**PRODUCT DESIGN -----------------------------------**

**Personal study H/W**

This homework is to check the progress of your personal study essay and to mount all outstanding work

Deadline: **First lesson back after half term**

Task:

To complete **section 1,2,3** of your Personal study essay

To mount all work up to date **List below**

**First Section: Introduction (200 words approx.)**

Outline what it is you want to explore with your personal study?

Is the essay exploring different approaches to a specific theme, genre or movement?

The essay has to have a clear focus and cannot just be a collection of written work on a variety of random artists.

You must explain your reasons for choosing your specific focus and outline how it relates to your current projects and ways of working.

For example: “I am choosing to focus on… (designer / movement) because…it astounds me how…/ I find it fascinating that…/ I’m curious to know why…/ I hope to show / share / highlight / discover…”

For example: “I’m particularly interested in how the use of CAD/CAM now dominates the design process and wanted explore how far I could develop my own skill and ability in this filed.Doing this will also help when it comes to writing a conclusion, planting markers to revisit.

**Second Section: Cultural and Historical Context (500 words approx.)**

It is important that you put the subject of your essay into context. You should have an overview of how it has evolved throughout history or in the context of the whole of the designer’s body of work. You should outline the various ways that different designers from a range of times and cultures have approached the same need. How did these different approaches evolve? Were they influenced by changes in society? How did different art/design/technology/manufacturing/materials influence the solutions?

Don’t get too bogged down with this section – it is just good to show that you have read around the subject and are not just focusing on individual in isolation.

**Third Section: Analysis of the design solutions (2000 words approx. – that is 500 on each aspect)**

Choose three or four major pieces by three to four different designers. These works should be carefully chosen to highlight three/four contrasting approaches to your subject and to illustrate and debate your title’s question. They do not have to be limited to the works you have copied in your Personal Study A4 books. Make sure you outline why you have focused on those particular designers otherwise the essay will not flow (also write about them in chronological or thematic order!).

When writing about the work you must refer to its title/purpose, date if possible and the main functional aspects. Use your summer notes and cover the following: function, use of materials/techniques and the use of the formal elements to create mood/atmosphere/finish/ease of production.

However, when analysing work you need to do more than just describe it! You need to show an understanding of the concepts and ideas that underpin the work. You must show that you have grasped the ethos or ideas of the designer’s solution(s). You need to explain what factors influenced the design, such as: their previous work, design movements, manifestos, politics, changes in society, personal circumstances, new materials, new manufacturing processes etc.

The examiner is interested in your opinions and personal perspective on the work. However, when writing personal opinions there is a danger that these can be too simplistic.

Consider the progression in the points below:

• Your initial reaction – informed by instinct, taste, likes and dislikes, interest in / relevance of subject matter.

This can offer valuable insights when justified E.g. “I like this because…”. However, just providing an opinion without explanation is not enough.

• A basic / superficial understanding of wider contexts. This might demonstrate growing understanding but is still not good enough: “I’m interested in Deiter Ram’s principles because I like how clean and simple his designs are”; “I like Memphis Design work in the 1980’s because it uses bright colours and interesting patterns”.

• Based on a deeper understanding / complex grasp of wider contexts – demonstrating a confident stance and justified, well-informed opinions: “I’m interested in Deiter Ram’s principles of good design, particularly how they are still heavily influencing the work of current designers such as Jonathan Ives at Apple”; “I’m interested in how Memphis Design emerged as a response to the dull and monochrome world of the early 1980’s and how it has led to an acceptance and questioning of what a piece of furniture should represent.…”

• From an alternative perspective – Perhaps more of an expectation at degree level, can you place yourself in somebody else’s shoes for example, can you argue or justify an alternative viewpoint e.g. use a quotation from the designer or a newspaper article and critically exam if it holds true.

You are allowed to use relevant quotes as long as they are attributed: you should use appropriate footnotes.

It is important that you link the topic and work back to the focus of your essay. It is also crucial that if you are comparing and contrasting the three/four works with each other that you make interesting connections and outline similarities and differences. It is really important that you also make connections with your own work and discuss how they have influenced your own development. Remember some works could link to your own work in terms of the subject matter and others through the use of materials and

**MOUNTING…..Final concept development**

Page 1/2- (**BAF Presentation**) Final Model/Cad, **Personal study research**. Lots of visual photos and analysis from h/W

Page 3/4 (**Context**) Design Brief, Spec, Site plan,(**Design ideas)** 8 models/Sketches

Page 5/6 (**Initial Investigation**) Side Elevations Hand, Side elevations CAD/Ilustrator. 4-6 developed models, Isometric drawing from 4 models, Sketch up from models. Idea development from models, 3 each.

Page 7/8 –**Analysis of initial ideas**, further concept development (side elevations and rendering)

Page 9-**Final idea/ Model Mark 2 development**