# 3D-Design (Product Design) A Level

**Preparation work: Pre-course Reading, Research and Tasks**

Pre-reading and research will help you to become more familiar with the topics you are going to study on your A Level 3D-Design course.  If you complete the tasks below, they will also help you to become more confident when you start your course.  Remember it is also a good idea to make sure you recap and consolidate your GCSE D&T and Art & Design knowledge as well.

**Specification :**

A good place to start to look at the A level specification and familiarise yourself with what you will be studying on the course:

**3D Design A-level** (Lighting, Furniture, Architecture, Product)
https://www.aqa.org.uk/subjects/art-and-design/as-and-a-level/art-and-design

## Task 1:

**Research Task** (Product design project prep work)
You will need to look at the work of:

| | |
|---|---|
| **Ross Lovegrove** | http://www.rosslovegrove.com |
| **Ron Arad** | http://www.ronarad.co.uk/home |
| **Marc Newson** | http://marc-newson.com |

- You should gather images and notes on the materials and design of a minimum of 10 items each person
- You should be able to identify their approach to design and be able to answer the question 'what makes a Lovegrove/Arad design?'
- You need to lay the work out for A3 printing/overlay/pullouts in September

This homework is for you to complete and submit at your first Product Design lesson. It will be used to see how well you can research into a given topic, use references, and write a few thoughts on the topic.

**Deadline:**
Your first Product Design lesson.

## Task 2:

**Research Task**
**A.  Define 'Modern'**

You are to write a definition for the term 'modern' using any dictionary or encyclopaedia to help you. Consider what the difference between 'modern' is and 'Modernism'.

Please remember that 'modern' does not simply refer to something currently around today but that it refers to something as being new/modern for that particular time period i.e. you can have an example of something which is 'modern' from the 17th century if you wish…

## B.  Research and Collect

You are to now collect three good examples from each of the following areas and write a few words explaining/justifying your choice as to why it is 'modern'.

**Architecture   (3 examples)**
**Furniture   (3 examples)**
**Product   (3 examples)**



# Task 3:
**Drawing Tasks**

This homework is to introduce techniques of sketching 2D and 3D using a coloured pencil to firstly construct and project lines which are then gone over once with a darker single line.

**Deadline:**

Your first Product Design lesson.

You will need:
- A coloured pencil (not too dark)
- One sheet of paper
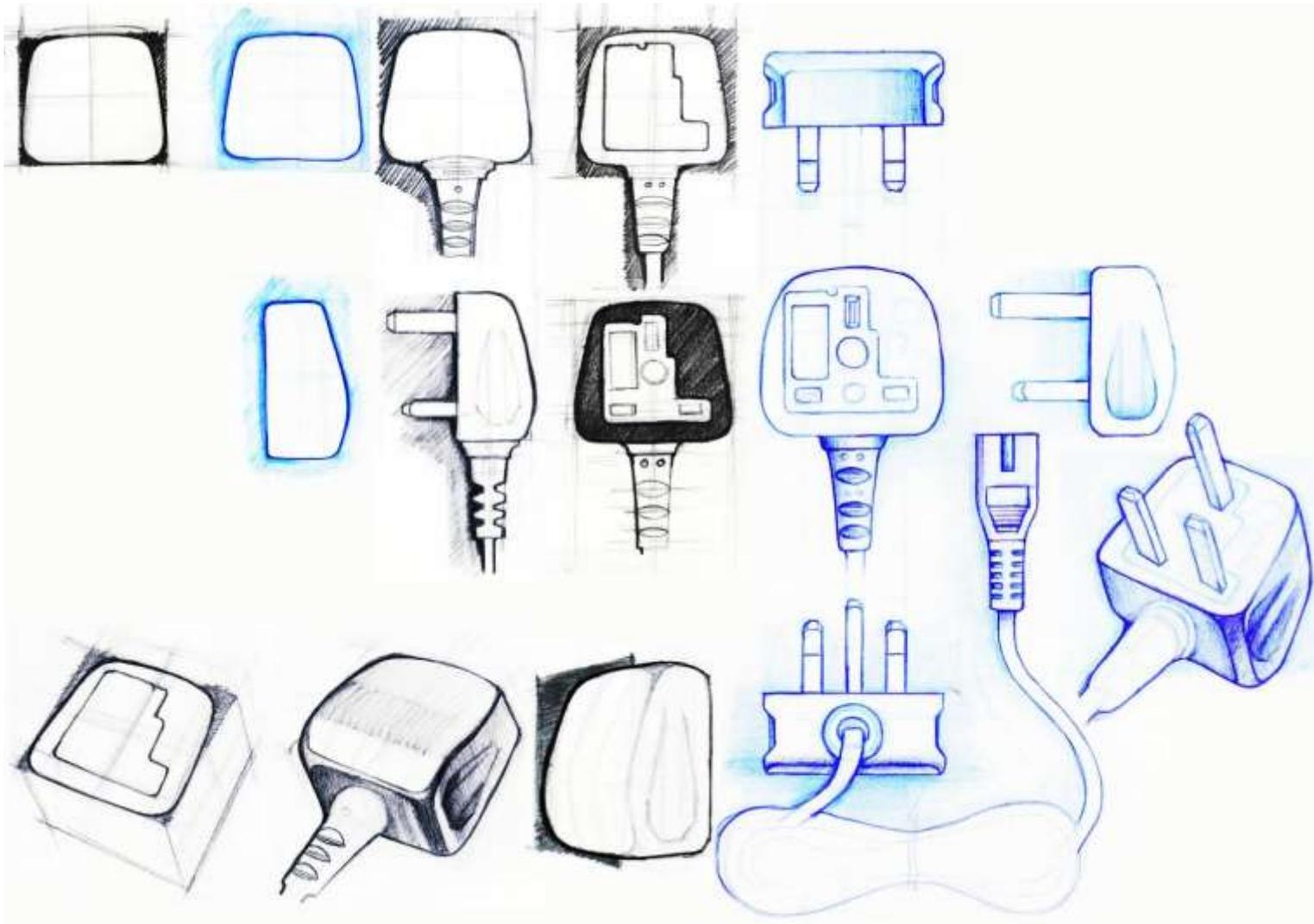- A 13 amp plug (in front of you to draw from)

**Task:**

Using the stages shown below as a guide to technique and approach to use, present a series of drawings which clearly show the shape, finish, and construction of your 13 amp plug. You may, if you wish, merely copy the drawings below, but it is always better to have the actual plug in front of you so that you can understand how it is assembled and then try to show this in your sketches. You are not being assessed on your ideas but your ability to draw using:

FEINT CONSTRUCTION LINES  +  CENTRE LINES  +  THICK AND THIN LINES  +  2D FRONT/SIDE VIEWS  +  SURFACE DETAILS

If you are competent drawer, then do advance your work to include 3D drawings as well. If you are not too confident drawing in 3D, stay with the 2D methods. Do not shade in your sketches but do consider using the background techniques of hatching/cross lines etc.

Where parts on your plug are black plastic, DO NOT SHADE WITH A GRAPHITE/LEAD PENCIL  -

USE A SOFT BLACK COLOURED PENCIL IF YOU HAVE TO OR EVEN SWITCH THE COLOUR (see how the light blue works in the example below); DO NOT 'SOLID FILL SHADE – USE HATCHING LINES OR A SOFT TONE WITH ONE LIGHT SOURCE.

**Websites for Further Research and Reading:**
https://www.pinterest.co.uk/Designthinkeducate/boards
http://www.designboom.com
https://www.dezeen.com
https://designmuseum.org
http://design-milk.com
https://www.itsnicethat.com

**Books to Read:**
- **Sketching: Drawing Techniques for Product Designers**
- **Prototyping and Model making for Product Design**
- **The Design of Everyday Things** by Don Norman
- **Hooked** by Nir Eyal

**Podcasts:**
- **99% Invisible**
- **Design Matters**

**Films to Watch:**
- **Product designer maker** (You Tube)
- **Producttank** (You Tube)

**Progression Opportunities**
**Why choose 3D-Design (Product Design) A Level**:

Wanted, Product Designers https://www.jamesdysonaward.org
Design Week, Career advice https://www.designweek.co.uk/landing-page/design-careers-advice


*We hope you enjoy completing these tasks and look forward to you joining the course.*