

A-Level Product Design Preparation Work

Duration: 8-10 hours

Hand in: w/b 5th of September 2016

In preparation for your entry onto the A-Level PD Course in September you have been set two tasks designed to assess your researching ability, Literacy skills, creativity and practical Design/Art skills. During your 1st PD lesson in September you will display and discuss your work during a group critique session involving other students.

Presentation/Critique Success Criteria:

- speak clearly and adapt the style of presentation to suit the purpose, subject, audience and situation.
- structure what is said so that a sequence of information and ideas may be easily followed.
- use a range of techniques to engage the audience, including the effective use of images.
- exchange views with appropriate people to agree ways to further improve your performance.

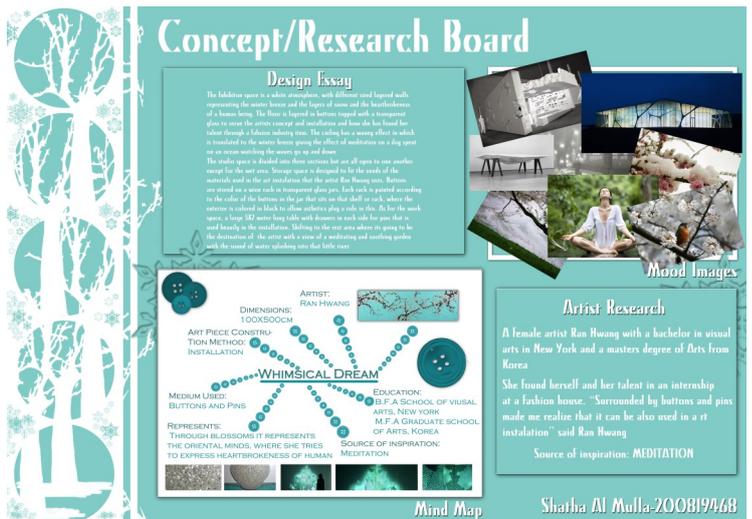


Task 1: Designer Research Board

Your task is to research the work of one designer (any designer/any decade! E.g. Fashion Designer, Industrial Designer, Interior Designer, Product Designer) in detail. Your designer research should consist of approximately 500 words, images/examples of your chosen designer's work.

Success Criteria

- You research and analyse the designer's style, designer's ethos/believes, use of materials/techniques, designer's background and career, all in your own words.
- You include images of the designer's work.
- You need to explain why you chose to research/investigate this particular designer.
- You need to ensure text is legible and spelling, grammar and punctuation are accurate so the meaning is clear - (i.e. proof reading and redrafting the document).
- You present your findings on an A2 research board.



Web sites you might want to use:

<https://designmuseum.org/>

<https://uk.pinterest.com/>

<http://www.saatchigallery.com/>

<http://www.tate.org.uk/visit/tate-modern>



A-Level PD



GOOD IDEAS CAN COME AT ANY TIME, SO ALWAYS HAVE A PENCIL TO HAND.

Task 2: Sketchbook Focus

Your task is to make a start on your 1st Product Design Sketchbook. You should be experimental with your use of media (e.g. biro, pencil, fine liner, water colour pencil, marker pen) and the techniques (e.g. cross hatching, colour blending, collage). Your design theme is **everyday objects and products**. Many everyday objects/products undergo “facelifts” to improve the quality, aesthetics and/or the function, this is where a designer comes in.

Success Criteria:

- You bring your thoughts into reality as quick freehand line drawings initially.
- It is here that you can “blast” ideas and suggest forms of the solution without the presentation constraints that can constrict creative idea generation. Be messy, work loose, work swiftly.
- You observe and capture real products and you start to modify them to help improve performance/aesthetics/function.
- You use annotation to explain.
- You capture the feel/look of certain product materials, by using effective e.g. colour blending, shading, hatching.

