

## PRODUCT DESIGN (AQA)

“Design is intelligence made visible” (Alina Wheeler)

The subject of Product Design plays a crucial role in shaping innovative thinkers and resilient problem solvers. It equips you with the skills to analyse and understand clients' needs, leading to the creation of functional, user centred and aesthetically desirable products.

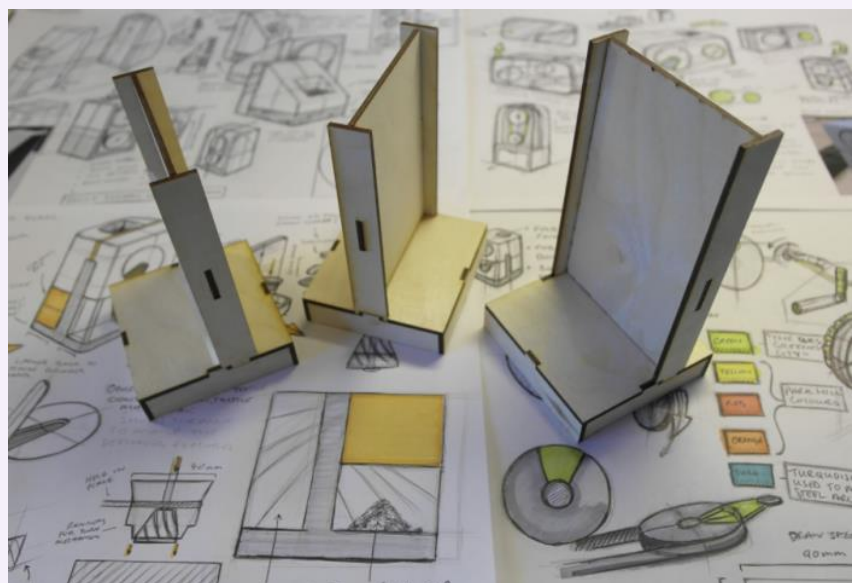
This discipline fosters creative, critical thinking, and technical proficiency, enabling you to tackle real-world challenges, from technology integration to ethically and ecologically responsible design.

As society faces pressing issues like climate change and resource scarcity, Product Design encourages a focus on sustainable practices and ethical considerations. You will learn to design products that minimise environmental impact, promoting a circular economy. Moreover, the subject enhances collaboration and communication skills, essential in today's interconnected world.

In nurturing a new generation of designers, A-level Product Design contributes to economic growth, technological advancement, and societal well-being, essentially driving innovation that can improve daily life and address global challenges. It literally is the starting steps of a bespoke and tailored journey into the life of a designer, amalgamating science, art and mathematics to solve real world issues.

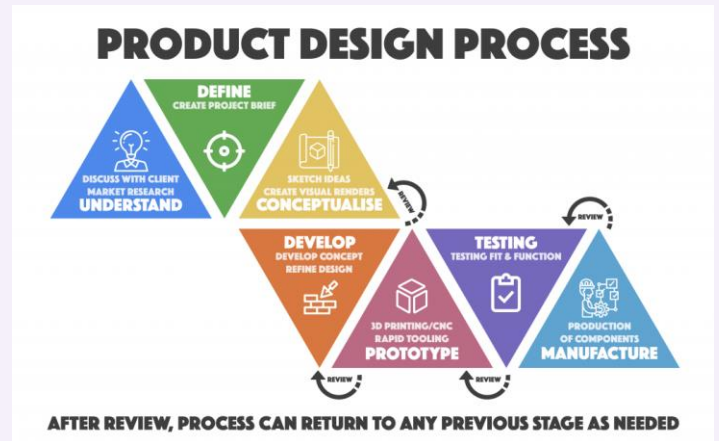
**Inspiring a future in design and technology** – By drawing on authentic design practice and contemporary technologies, such as digital design, you will have some freedom to explore design possibilities that excite and engage you. Ultimately this provides a strong foundation for further study, developing cognitive abilities and creativity skills that will support your future career path, whatever it may be.

**A focus on iterative designing** – Utilised to enhance user satisfaction by incorporating real client input, it reduces risk by enabling you to identify issues early, and promotes flexibility to adapt changes. This approach leads to better products that align closely with user needs and expectations. You will learn practices and strategies used by the creative, engineering and manufacturing industries.



**Projects that offer so much more** – The non-examined assessment (NEA) at A Level is not only open in approach, it will enable you to develop critical thinking and problem solving skills. It builds your confidence as an individual alongside developing a strong understanding of creativity and innovation that will equip you to design and manage the future.

Students, preferably, from Design and Technology GCSE are suitable candidates for the Product Design A level qualification, with a grade 7+ highly advisable.



**The assessment structure at A Level consists of three units:**

**NEA The Iterative Design Project 50%** of total A level, non-exam assessment. You will undertake a real life scale design task and complete a final prototype.

### **Paper 1 Technical principles**

Written exam 30% of total A level (2 hour 30 minutes)

### **Paper 2 Designing and making principles**

Written exam 20% of total A level (1 hour 30 minutes). This component has two sections.

- Section A Product analysis: 30 marks
- Section B Commercial manufacture: 50 marks



**Scan this link to download the specification**

You will cover technical principles, to understand the materials being used, alongside the processes to work them. From digital design and manufacturing to intellectual property. There will be design and making principles too, allowing you to innovate and produce high quality prototypes that demonstrate responsible design.

### **Possible career opportunities**

May include the following, and more: Product/Industrial/Graphic/User Experience/User Interface/Interior and Landscape Design, Engineering, Design Management, Jewellery and Furniture, Stage and Set Design, Digital Design fields, Surveying and Project Management.