



Cotswold Edge Sixth Form



Subject:	D&T Product Design @ BG	Assessment Point 1 - Coursework
Title of the project:	Design Movements & Key Designers	
Due date:	First lesson back September 2020	
Learning skills and their place in the specification	<p>Design Influences Students should be aware of, and able to discuss, how key historical design styles, design movements and influential designers have helped to shape product design and manufacture. Students 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.</p> <p>Development of Design Prototypes Students must demonstrate significant complexity or challenge throughout the production of prototype(s). Students must demonstrate excellent manufacturing skills combined with an excellent understanding of the need for dimensional accuracy and precision.</p>	
Specification link	http://filestore.aqa.org.uk/resources/design-and-technology/specifications/AQA-7552-SP-2017.PDF Page 38 onwards.	
Tasks set	<p>Task 1: Imagine you have been approached by a leading design magazine to write an article on the influences and effect on society of particular design movements and key designers. Your article must be written using ICT in the style of a design magazine or presentation board. Your work must be creative, interesting and informative to read. You will be graded on the graphic presentation as well as the content, plagiarism will be checked. Include images and information on <u>all</u> the design movements and designers listed. This work will be displayed in the ADT Atrium to provide inspiration for younger students. You should make reference to key products, materials and the style of the design movement.</p> <p>Your article should also include:</p> <ul style="list-style-type: none"> • Information about the design movement and any designers from that era. • Where and when the movement started. This must link to any world events, e.g. world war two. • The main materials used in the movement. • In what way the design movement and designers have influenced society. <p>The design movements you are required to study are:</p>	

	<ul style="list-style-type: none"> • Arts and craft movement • Art Deco • Modernism, e.g. Bauhaus • Post modernism, e.g. Memphis. <p>The key designers to research are:</p> <ul style="list-style-type: none"> • Phillipe Starck • James Dyson • Margaret Calvert • Dieter Rams • Charles and Ray Eames • Marianne Brandt. <p>You should be able to discuss the work of influential designers and how their work represents the principles of the different design movements.</p> <p>We are expecting 4x A3 pages of work.</p> <p>Task Two: Design a Jewellery stand in the style of one of the design movements you have studied. You are to provide details of where the jewellery stand will be placed. For example, you may decide to design a stand to be used in the Hilton Hotel in Brighton. This hotel has a heavy influence of Art Deco.</p>
<p>How this links to the exam specification</p>	<p>As Part of A-Level Product Design you are expected to have an understanding of the following and be able to answer questions about these topics in the exams: Different Designers and a number of Different Design Movements.</p>
<p>How to complete the task:</p>	<p>Task 1 [Designer Article]: This will be completed using selective internet and magazine research. You will need to look at a range of design magazines or their associated websites (see links below). Take note of how the articles and graphic design of the online magazines are laid out, and the typical fonts and colours that are used. You will need to recreate this in your work. The way your work is presented is just as important as what you write, however be sure to use lots of images and innovative graphic design work if you want to impress. Please use Publisher or PowerPoint to present your work (or other graphic packages if you are familiar with them). Do not use Word – this will not allow for a creative and professional design.</p> <p>Task 2 [Designer Jewellery Stand]: Your work will need to be presented on a sheet of A3 paper. Practice your sketching before you commit to your design page. Then neatly annotate the design with information regarding how the stand would be made (construction techniques), what materials would be used and why, and how it links to the design movement.</p>
<p>Resources or links</p>	<p>Task 1: http://www.iconeye.com/ http://www.wallpaper.com/ http://www.designboom.com/</p>

	http://www.designcurial.com/aboutus/blueprint-home-page.html http://www.ikea.com/gb/en/
Staff contact and email address:	Mr J Marsh – jmarsh@brimsham.com Mrs K Driver – kdriver@brimsham.com KS5 Art, Design and Technology Co-ordinator; Mrs K Hoodless – khoddless@brimsham.com
Number of learning hours it will take to complete	Minimum 15 Hours

Example A Level Design Page:

