

A Level Product Design Summer 2023 Tasks

The Design Technology Department is very pleased that you have chosen to study Product Design at A level and we look forward to teaching you in September.

You should be aware of, and be able to discuss, key design styles and movements and their principles of design.

Please complete a study and comparison on the following design movements:-

- **Arts and craft movement**
- **Art Deco**
- **Modernism, e.g. Bauhaus**
- **Post modernism, e.g. Memphis.**

You will need to focus on the origin of the design style/movement, the main contributors and the key features of design within that style. It would also be good to consider the socio economic influences of those movements, such as trends and fashion, or major influences such as the war.

You should be aware of, and be able to discuss, the work of influential designers and how their work represents the principles of different design movements.

Please complete a study on two of the following designers:-

- **Phillipe Starck**
- **James Dyson**
- **Margaret Calvert**
- **Dieter Rams**
- **Charles and Ray Eames**
- **Marianne Brandt.**

This should include their formal training, their participation in any design movements, their style, the medium they work with and any pieces of their work that demonstrate their style.

Suggestions:

- ✓ Create a visual Powerpoint presentation or a sketch book page for each piece of research.
- ✓ Find examples of iconic products from the designer / design style - label the products with the products' name, designer, date, material, production method, what made them revolutionary / iconic / worthy of note.
- ✓ Describe the aesthetics of the work: build up a vocabulary which describes the design style and philosophy of the design movements / designer's work.
- ✓ Compare and contrast work. What is similar? What is different? Are there any common beliefs/values? **What is your opinion of the work?**