

PRODUCT DESIGN A LEVEL Transition Work

Task 1 : Please complete a study on one of the following designers:-

Phillipe Starck

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

and one of the following design movements

- Arts and craft movement
- Art Deco
- Modernism, eg Bauhaus
- Post modernism, eg Memphis.

At the minimum a study should include:

History/ Biography of the designer/ movement

Images and ideals of the designer/ movement

Your own interpretations – your own sketches and designs influenced by the designer/ movement

Work that has been influenced by the designer/ movement

Task 2: Answer the following question

Discuss the social, moral and ethical issues facing a product designer today. [12 marks]

Using an appropriate product example, explain how it conforms to the design theory of 'form follows function'. In your answer, you should reference a specific design movement. [4 marks]

Please bring your work to the 1st lesson in September