

# PRODUCT DESIGN A LEVEL Transition work

**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 examples of the designer/ movements work

Your own interpretations of the designers work or design movement, how the work of key designers has been influenced by the style, giving examples.

**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]

**You should spend no less than 8 Hours on this work. Work can be presented in a PowerPoint or in Word.**

**Please bring your work to the 1st lesson in September.**

**Mr B Newton PD**