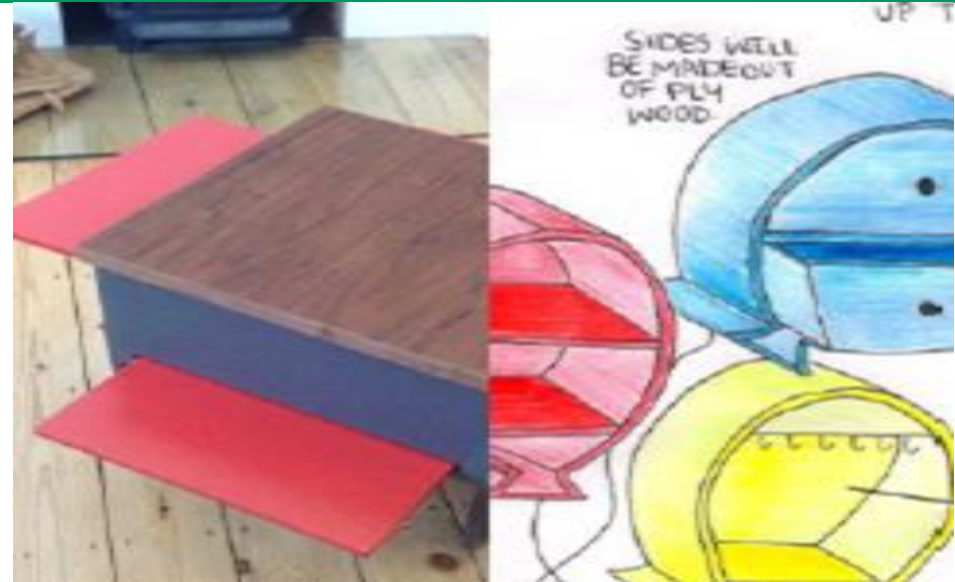


## Progression between Year 12 and Year 13

Year 12 Product Design students take a broad view of design and technology, develop their capacity to design and make innovative products and appreciate the complex relations between design, materials, manufacture and marketing.

In year 13 students complete the final sections of their coursework and make refinements in preparation for the final submission. Increased focus upon theory prepares students to perform well within their written exam

## Coombe Sixth Form Product Design Course A Level



# Product Design

## What does studying Product Design involve?

This course involves investigating people's everyday needs and initiating design solutions for a high quality product, providing a solution to those needs and evaluating its success. In the role of a product designer you can investigate design problems, which range from the needs of individuals to meeting the requirements of clients or corporate organisations.

Alternatively you could find yourself designing for the needs of groups and societies such as developing nations where just basic survival is a struggle. Almost everything that we experience is affected by design: our environment, our homes, the products we use. Good design is at the centre of our lives.

The course is designed to develop and sustain imagination, innovation and flair when working with concepts and materials, as well as develop an understanding of contemporary design and technological practices and consider the uses and effects of new technologies and modern materials.

## What skills will I develop and where could studying this subject lead?

You will develop an ability to apply knowledge, understanding and skills about

design and production processes - making practical use of what you know, understand and can do. You will use Information and Communication Technology (ICT) in a range of ways. You will develop as discerning consumers, with informed opinions about ethical and sustainable design, manufacture and disposal of products.

Product design develops and uses transferable key skills - communication skills, numeracy, and management of your own learning, collaborative working, problem-solving, critical and analytical thinking, flexibility and adaptability. Finally you would develop and demonstrate management skills, e.g in projects and tasks, setting targets, reviewing and monitoring progress, time and resource management, planning and organisation.

The skills that you learn on this course and the qualification that you achieve, will help you to qualify for an enormous range of higher education and work. You could take a foundation course at Art College, then study for a degree, or go straight into a university course in the area of design that you would like to specialise in. Engineering courses increasingly accept this subject.

Possible Careers include: Engineering, Retail Buyer, Merchandising, Product Designer, Furniture Designer, Automotive Design, Graphic Designer, Set Designer, Interior Designer, Architect, Marketing Consultant, Advertising, Jewellery Designer, Exhibition and Retail Designer, Image Consultant, Animator, Web and

Media Designer, Illustrator and Model Maker.

## Modules that you will cover and assessment details

- **Year 12**

**Students will take part in a variety of skill building activities to develop their theoretical, practical and problem solving abilities.**

**Students will embark on their coursework project and complete this in the second year of study.**

- **Year 13**

Students complete their coursework project and prepare for the written exam at the end of the year.

## Entry requirements / prior knowledge:

We require you to have at least a grade 6 in a creative subject. These might include: Art & Design, Photography, Textiles, Resistant Materials, Graphics and GCSE Product Design. Students need to demonstrate commitment to the folder and practical work as the distinguishing feature of this subject is its coursework and practical nature. Good ICT skills are needed for the major coursework project. It is advisable although not essential for students to have studied GCSE Design & Technology.

## Similarities between GCSE and A Level

The course work structure is very similar to GCSE and builds on the knowledge learnt at GCSE.

Students will again produce a coursework design folder, a product prototype and sit an exam.

## Which other subjects does it combine well with?

Product Design is appropriate for students looking to move onto a wide variety of disciplines, therefore, a variety of subjects combine well. Among these are Science, ICT, Art, History, Business and Maths.

Choosing one or more creative subjects extends your ability to create a visually impressive portfolio to proceed onto creative degree level subjects.