

Product Design Introduction Task 1

Careers in Product Design

Design Company Study

Studying Product Design at A-level will give you the skills, knowledge and understanding of how to design and manufacture products for society. Designers and design companies have a design philosophy. Essentially, this type of design thinking provides the rationale for creating products that are human-centred and have a real positive impact on society.

Task 1. Design Company Study: Analyse either an individual product designer or design company and detail '**design thinking skill-sets**' that they implement to deliver effective solutions to design briefs / problems. *Product designers and design companies have a '**design philosophy**' 2. "a theory or attitude that acts as a guiding principle for behaviour"*.

Directly reference products that either the individual designer or company has realised. This report needs to be approximately 500-600 words and should be accompanied by relevant imagery. You could select a designer or company from the list below or choose your own. Can you also please include a bibliography for all sources of information.

Ideo

Seymour Powell

Dieter Rams

James Dyson / Dyson

Ron Arad

Santiago Calatrava (Architect)

Philippe Starck

Product Design: Task 2

Products and Society

Q2: When you go into a shop and purchase a product; do you choose the product or does it choose you?

Required outcome: Write a 200_300-word report.

Product Design: Task 3

Product Design: An historical perspective on the profession

Q3: Research the origins of the Product Designer to the Industrial Revolution 1760-1840 and explain how the profession is important to Society. Detail any other important milestones for the Product Designer. Reference both key designers and iconic products.

Required outcome: Write a 400-500-word report (include images)

Product Design: Task 4

Working as a Professional designer

Q4: Explain what skills a Product Designer needs to have to be successful in industry?