

Design Technology: Product Design

A Level

Head of department: James Leonard

Email: jleonard@esher.ac.uk

Exam Board: EDEXCEL



What is this subject about?

Product Design seeks to develop students' knowledge, understanding, skills and application for designing products. Product design encompasses a wide range of design disciplines but is firmly rooted in the skills required to design and make high quality products. Products that are fit for purpose satisfy wants and needs, enhance our day-to-day lives and most importantly, give students the opportunity to demonstrate their design and technology capability.

For the AS level you will study:

During the AS year, students will produce one portfolio with three distinct sections which will demonstrate their creativity and flair when investigating, designing and making products. Students will demonstrate creativity and flair using their design skills through the production of a range of alternative ideas that explore different approaches to the problem. Students will develop and refine their ideas, with the aid of modelling, into a final workable design proposal.

In addition students will develop a knowledge and understanding of a wide range of materials and processes.

For the A2 level you will study:

In the A2 year, students will further develop their knowledge and understanding of modern design and manufacturing practices as it is essential for the modern designer to develop an awareness of the impact of design on the environment. The students are given the opportunity to apply the skills they have acquired and developed to design and make a product of their choice.

How is the course assessed?

Over the two years, practical coursework is worth 60% and written examinations are worth 40%

What skills will I need and develop in this course?

You will develop a wide range of skills including researching existing markets in order to generate and communicate a wide range of alternative design ideas using different techniques including sketching, CAD/CAM and 3D modelling. Theory knowledge is built upon to give students a greater understanding of how products can be designed and manufactured.

Subject combination advice:

Product Design can be combined successfully with a number of subjects including Art & Design or Media to provide a broad portfolio for students wishing to continue their education in the field of design. Alternatively Maths and Physics combine well if you wish to apply for an architectural or engineering course.

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

Students from the course have progressed onto a number of varied courses at higher education including; Product Design, Industrial Design, Architecture, Graphic Design, Illustration, Design Management, Interior Design, Multi Media design, Product & Project and Management and Marketing.

What are the formal entry requirements for this course?

Aside from the general criteria that the College requires, you will also need to achieve at least a Grade C or above in Design Technology in either Graphic Materials or Resistant Materials.

What extra support / enrichment activities are on offer?

The department runs a number of design trips aimed at broadening your understanding of design throughout the 2 years of the course. We have established excellent links with a number of Higher Education institutions who come in to speak to the students and assist in some of the design activities.

What is the difference between Design Technology and 3D Design?

The Design Technology course is split between 60% coursework and 40% theory examination. The 3D course is 60% coursework and 40% practical examination with a supporting portfolio.



ESHER
COLLEGE

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

