

A Level Product Design – Summer 2023

Please complete all work and submit on the first Product Design lesson after the summer holiday. The work is comprised of 2 tasks.

Task 1 – Product Analysis

Choose one of the following iconic products each created by a famous designer:



iMac, 1998 – Jony Ive for Apple



Model B3 (Wassily chair), 1926 – Marcel Breuer



9093 Stove-top kettle, 1985 – Michael Graves for Alessi

Using the product you have chosen, complete a detailed product analysis, focusing on the following areas:

- **Materials** – Name 2 **specific materials** used in the manufacture of the product. Why have they been chosen? What are their main benefits to this type of product?
- **Manufacturing methods** – For the 2 materials you have chosen, identify and explain the manufacturing method used. What are the benefits and drawbacks of these methods?
- **Ergonomics** – How has the designer considered how the product will be used? Contact points? (handles etc), button placement? User interface? Controls? Comfort? Materials used where the product will be touched?
- **Aesthetics** – Describe in detail the visual appeal/style of the product. What makes it unique? Has the form been influenced by anything?
- **Scale of production** – Research, identify and explain the level of production for the product you have chosen. Is it batch manufactured, mass manufactured or produced continuously? Explain why you think this is the case.

You will need to do further research to find out about these products.

Task 2 – Design ideas:

The first mini-project in Year 12 will be a mini chair project based on a design movement. You are to research **one of the design movements listed below** and create a series of design ideas for a chair using the iterative design process. You will produce the following pages (A3):

1. Page 1 - 'thumbnail sketches – no fewer than 6 designs, each different. Each design should be annotated identifying features, additional materials, ergonomic considerations and any other relevant information
2. Pages 2 and 3 – Choose 2 of your initial thumbnail designs and produce a development sheet for each. These sheets should show improvements and modifications to each design. Each page should include at least 3 detailed drawings, using different angles and annotation to explain design decisions

The final product will be manufactured to 1:5 scale primarily made using the laser cutting process.

Design Movements (Choose one):

- Arts & Crafts (1850-1900)
- Art Nouveau (1890-1905)
- Modernism (1900-1930)
- Bauhaus (1919-1933)
- Art Deco (1925-1939)
- Streamlining (1935-1955)
- Memphis (1981-1987)
- Post Modernism (1975-Present)

