.uk/iplayer/episode/m000hbdk/how-to-make-series-1-3-headphones>

The Repair Shop - <https://www.bbc.co.uk/iplayer/episode/m000bh8b/the-repair-shop-series-5-episode-3>

The following are all available on **All 4**



How to build - <https://www.channel4.com/programmes/how-to-build>

Grand Designs - <https://www.channel4.com/programmes/grand-designs/>

Grand Designs – The street - <https://www.channel4.com/programmes/grand-designs-the-street>

George Clarke's Amazing Spaces - <https://www.channel4.com/programmes/george-clarkes-amazing-spaces>

George Clarke's Old House, New Home - <https://www.channel4.com/programmes/george-clarkes-old-house-new-home>

Impossible Builds - <https://www.channel4.com/programmes/impossible-builds>

Inside Bentley : A great British motor car - <https://www.channel4.com/programmes/inside-bentley-a-great-british-motor-car>

Speed with Guy Martin - <https://www.channel4.com/programmes/speed-with-guy-martin>

Guy Martin: The worlds fastest van - <https://www.channel4.com/programmes/guy-martin-the-worlds-fastest-van>

Guy Martin vs the robotic car - <https://www.channel4.com/programmes/guy-martin-vs-the-robot-car>

Gadget Man - <https://www.channel4.com/programmes/gadget-man>

Building Giants - <https://www.channel4.com/programmes/building-giants>

ONLINE DESIGN MUSEUMS YOU CAN VISIT



Design Museum: Contemporary Design - <https://designmuseum.org/new-design-museum>

Centre for Alternative Technology - <https://www.cat.org.uk/>

Inspired by design - <https://www.inspired-by-design.co.uk/>

Victoria and Albert Museum - <https://www.vam.ac.uk/>

Bauhaus Archive - <https://www.bauhaus.de/de/>

Vitra Design Museum – <https://www.design-museum.de/en/information.html>

The Design Museum , Helsinki- <https://www.designmuseum.fi/en/>

The museum of design, Zurich - <https://museum-gestaltung.ch/en/>

WIDER READING



Books

Advanced Design & Technology, Longman, 582 3283 1 4

Product Modelling, Oxford, 19 832761 7

Design in Society, Oxford, 19 832779 X

Human Factors, Oxford, 19 832783 8

Product Design, Hodder, 19 832784

Advanced Manufacturing D&T, Hodder, 340 70528 0

The Sustainability Handbook, Practical Action, 1853396702

Ecological Design - Sim Van der Ryn, Stuart Cowan

Genius of Design - Penny Sparke.

Design Sketching (ISBN 978-91-976807-0-7) by Erik Olofsson and Klara Sjolen

Magazines

Which Magazine

Design Week

New Design

Design, Design Council Journal

New Scientist

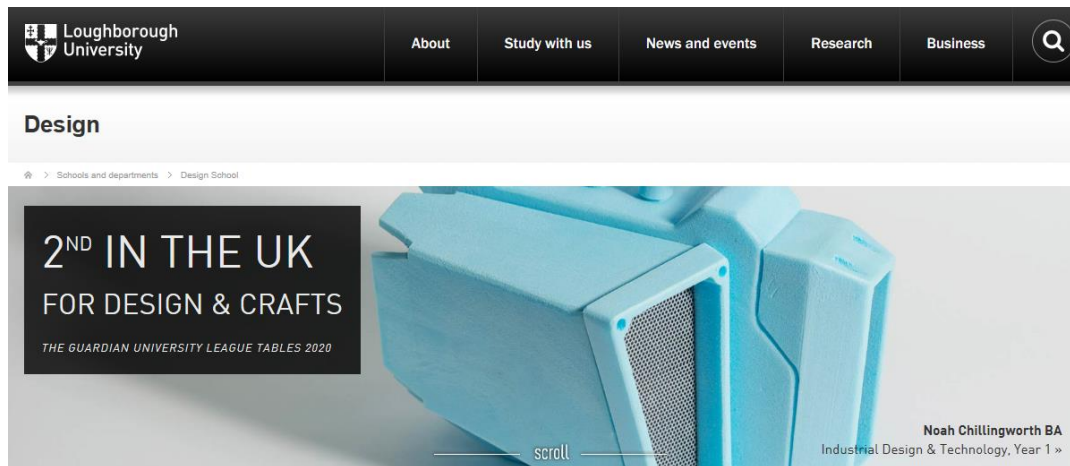
Wallpaper magazine

Core77

Blue print



UNIVERSITIES TO EXPLORE FOR PRODUCT DESIGN



Brunel - <https://www.brunel.ac.uk/design>

Goldsmiths - <https://www.gold.ac.uk/design/>

Loughborough - <https://www.lboro.ac.uk/departments/design-school/>

Edinburgh - <https://www.ed.ac.uk/studying/undergraduate/degrees/index.php?action=view&code=W240>

Leeds - <https://eps.leeds.ac.uk/product-design>

Sheffield Hallam - <https://www.shu.ac.uk/courses/art-and-design/ba-honours-product-design/full-time>

Bangor - <https://www.bangor.ac.uk/courses/undergraduate/W240-Product-Design>

York St Johns - <https://www.yorks.ac.uk/courses/undergraduate/art--design/product-design-ba-hons/>

Brighton - <https://www.brighton.ac.uk/studying-here/subject-areas/arts-and-architecture/product-design/index.aspx>

Middlesex - <https://www.mdx.ac.uk/courses/undergraduate/product-design>

Bristol - <https://courses.uwe.ac.uk/W240/product-design-technology>