

Course Introduction

As part of the A-Level Product Design course, you will have to demonstrate a range of designing, developing and modelling skills to redesign a product to make it more functional. You will develop iterative ideation techniques, demonstrate an awareness of materials and manufacturing methods along with the wider issues associated with designing and developing products in the modern world.

Task

You should explore **ONE** of the contextual themes given below to set your own product development challenge.

Recognising that all design & technology practice takes place within contexts which inform product outcomes; you should explore the contextual theme you have chosen to identify problems and opportunities (Task Analysis) then offer a range of possible solutions and product developments. You must write your own design brief.

EITHER

1. Protection of personal possessions during transit or when travelling

OR

2. Entertaining a specific target audience during transit or when travelling

Assessment

You will be assessed by using the following criteria:

PASS	BORDERLINE	FAIL
<ul style="list-style-type: none">• Evidence of context explored fully with detailed Design Brief and effective research.• Wide range of different ideas presented showing creativity and innovation.• Ideas communicated using a range of presentation techniques and good annotation justifying choices and using key terms.• Final product meets own brief, is functional, has good aesthetic qualities and shows detailed construction methods.• Handed in on time.	<ul style="list-style-type: none">• Some evidence of context exploration.• A clear Design Brief written and evidence of some research.• Range of ideas presented showing some different ideas and creativity.• Ideas communicated using a range of techniques with some annotation explaining features.• Final product meets the brief, is functional, has some aesthetic features and shows construction.• Handed in on time.	<ul style="list-style-type: none">• No exploration of the context.• Own design Brief lacks clarity and thought.• No research included.• Small range of ideas showing limited or no creativity.• Some presentation techniques used with little or no annotation.• Final product meets the brief with some functionality. Limited aesthetic features included.• Handed in late.