

# Subject on a Page: Product Design



## In a nutshell:

With the exception of nature, everything around us has been designed! We aim to equip you with the skills and knowledge which will allow you to successfully research, design and manufacture new ideas using computer aided and traditional workshop machinery. We will develop your technical understanding of materials, techniques and moral obligations as a designer. Through this you will develop transferable life skills to enter the world of work

## In Product Design we:

- will learn through practical work and theory lessons and will have the opportunity to work independently and as a member of a group. You will be encouraged to design and make products with creativity and originality through a variety of practical activities, using a range of materials and techniques including ICT and CAD/CAM to help you design, evaluate and manufacture high quality practical outcomes.
- will be encouraged to research the needs of a real client and then develop a solution. This gives you the opportunity to work as a professional designer by approaching local industries and companies for support with your design solution. In order to recognise the importance of practical and design work within the subject, the course consists of 50% coursework. The remainder of the course is assessed through examinations.

### Think like a designer:

- Empathise- Understand the user—what they feel, need, and struggle with. Design is about solving their problems, not just making things look good.
- Problem-Solving- Every design is a solution. Ask: *What problem am I solving?* Good design is intentional.
- Iterative Thinking- Design is never “done” on the first try. It’s a cycle of prototyping, testing, learning, and refining.
- Visual Storytelling- Use layout, colour, typography, and imagery to guide the viewer’s eye and communicate meaning without words.
- Constraints as Creativity Boosters- Limitations (budget, time, materials) aren’t obstacles—they’re opportunities to be creative.

### Write and talk like a designer:

- Sustainability
- Influences
- Design Movements
- Moral
- Social
- Evaluation
- Application
- Investigation
- Research
- Development
- Iterations
- Prototype
- Rendering
- Orthographic
- Communication
- Specification
- Responsibility
- Identity
- Environmental
- Production
- Manufacture
- Analysis
- Applications
- Industry

### Read like a designer:

- Design Museum: Contemporary Design, Catherine McDermott
- Process: 50 Product Designs from Concept to Manufacture, Jennifer Hudson
- The Eco-Design Handbook, Alastair Faud – Luke
- The Measure of Man and Women: Human Factors in Design, Alvin R. Tilley & Henry Dreyfuss Associates

### Revise like a designer:

- Use your knowledge organisers
- Complete mind-maps and make flashcards for each key theory topic.
- Quiz with peers
- Practise planning and writing Paper 2, longer style responses
- Practise past paper questions
- Keep up to date with current design trends, sustainability and technology advancements.

### Experience it like a designer:

- Follow the news and design trends, **Dezeen** is a good place to start.
- Watch documentaries about designers and brands, note their way of thinking and different processes they use. (Use YouTube)
- Listen to and watch TED Talks or Podcasts from designers and brands- these are really inspiring.
- Visit local museums, art galleries and exhibitions

### Progress to a career in:

- Product Design
- Graphic Design
- Web design
- Engineer
- Fashion Design
- Architect
- Education
- Concept Design
- Packaging Design
- CAD technician
- Exhibition Design
- Industrial Design
- Furniture Design
- Set Design
- Model Maker
- Material Scientist