

A-LEVEL PRODUCT DESIGN

PHASE 3 Innovative designs



Overview: 'In the development of innovative design proposals the student will demonstrate clear evidence of originality, creativity and a willingness to take design risks.'

This is taken from the top band of the A-level mark scheme from
Section C: Development of design proposals.

The Task: Re-think cereal packaging.

I am sure you have all enjoyed a bowl of cereal in the past but the packaging they come in aren't great.

You need to come up with a new creative way of packaging cereal.

Things you will need to consider:

- Storage of the package
- Material choice
- The different functions of the cereal package
- The user

What you need to produce:

- Detailed product analysis on an existing piece of cereal packaging. ACCESSFM
- A specification
- 3 x A3 sheets full of quick initial ideas clearly linked to your specification
- At least 1 prototype
- Final design drawing showing clear developments from the initial idea
- Final working drawing (orthographic projection) of your design with dimensions

We will then peer assess and evaluate your designs during our first lesson.

Why? In order to achieve top marks you need to produce a range of creative and innovative ideas and prototypes. Re-thinking a product like cereal packaging, which is normally just a box, gives you the opportunity to come up with new and innovative design ideas. This will help you when designing in the future and encourage you to take risks as sometimes these are the best ideas you will come up with.

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

Deadline: Thursday 2nd September

How to submit the work: Please bring all completed work in on you Induction day.

Any issues please email me .

SEF@hardenhuish.wilts.sch.uk