

## A2 Product Design Summer Bridging Work Task

### Learning Objectives:

Students should be aware of, and be able to discuss, key design styles and movements and their principles of design, including:

- Modernism, eg Bauhaus
- Post modernism, eg Memphis.

### Task:

- Create a visual Powerpoint presentation, which describes the aforementioned Design Movements to include a wide range of iconic products which represent their ethos.
  - Label the products with: the products' name, designer, date, material, production method, what made them revolutionary / iconic / worthy of note
  - Describe the aesthetics of the products: build up a vocabulary which describes the fundamental facets of the design style and philosophy of the Design Movements
  - Research the key designers, and describe what they believed, their principles that represent the thinking behind each Design Movement
  - **Compare and contrast both Design Movements.** What do they agree about? How do their beliefs differ?
  - Which do you agree with more, be prepared to justify your answer.
1. In the first week you will be required to explain and discuss your presentation to the group. It should last at least 5 minutes
  2. Prepare a colour A4 Handout which includes the key aspects of both Design Movements, what they stand for and how their philosophies differ (E Mail to [goldingr@holmer.org.uk](mailto:goldingr@holmer.org.uk) for it to be printed in time for the presentation lesson)
  3. Using your acquired knowledge, design 3 questions that you can put to your fellow students that will help them articulate their understanding of the Learning Objective

### Research:

- Keyword Google search,
- Technologystudent.com
- YouTube – Bridge Academy clips etc
- Design Museum, V&A websites

<b>Books</b>	
<b>Title:</b>	<b>Author(s):</b>
<b>AQA Design and Technology: Product Design. Hodder education. ISBN 978-1-5104-1408-2</b>	<b>Ian Granger Will Potts Julia Morrison Dave Sumpner</b>
<b>A Level Design and Technology: Product Design – My revision notes Published by Hodder Education ISBN 978-1-5104-3229-1</b>	
<b>Essential Maths Skills for AS/A Level Design and Technology Published by Hodder Education ISBN 978-1-5104-1706-9</b>	<b>Peter Warne and Chris</b>
Cool Hunting Green	Dave Evans
Design Museum: Contemporary Design	Catherine McDermott
Arts & Crafts Companion	Pamela Todd
50 Product Designs: Process	Jennifer Hudson
Designs of the Times	Lakshmi Bhaskaran
Bauhaus	Benedict Taschen
Making IT Manufacturing Techniques For Product Design	Chris Lefteri
Memphis	Brigitte Fitoussi
The Measure of Man and Women: Human factors in Design	Alvin R Tilley & Henry Dreyfuss Associates
Drawing for Designers	Alan Pipes
Designed for Kids	Phyllis Richardson
German Design: The Classics	Bernd Polster
Italian Design	Daab

**Deadline:** Tuesday 6<sup>th</sup> September