

3D Design

A Level

Head of department: James Leonard

Email: jleonard@esher.ac.uk

Exam Board: Edexcel



What is this subject about?

This is a broad based and diverse three-dimensional design course in which the design scale can vary. It is primarily concerned with designing for product, architecture, interior, jewellery and stage to meet a need in a functional and aesthetic manner. We want you to design innovative concepts that consider not only aesthetic and technical issues but also the environment and the role of the designer in the community. On the course, you'll master design from conception to production. Learning through designing and making, you'll experiment creatively with traditional design production processes as well as 3D digital technologies including CAD/CAM. You will experiment with media and processes, and develop and refine your ideas before presenting your outcomes.

Our aim is to feed your imagination and open your eyes to the possibilities of 3D design and the difference you can make to the world. This course is delivered in 4 coursework units over the two years with project work supported by lectures, demonstrations, professional experience, and tutorials.

For the AS level you will study:

In the AS year you will develop your design skills including sketching, developing and recording ideas and develop your understanding of how to design and make using a variety of approaches and techniques. Through a series of activities and short projects you will develop your appreciation of form and function, and the use of a range of materials and manufacturing processes for both commercial and one-off production. This will include the use of drawing and rendering techniques to communicate your ideas using CAD/CAM as part of the design process. You will become familiar with major design movements and the work of other designers in order to broaden your appreciation of good design. There is an emphasis on learning how and why designs are developed, and how you as a designer can make improvements

For the A2 level you will study:

In your second year you will have more freedom to explore your own area of design and you will take on the role of a professional designer through a mixture of set and self-generated projects giving you a wide portfolio to demonstrate your skills to Universities and potential employers. You will undertake a detailed 'personal study' with practical outcomes from a personal starting point.

How is the course assessed?

This course is assessed on coursework (60%). Students submit supporting studies and practical outcomes based from personal starting points to be submitted for final teacher assessment prior to

moderation by Edexcel. In addition there is an externally set practical design paper which will be set with a timed element carried out under controlled conditions (40%).

What skills will I need and develop in this course?

On this course you will develop investigative, analytical, experimental, practical, technical and expressive skills, aesthetic understanding, critical judgement and presentation skills. You will experience working with a broad range of media and develop an enthusiasm for art, craft and design.

Which courses might combine with this subject?

3D Design can be combined with Fine Art or the Applied Art and Design Double or Single Award; however you should be aware that there will be continual coursework throughout the year and you will need to manage your time accordingly. This combination will give you a strong portfolio for applications for Art Foundations or Design related degrees. This course also combines well with Media and Business Studies for those wishing to progress to Design Management or Business. It can provide a creative and practical dimension to a science or humanities programme. Students interested in the more technical aspects of Design may wish to opt for Design Technology.

What can the course lead to in terms of higher education and future careers?

Any field of design but especially architecture, engineering, product design, jewellery design, interior design, furniture design and set design.

What are the formal entry requirements for this course?

Aside from the general criteria that the college requires, you will need to achieve at least a Grade C or above in any Art / Design related subject or any Design Technology area.

What extra support / enrichment activities are on offer?

The course will include a number of design related trips and visits aimed at broadening your understanding of design throughout the two years of the course. In addition 'live' projects will be carried out with companies and there will be a number of talks by guest speakers.

What is the difference between 3D Design, Applied Art and Design and Design Technology?

3D Design is a focused 3D Design course this means that unlike the Applied A level Art and Design course you will not do any fine art, however you will do some graphics and computer aided design work. In the first year you are set themed projects or given briefs to work to. In the second year emphasis is placed on individual design briefs, this means that you will be allowed to investigate architecture, engineering, product design, jewellery design, interior design, furniture design, or set design and develop a broad range of skills through coursework. The 3D course is 60% coursework and 40% practical examination with a supporting portfolio, as opposed to Design Technology, where the course is split 60% coursework 40% theory examination.



ESHER
COLLEGE

Weston Green Road, Thames Ditton, Surrey, KT7 0JB
Tel: 020 8398 0291 Fax: 020 8339 0207
Email: eshercollege@esher.ac.uk

