

How the Product Design Course Will Be Assessed 2017-2019

This qualification is linear. This means that students will sit all exams and submit all their non-exam assessment at the end of the 2 year course

Component 1: Design and Technology in the 21st Century **Written examination: 3 hours** **50% of qualification**

Learners take a single examination in one of the following endorsed areas:

- fashion and textiles
- product design.

The examination includes a mix of structured and extended writing questions assessing learners' knowledge and understanding of:

- technical principles
- designing and making principles

along with their ability to:

1. analyse and evaluate wider issues in design and technology.

Component 2: Design and make project **Non-exam assessment: approximately 80 hours** **50% of qualification**

A sustained design and make project, based on a brief developed by the candidate, assessing the candidate's ability to:

- identify, investigate and outline design possibilities
- design and make prototypes
- analyse and evaluate design decisions and outcomes, including for prototypes made by themselves and others

The design and make project will be based within the same endorsed area as the written examination.

Preparing For AS A Level Product Design - Transition Holiday Project

- ▶ Before returning in September you will have some free time to investigate and research many aspects of Product Design.
- ▶ In order to help you prepare for Y12 and your product design A Level, we would like you to do some investigative tasks in order to get you thinking about the course.



Y12 Product Design Transition

Task Booklet

Task One: Research:

A designer can be anyone. You are the designer of your work and creations. Research a designer from the list below and produce an information pack and mood board showing your understanding of their work and how they became inspired –someone might just inspire you!

Choose the designer carefully as you'll be asked to use their work as inspiration in the next task.



Designers of choice:

Architectural Designers

Daniel Libeskind

Zaha Hadid

Frank Lloyd Wright

Product Designers

Charles & Ray Eames

Philippe Starck

Thomas Heatherwick

Fashion Designers

Vivienne Westwood

Philip Treacy



Evaluation of their work:

Use these questions to help you evaluate;

- What inspires the designer, · What background they have come from
- What could their designs inspire you to create,
- Do you like the designs?
- Are they practical or just an admirable creation?

Include examples of their work (pictures, descriptions, personal opinions)

Task Two: Design Brief-Design Ideas

Dear designer,



[AskSARA](#) is an easy-to-use, award-winning online **self-help guide**. A Trust that provides online support and products for people with a range of disabilities. AskSARA are always looking for new products that improve the quality of life for the user.

Often these products are cumbersome and look clinical. AskSARA are looking for top quality household items that are inspired by the styles of world famous designers. They would like you to design one of the following products:

- ▶ Desk lamp
- ▶ Kettle
- ▶ Chair



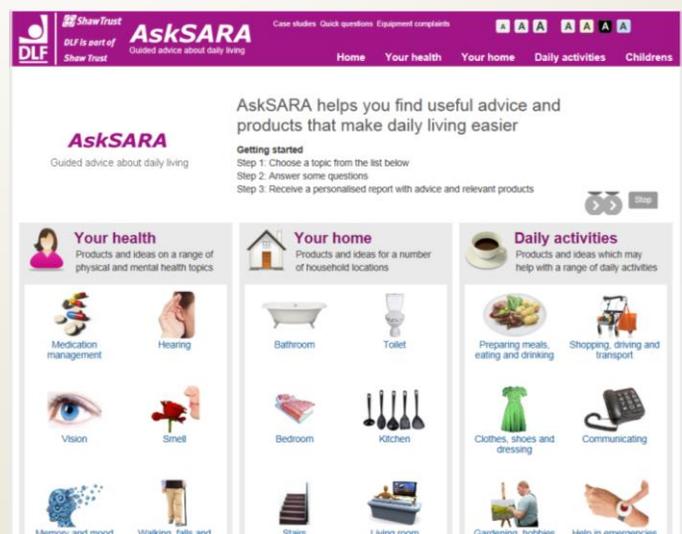
The final design must be suitable for a user with a visual impairment or difficulties with fine motor skills (or dexterity) You will need to research into the needs of the impairment before designing a product.

All designers have a different approach to design. Using one of the designers you have researched in Task one, you are expected to transform your studies into unique designs that combine your chosen designer's style and the market needs of the user with an impairment.

- ▶ You will be expected to generate a suitable idea(s) to solve the design brief.

DLF: Shaw Trust

<http://www.dlf.org.uk/content/ask-sara>



The screenshot shows the AskSARA website interface. At the top, there is a purple header with the DLF logo, 'Shaw Trust' branding, and the 'AskSARA' logo with the tagline 'Guided advice about daily living'. Navigation links include 'Home', 'Your health', 'Your home', 'Daily activities', and 'Childrens'. Below the header, a main heading states 'AskSARA helps you find useful advice and products that make daily living easier'. A 'Getting started' section lists three steps: 'Step 1. Choose a topic from the list below', 'Step 2. Answer some questions', and 'Step 3. Receive a personalised report with advice and relevant products'. The main content area is divided into three columns: 'Your health' (with sub-categories like Medication management, Hearing, Vision, Smell, Memory and mood, Walking, falls and...), 'Your home' (with sub-categories like Bathroom, Toilet, Bedroom, Kitchen, Stairs, Living room), and 'Daily activities' (with sub-categories like Preparing meals, eating and drinking, Shopping, driving and transport, Clothes, shoes and dressing, Communicating, Gardening, hobbies, Help in emergencies).

Task Three: Final Design - Evaluation

Now you have created a design solution you are expected to create a cardboard or Styrofoam prototype of your design and be able to confidently promote your design to an audience.

- The model will need to be as detailed as possible (any materials are acceptable)
- A short Power Point Presentation to your class
- A Final Design on A3 with annotation to explain the key features and how the user would use the product.



Check list:

Task 1:

Designer research: Include examples of their work, pictures, descriptions, personal opinions

Task 2:

Design Idea(s) to solve the design brief: Desk lamp, Kettle, Chair.

Task 3:

- Model
- Power Point
- Final Design with annotation