PRODUCT DESIGN

HEAD OF FACULTY
Mr A Hoyle
a.hoyle@dallamschool.co.uk

TYPE OF QUALIFICATION
A-level

EXAM BOARD
AQA

SPECIFICATION
http://bit.ly/AQAproductdesign

ENTRY REQUIREMENTS
Preferred: GCSE Technology grade 6, GCSE Maths 6
Essential: GCSE Technology grade 5, GCSE Maths 5

AIMS OF THE COURSE

This creative and thought-provoking qualification gives students the practical skills, theoretical knowledge and confidence to succeed in a number of careers. Especially those in the creative industries.
They will investigate historical, social, cultural, environmental and economic influences on design and technology, whilst enjoying opportunities to put their learning in to practice by producing prototypes of their choice. Students will gain a real understanding of what it means to be a designer, alongside the knowledge and skills sought by higher education and employers.

COURSE OUTLINE & ASSESSMENT

Year 1: Technical principles and design and making principles
Year 2: Exams
Paper 1 - 30% of A-level
Technical principles (TP) - 2.5 hours, 120 marks
Paper 2 - 20% of A-level
Design and making principles (DMP) - 1.5 hours, 80 marks
Combined written paper weighting - 50% of the A-level
NEA
Assesses practical application of technical principles and designing and making principles. Substantial design and make project. Written or digital portfolio not exceeding 45 pages. 50% of the A-level qualification.

CAREER PROSPECTS

This A Level qualification has been designed for students who wish to study design or engineering at a higher level. The types of design degrees available vary greatly, with options to work in various media.
If visual communication interests you, you could study in graphic design or illustration. If you'd like to create real, physical objects you could study product design, jewellery design, fashion or interactive design. If you prefer to work with spaces, you could consider an interior design degree, architecture, exhibition work or set design.

SUBJECT ENRICHMENT

Something to think about…
As product designers, we play an important role in shaping our future. The products we create have the power to transform how societies think, feel and behave. We must be conscious of the social and ethical responsibility that we have; we can proactively drive positive change within our communities.

Something to listen to…
Could things be better? How? In his funny, breezy TED talk, Tony Fadell (the man behind the iPod and the Nest thermostat) shares some of his tips for noticing and driving change. Also, Philippe Starck's Design and Destiny TED talk reaches for the very roots of the question "Why design?" Search for them online.

Something to read...
We rarely think about the design of the objects we use every day. The fact is you're not supposed to; these everyday objects have been meticulously designed to work so well that you never have to notice them - that's what good design is all about. Take a look at 'The 50 Most Iconic Designs of Everyday Objects' article on the complex.com website.

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