

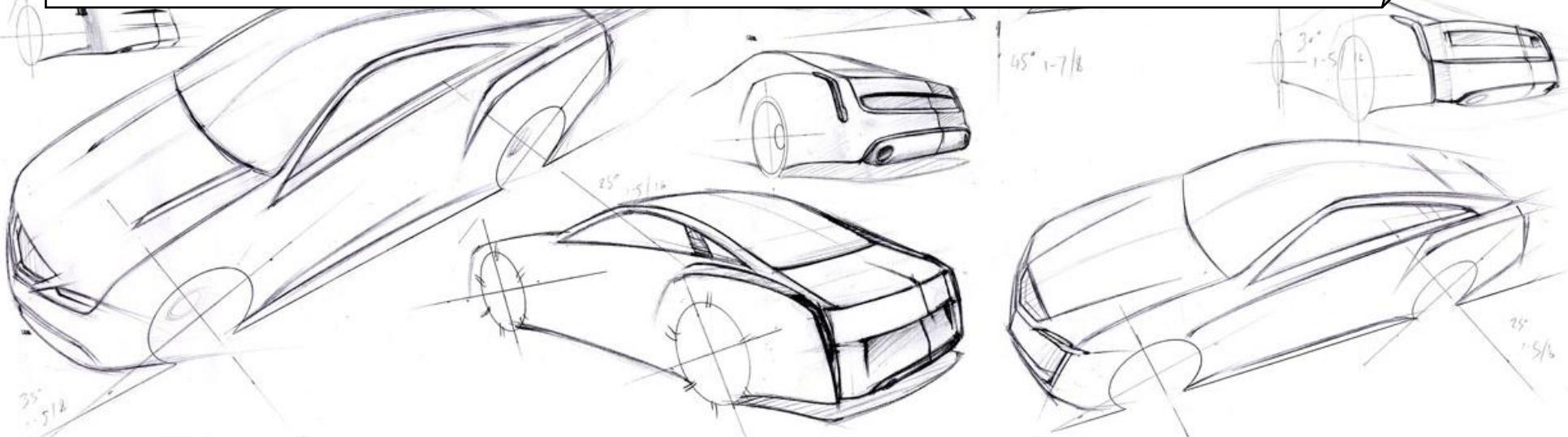
Summer Project Product Design

WHY?

Product design requires you to engage in both practical skills and theoretical study. This project aims to help build your knowledge of key concepts and ideas in order to be a successful designer.

WHAT?

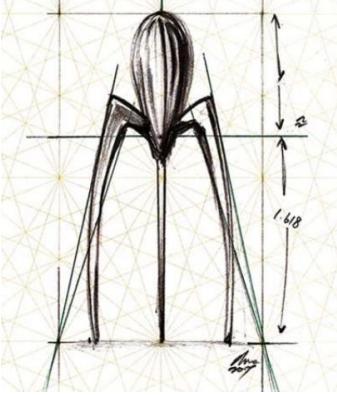
In this project you will explore existing designers, materials and processes through online research. By completing the research tasks in order you will be able to use your newfound knowledge and put it into practice in the final design task.



Designer research

As part of the course you will need to not only be able to name designers and brands, but also describe their style and how their work impacted the world around us. This page will focus on individual designers from the past and present. The next page is about influential brands.

Complete the table below, the first one has been done for you.

Designer	Images of the designer's work	Key features	Sketch a product
Philippe Starck		<ul style="list-style-type: none"> • Striking colours • Quirky shapes • Unusual materials • Mass manufactured to keep cost low • Products are not always practical to use 	
Marianne Brandt			
Raymond Loewy			
Charles Rene Mackintosh			

Design Movements

Designer	Images of designs in that style	Key features
Arts and Crafts		
Art Nouveau		
Art Deco		
Bauhaus		
Memphis		
Post Modernism		

Designer profile

Pick your favourite designer from the previous task and create a CV style Profile on the following page.

Be sure you understand why their work was so unique for the time and compare their work to others.

An example has been done below for STARCK. You should present your work professionally and creatively, taking influences from their work.

STARCK®

"Everything I have designed is absolutely unnecessary."
Philippe Starck



Who?
Phillipe Starck is a French designer renowned for his modern and unique designs. His work includes kitchen products, furniture and hotel interiors.

What?
He started his career in the 1960s and 70s designing inflatable furniture and refurbishing Paris Nightclubs. As his work become more widely recognised in the design world he started to design pieces for different brands as well as doing his own design work.

Notable pieces that he made are the playful Juicy Salif (above) and the space age kettle for Alessi. One of the most popular selling chairs ever made is the Louis Ghost Chair. Combining a traditional style with modern manufacture techniques to create a clear, jointless injection moulded structure. It has sold over 2 million units to this day.

Why?
His fame has come from making seemingly dull objects into playful items. Starck often appeared in the adverts for his products as his flamboyant personality became synonymous with his funky designs. He also believed in making them affordable so everyone could enjoy designer goods, not just the super rich.



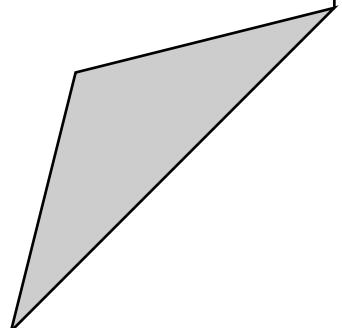
vitra. ALESSI PUMA Kartell

Designer profile

Questions to guide your research.

- What is the education/career history of the designer?
- Why has it become so popular?
- What materials do they use in their work?
- What key features does this designer always use?
- What makes them different?
- Why did you pick their work, what interests you?

Who is your chosen designer and why?



Reflections

What I found interesting and why...

Questions I have about Product Design/
Designers/ Movements that I have researched...

Explain which is your favourite designer and
name a favourite product they designed and
why....

Explain which is your favourite design
movements and why...

Common materials

Material	Image	Characteristics	Uses	How it is made or where does it come from?
Pine				
Oak				
Steel				
Cotton				
Medium Density fibreboard (MDF)				
Polypropylene (PP)				
High Density Polyethylene (HDPE)				

Paper and boards

Material	Image	Characteristics	Uses	How it is made
Corrugated cardboard				
Duplex board				
Solid white board				
Ink jet paper				
Foil lined board				
Foam-core board				
Photocopy paper				

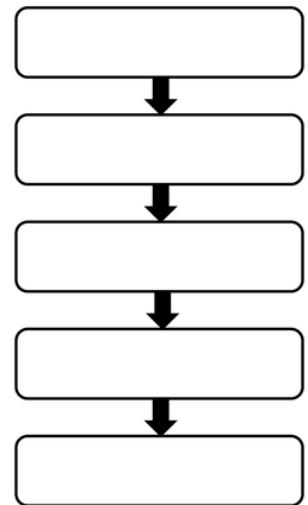
Paper manufacturing

It is important to know where our materials come from and how they are made.

Watch the video 'how is paper made'

<https://www.youtube.com/watch?v=jmgMdDH14sE>

Complete a flow chart below with key points of its manufacturing process.



Machinery

Technique	Image	Characteristics	Uses
Pillar drill			
Scroll saw			
Offset lithography			
Laser cutter			
Die cutter			
Vacuum former			
Strip heater			

Finishing Techniques

Paper and boards

Technique	Image	Characteristics	Uses
Embossing			
Laminating			
Lithography			
Varnish			
Wax			

Production methods

Product and the production method used to make it	Describe the production method	What makes this product suitable for this production method?
One-off production- Personalised items (Wedding Dress)		
Batch production- Baked goods (Bread or cakes)		
Mass production- Drinks bottles (coca cola or water)		
Continuous production- Stationary (pencils or pens)		
Prototype- New model of a car (Tesla or Toyota)		

Design challenge

Now it's time to put our knowledge to the test and design a product!

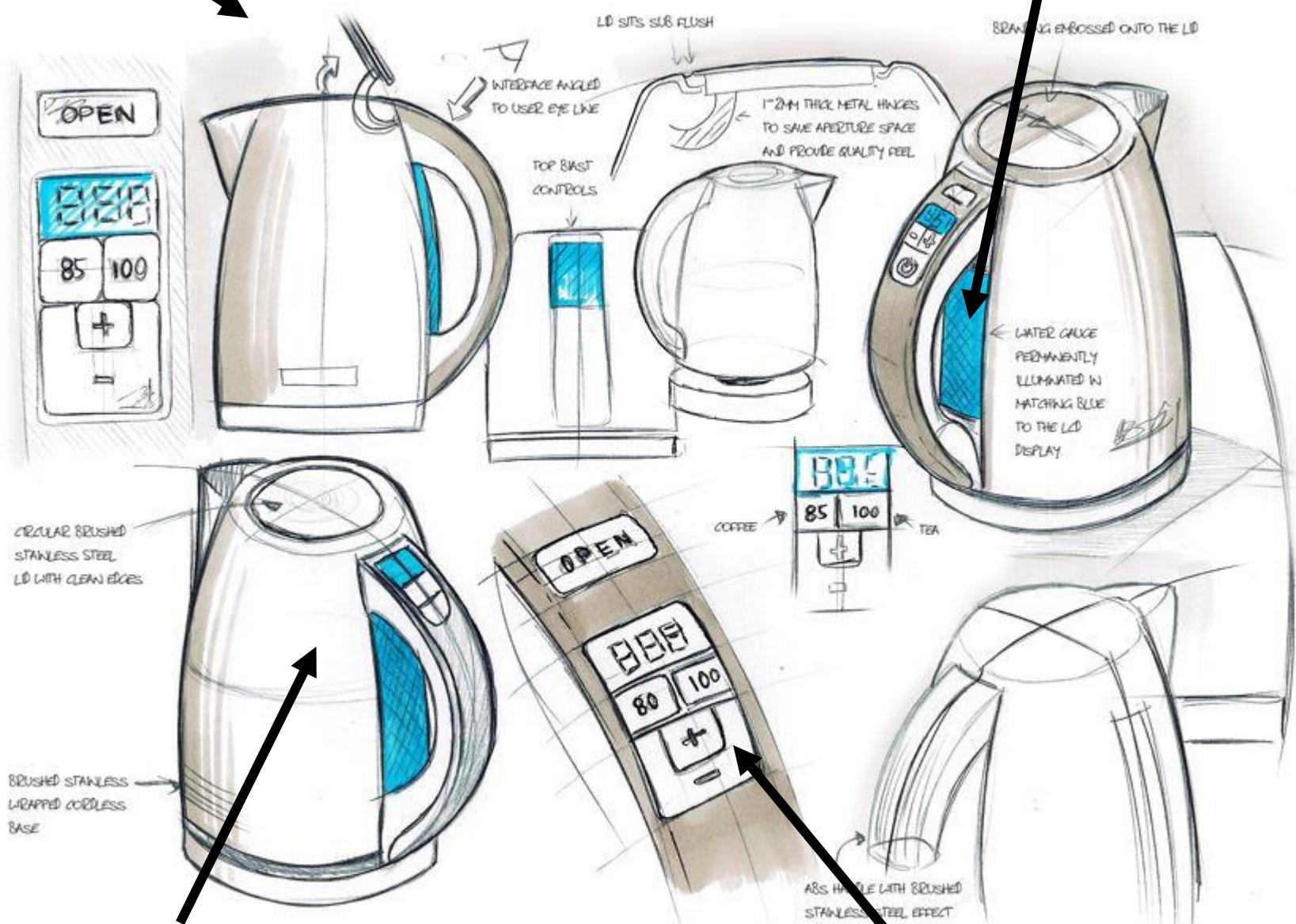
Brief: Design a new product. It can be brand new or an improved design of an existing product.

Must include:

1. At least 1 of the materials researched from the previous page.
2. At least 3 different sketches, maybe from different angles or showing different functions.
3. Annotate all the functions of the product and any explanation of its use or material.

There will be the open button positioned on the handle to swing open on a hinge so the water chamber can be filled.

This section of the kettle will be made from clear or coloured Polypropylene to allow the user to measure how much water is inside the kettle.



I would make the kettle from a Polypropylene for the exterior and high-grade steel for the interior water chamber.

I have added a heat control function on the handle. This will allow the user to set a temperature before turning on. Users may like to have a lower than boiling temperature so that they can drink their hot drinks straight away without having to wait for it to cool down first.

Design challenge

What materials have you chosen to use and why?

What production method would be used to make your product and why?