

AQA A-LEVEL 7552: PRODUCT DESIGN:

	Component 1: Non-exam Assessment	Component 2: Written Examination
What's assessed	<p>Substantial design and make task</p> <p>Assessment criteria:</p> <ul style="list-style-type: none"> identifying and investigating design possibilities producing a design brief and specification generating design ideas developing design ideas realising design ideas analysing and evaluating. <p>Students will produce a prototype and a portfolio of evidence</p>	<p>You will have 2 papers:</p> <p>Paper 1 – Technical principles</p> <p>Paper 2 – Designing and making principles</p>
How it's assessed	<ul style="list-style-type: none"> • 30-35 hours (approx.) • 100 marks • 50% of A level <p>Written or digital design portfolio and photographic evidence of final prototype</p> <p>Work will be marked by teachers and moderated by AQA.</p>	<ul style="list-style-type: none"> • 2.5 hours + 1.5 hours • 200 marks in total • 50% of A level <p>Your written paper will be marked by the examination board.</p>

Areas of study:

A level Product Design will prepare you to participate confidently and successfully in an increasingly technological world.

You will gain awareness and learn from wider influences on Design and Technology including historical, social, cultural, environmental and economic factors.

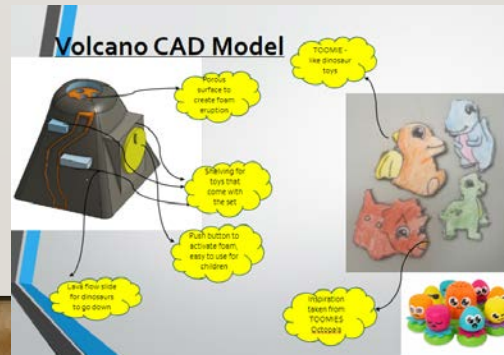
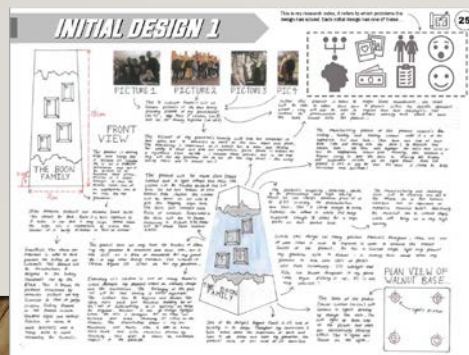
You will get the opportunity to work creatively when designing and making and apply technical and practical expertise.

Your A level allows you to study core technical and designing and making principles, including a broad range of design processes, materials techniques and equipment.

You will also have the opportunity to study specialist technical principles in greater depth through your chosen NEA.

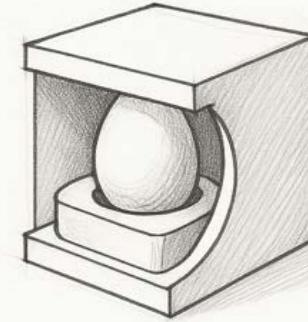
In Year 12: we will do mini projects to build your skills... we start your NEA after Easter.

Plan for course: **In Year 13:** we work on your coursework including making the practical work, then we conclude with exam practice and revision.

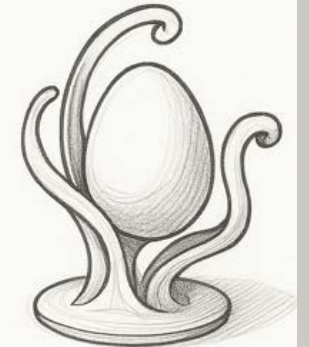


Egg-cellent Design:

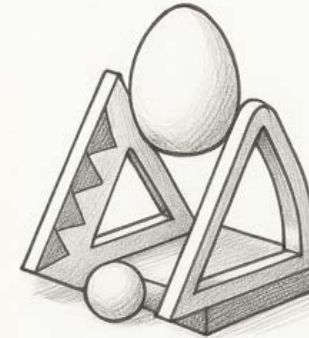
Protect,
Present,
Perform



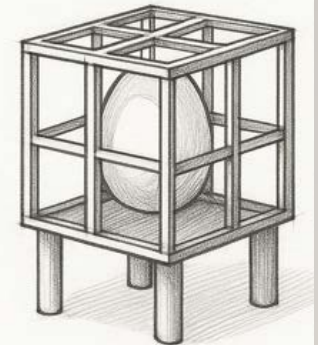
BAUHAUS



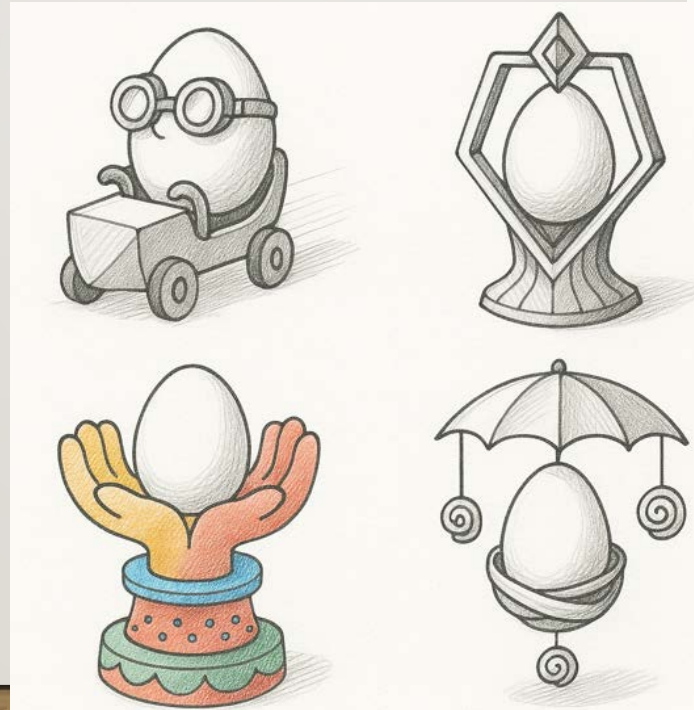
ART NOUVE



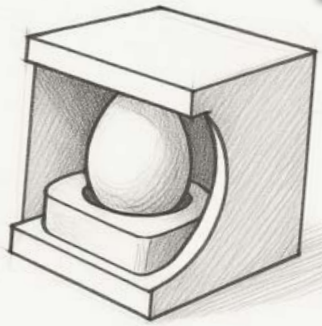
MEMPHIS



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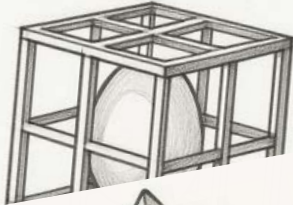
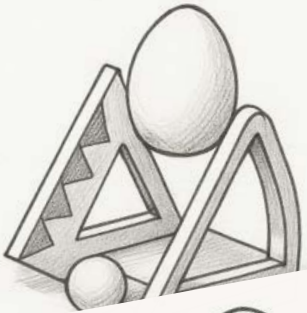
TASK:



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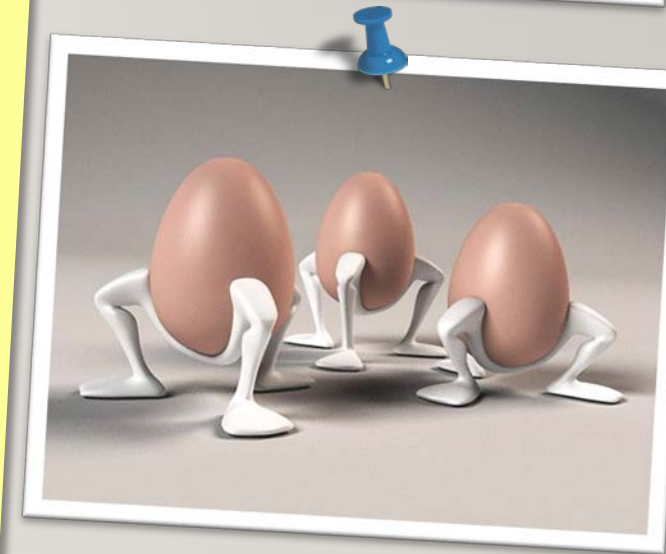
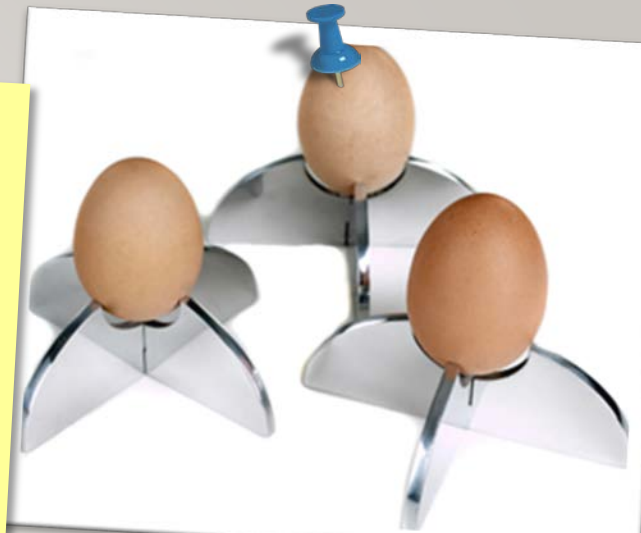


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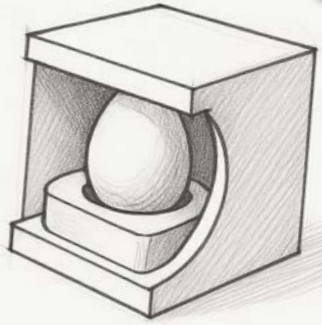


Design and prototype a way to protect and present an egg, inspired by a chosen design movement.

Explore form, function, and user experience in a short, creative task.



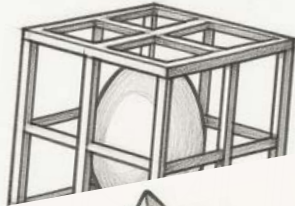
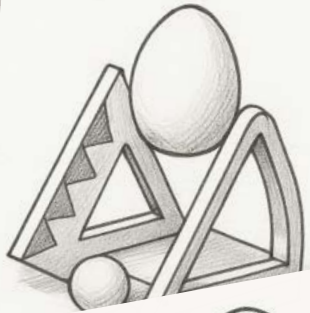
TASK:



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ART NOUVE



Overview:
Students must design and prototype a way to *protect and present* an egg, inspired by a chosen **design movement**. The project blends hands-on making, contextual understanding, and creativity.

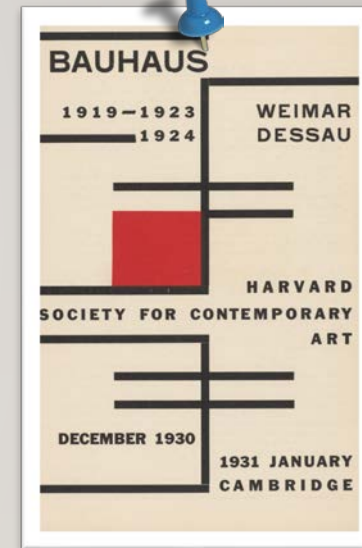
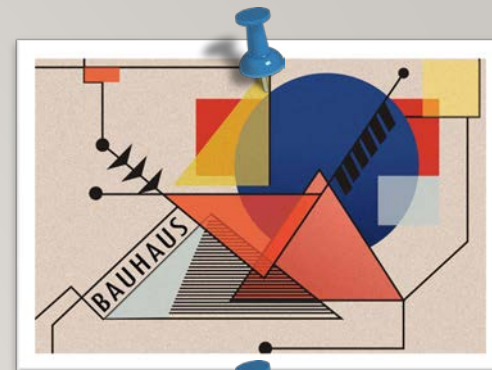


TASK:



Session One – One Hour

- Intro to AQA Product Design and the iterative process
- Explore design movements:
- Bauhaus, Post Modernism and Art Deco.
- Pick a movement.
- Start sketching egg protection/presentation ideas
- Share concepts and prepare to prototype

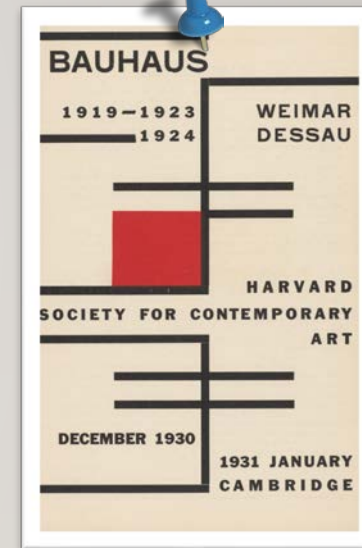
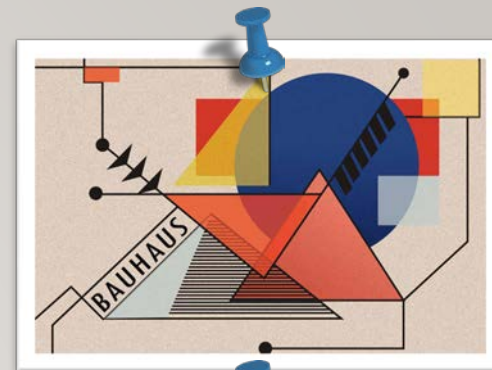


TASK:



Session Two – One Hour.

- Build using provided materials: card, straws, glue, etc.
- Ensure the egg is elevated and presented in the style of your movement
- Test designs, discuss influences and improvements



ART DECO

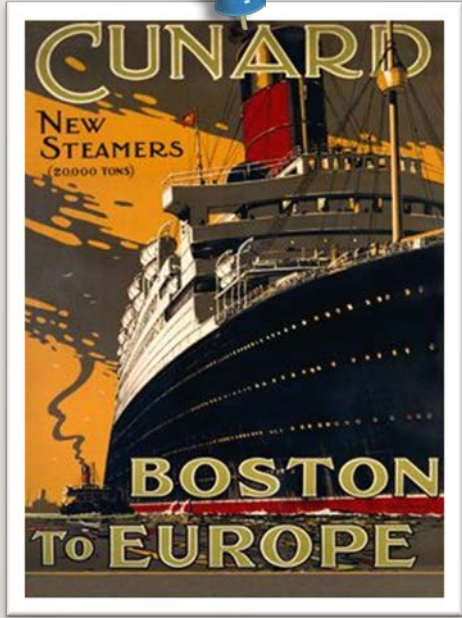
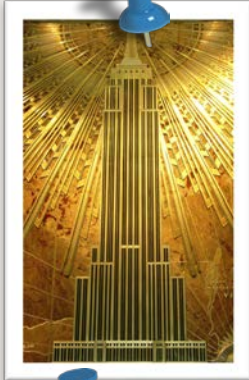


- Art Deco is a style of visual art, architecture and design that first appeared in France just before the first world war (around 1910), Art Deco influenced the design of building, furniture, jewel, fashion, cars, movie theatres, trains, ocean liners, radios and vacuum cleaners During its heyday, Art Deco represented luxury, glamour, exuberance and faith in social and technological progress.



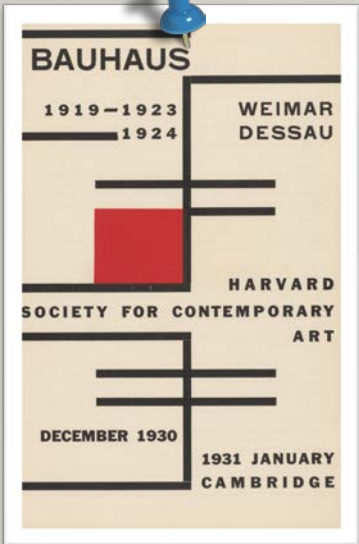
- Art Deco was influenced by the bold geometric forms of cubism, bright colours of fauvism and the luxury of Louis Phillipe I and Louis XVI. It also looked at the recent discoveries of Ancient Egypt and the Ziggurats of Mayan pyramids.
- It is a truly global design movement and used rare and expensive materials such as ebony and ivory to create a glamorous and highly decorative style







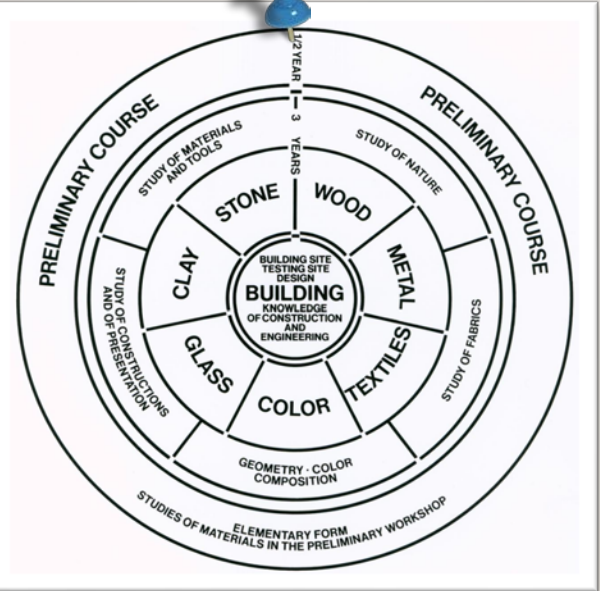
BAUHAUS



- In 1919 a new Art, Design and Architecture School was formed, called the Bauhaus. Even today its name is synonymous with quality design. The School moved to the distinctive 'Bauhaus' building in 1926 (Dessau, Germany) where it influenced the design of everyday products, developing into an international art movement
- One of the aims of the Design School was to encourage designers, to develop products that could be manufactured on an industrial scale. Previous to the Bauhaus, very little thought had been put into the design of everyday items / products. However, the manufacture of many quality products relied on individual craftsmanship and skilled people (E.g. Art Nouveau). They were usually expensive, often purchased by the wealthy. Alternatively, products were manufactured in a basic functional way, with little thought being put into aesthetics. These products were for the general public. The Bauhaus, encouraged designers to develop products that could be manufactured on an industrial scale and yet be aesthetically pleasing.



The Bauhaus founder, Walter Gropius, devised the curriculum. He attempted to break down the barriers between craftsmanship, architecture and industrial production. Furniture designers, potters, silversmiths, and joiners were brought together, for the first time, to explore design. All the students would learn from each other. Boundaries that has existed in the past, were removed. All students were exposed to a vast range of materials, skills and disciplines. Students were encouraged to find new and improved ways of designing everyday items.



POSTMODERNISM

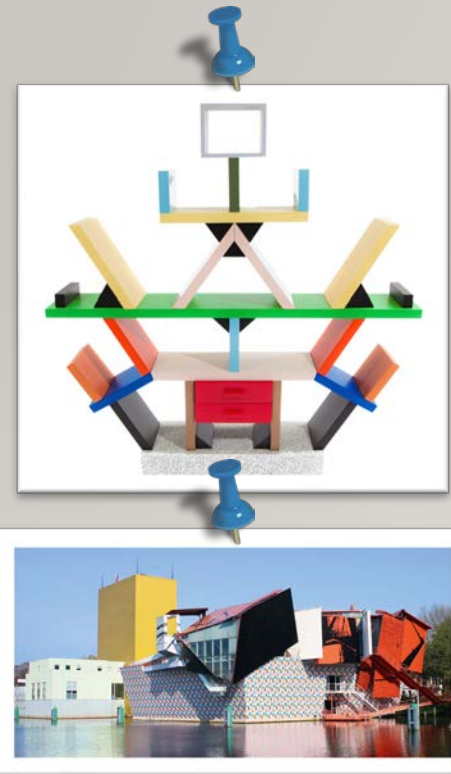


- Of all movements in art and design history, postmodernism is perhaps the most controversial. This era defies definition; an unstable mix of the theatrical and theoretical, postmodernism was a visually thrilling multifaceted style that ranged from the colourful to the ruinous, the ludicrous to the luxurious.
- Postmodernism shattered established ideas about style. It brought a radical freedom to art and design through gestures that were often funny, sometimes confrontational and occasionally absurd. Most of all, over the course of two decades, from about 1970 to 1990, postmodernism brought a new self-awareness about style itself.

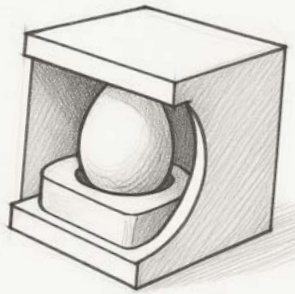
POSTMODERNISM CONTINUED

- As the 1980s approached, postmodernism went into high gear. What had begun as a radical fringe movement became the dominant look of the 'designer decade'. Vivid colour, theatricality and exaggeration: everything was a style statement. Whether surfaces were glossy, faked or deliberately distressed, they reflected the desire to combine subversive statements with commercial appeal. The most important delivery systems for this new phase in postmodernism were magazines and music. The work of Italian designers – especially the groups Studio Alchymia and Memphis – travelled round the world through publications like Domus. Meanwhile, the energy of post-punk subculture was broadcast far and wide through music videos and cutting-edge graphics. This was the moment of the New Wave: a few thrilling years when image was everything.

As the 'designer decade' wore on and the world economy boomed, postmodernism became the preferred style of consumerism and corporate culture. Ultimately this was the undoing of the movement. Postmodernism collapsed under the weight of its own success, and the self-regard that came with it. The excitement and complexity of postmodernism were enormously influential in the 1980s. In the permissive, fluid and hyper-commodified situation of 21st-century design, we are still feeling its effects.



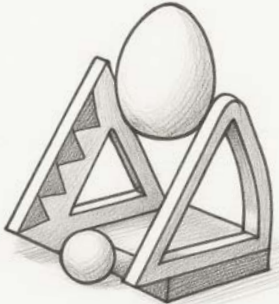




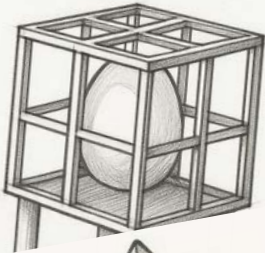
BAUHAUS



ART NOUVE



MEMPHIS



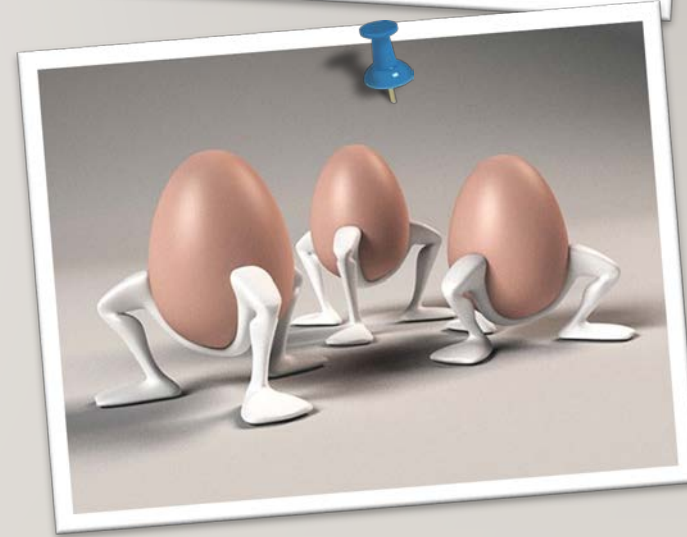
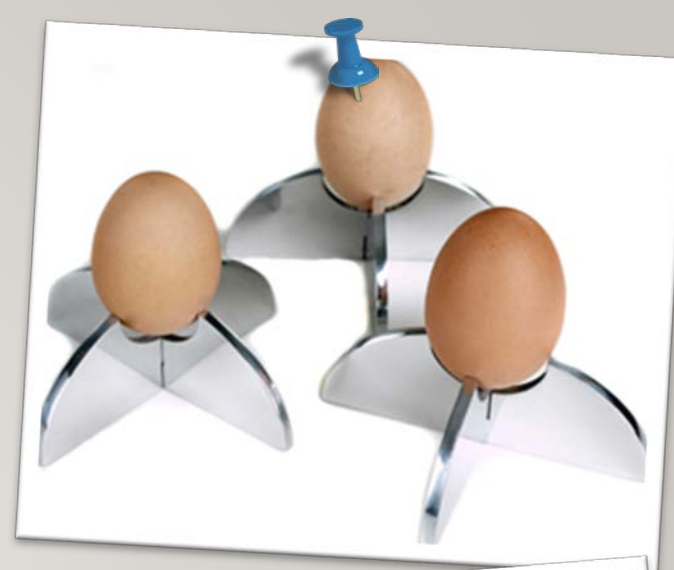
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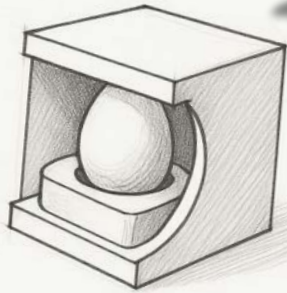
- Work in pairs – with someone you don't know from your year 11 class..

Explore design movements – 10 Minutes.

- Bauhaus, Post Modernism and Art Deco.
- Pick a movement.
- Start sketching egg protection/presentation ideas

Share concepts and prepare to prototype

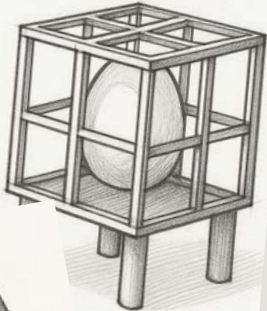
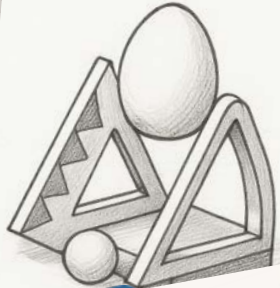




BAUHAUS



ART NOUVE



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Project Constraints.

- Your concept needs to include **3 different** prototyping materials.....

Choose from –
Straws, lollipop sticks, dowels, corrugated card, white card, elastic bands, corks, card tubes.....any materials provided.

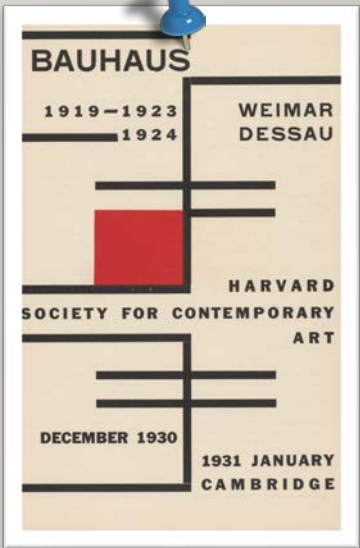
- Your concept should **ELEVATE** the egg, it must hold the egg off the table.
- Your concept should protect the egg. (can it be dropped and keep the egg protected)
- Your concept should be no bigger than 15cm x 15cm x 15cm.

TASK:



Session Two – One Hour.

- Build using provided materials: card, straws, glue, etc.
- Ensure the egg is elevated and presented in the style of your movement
- Test designs, discuss influences and improvements



YEAR 12 PRODUCT DESIGN BRIDGING TASK



Task Overview

- You will be designing a chair in the first term of Year 12.
- This task asks you to research how chairs can be functional, aesthetic, and user-focused.

Sitting with Purpose:
Researching Chairs and Their Designers
Due: First Week of September

Part I: Research a Famous Chair

Choose one iconic chair design from the list:

- Eames Lounge Chair
- Panton Chair
- Wassily Chair
- Zig-Zag Chair
- Barcelona Chair
- Ercol Windsor Chair
- IKEA Poäng
- Aeron Chair



Create a research page for your chosen chair design.

Talk about materials, innovation, user, and manufacturing.
Include 1–2 annotated images or sketches.



Part 2: Observe the Everyday

Take photos or sketch 3 very different chairs you see this summer.

For each chair, answer:

- Who is it designed for?
- What makes it comfortable or uncomfortable?
- What materials are used?
- What could be improved?

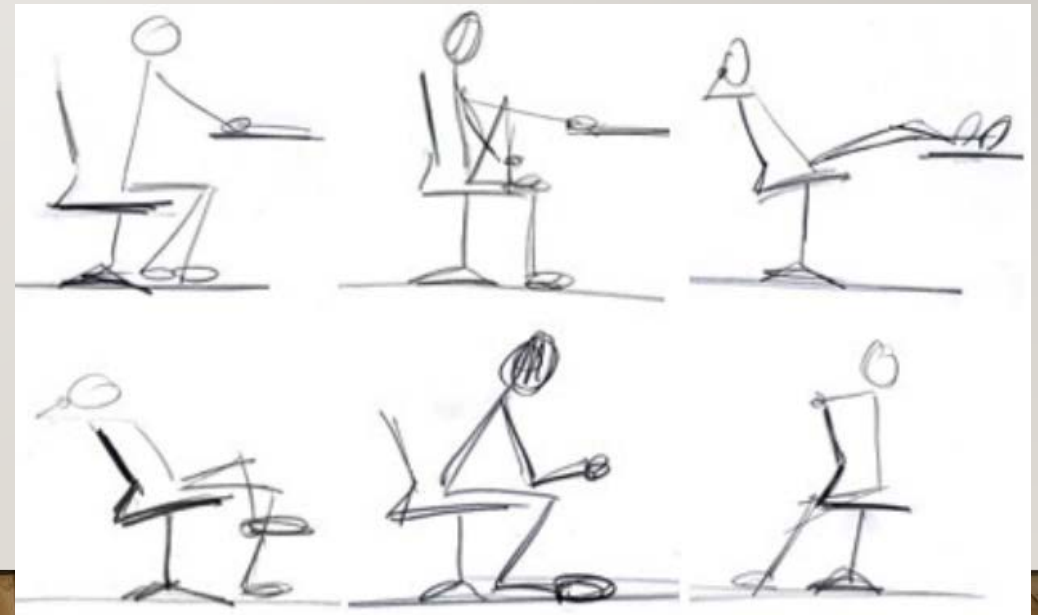
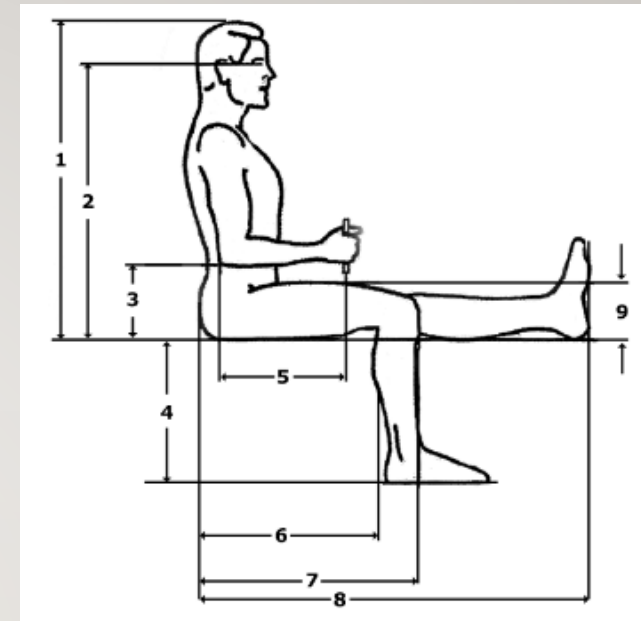


Part 3: Ergonomics & Anthropometrics

Research and answer:

- What do 'anthropometrics' and 'ergonomics' mean in design?
- How are they used when designing a chair?
- What are 3 key body measurements needed?

Include a diagram showing human measurements related to sitting.



Presentation Format.

- Typed or handwritten.
- Up to 4 A4 pages (photos, sketches, diagrams allowed).
- Be ready to share your findings in a group discussion.