

A-LEVEL PRODUCT DESIGN

PHASE 2 Designers and their work



Overview: 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., including:

- Phillipe Starck
- James Dyson
- Margaret Calvert
- Dieter Rams
- Charles and Ray Eames
- Marianne Brandt

The Task: You need to put together a profile of one of the designers mentioned in the list above.

It needs to go through the following:

- Who are they
- What products did they design
- Where they linked to any design movements
- What makes them iconic
- Products / designers they have influenced or inspired

The profile can be produced however you like but it must be in the style of your chosen designer.

Why? The overview of the task is taken directly from the AQA specification for Product Design. You need to know about the designers listed and be able to talk about their work and influence. This task will get you started on this and give you a better understanding of your chosen designer.

How long should you spend on this work: It is expected that you spend 5 hours on this piece of work.

Deadline: Wednesday 14th July

How to submit the work: Email directly to SEF@hardenhuish.wilts.sch.uk