

**Did you  
know...**

# Jonathan Ive

If you're an Apple fan, you've probably heard of Jonathan Ive. Being the Chief Design Officer at Apple, Jonathan was responsible for the creation of some of the world's favorite electronics including the iPhone and the iPad



# **James Dyson**

**Dyson is well-known for its innovations that helped vacuum cleaners and air blowing industry to a whole new level.**

**Responsible for inventions like the No-Blade Air Multiplier Fan and the world-famous AirBlade hand dryer**

# Charles and Ray Eames

Turning their curiosity and boundless enthusiasm into creations that established them as a truly great husband-and-wife design team. Their unique synergy led to a whole new look in furniture. Lean and modern. Playful and functional. Sleek, sophisticated, and beautifully simple. That was and is the “Eames look”

# Dieter Rams

**Dieter Rams has been leading the world-renowned company, Braun, while creating some of their most popular items.**

**Rams has always been an advocate of good functional design, having written the 10 principles for good design: a great rule set for any product designer**

# **Giorgetto Giugiaro**

**Few other designers have been as influential as Giorgetto Giugiaro in shaping modern automobiles. In his career, Giorgetto has designed some of the most successful and influential cars in history, ranging from one-of-a-kind exotics to mass-market utility vehicles**





**What will  
I learn?**

# **Core technical principles**

**New and emerging technologies,  
energy generation and storage,  
developments in new materials,  
systems approach to designing,  
mechanical devices, materials  
and their working properties**



# **Specialist technical principles**

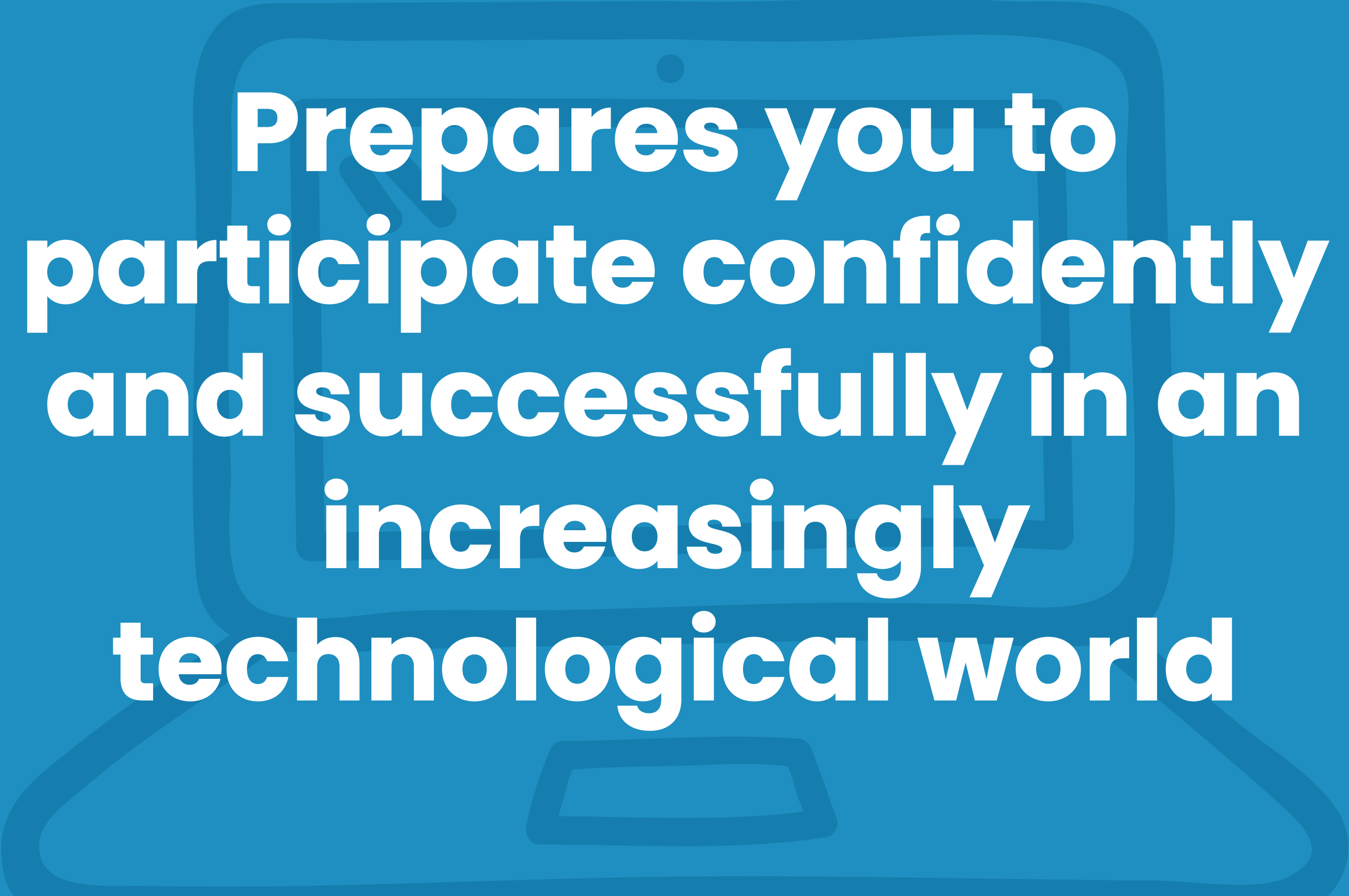
**Materials or components, forces and stresses, ecological and social footprint, sources and origins, using and working with materials, scales of production, techniques and processes, surface treatments and finishes**

# **Making principles**


**Primary and secondary data,  
environmental, social and economic  
challenge, design strategies,  
communication of design ideas,  
prototype development, specialist  
techniques and processes**



**Why is  
DT  
useful?**

A stylized, light blue laptop is centered in the background. The laptop has a simple, rounded design with a visible screen area and a keyboard area. The entire image has a solid blue background.

**Prepares you to  
participate confidently  
and successfully in an  
increasingly  
technological world**




**Develop skills in  
designing and making  
products in a wide  
range of materials**



**Gain awareness and learn  
from wider influences  
including historical, social,  
cultural, environmental  
and economic factors**



**Work creatively when  
designing and making  
and apply technical  
and practical expertise**



**How  
will I be  
assessed?**





**Coursework – 50%**

**Exam – 50%**



**How is  
the course  
graded?**

**All work is graded 9 – 1.  
Students are entered for  
the foundation tier  
(Grades 1 – 5) or the higher  
tier (Grades 4 – 9)**



**What could  
come next?**

# A level product design



# Possible careers

Product design, ergonomist,  
manufacturing and trades  
such as joinery, engineering  
and many more!



**What our  
students  
say...**

**“The course enabled me to enter my A level studies with a good prior understanding of product design. It allowed me to develop my skills in understanding design briefs and how to craft an item from client's thoughts and preferences. The best parts of the course were the market research where you are able to find a whole new understanding into brand design and identity.” Ben (Year 12)**