

# Product Design (WJEC)

## Why study Product Design at A Level?

Because Product Design is such a wide topic, it can lead to many different options after A Level. The obvious progression is to study a degree course in product or industrial design, engineering, architecture, interior design, graphics or one of the huge range of 'designing' courses now available. Alternatively, you might want to pursue a career in teaching, take up an apprenticeship, or train as a design technician or craftsman. Lessons are very varied with something for everyone. The first term will be skills based to teach you the designing skills needed for successful completion of the coursework. This will include graphical communication including CAD, analysis skills and problem solving strategies. We do some focussed theory lessons but the majority of the time you will be in the workshop doing hands on research, designing, development, testing and manufacture. We do some designing early in Year 12 you will spend most of your time working, with support, developing the skills needed when carrying out your NEA evidence folio and make Interior, graphic or exhibition design. It is possible to take a Degree in industrial or product design. Specialist courses, such as product design and innovation or product design and development management, are also available.

## What will I study?

Component 1: Design and Technology in the 21st century

- Written examination: 3 hours, 100 marks 50% of qualification
- The examination includes a mix of structured and extended writing questions assessing learners' knowledge and understanding of: Technical principles Designing and making principles Along with their ability to: Analyse and evaluate wider issues in design and technology

Component 2: A sustained design and make project

- Non-exam assessment: approximately 80 hours, 100 marks 50% of qualification

## Did you know?

The bag less vacuum cleaner was not Dyson's first invention. In 1970, while he was still a student at London's Royal College of Art, James Dyson co-invented the Sea Truck, with sales amounting to 500 million. The Sea Truck was a flat-hulled, high-speed watercraft that could land without a harbour or jetty. Dyson also produced: the Ball barrow, a modified wheelbarrow with a ball replacing the wheel.



## Why did I chose to study Product design at IKB Academy?

"IKBs array of machinery and knowledgeable teachers made the school really stand out for me as the perfect place for me to study product design. They have loads of very experienced and interactive teachers who have given me the highest potential to succeed. I could see their passion for design and I could tell that they wanted to push students to be the best they could be whilst also making the experience here as fun and enjoyable as possible."

## Study trips, visits and events

Ikea – chair based project, knock down fittings, commercial evaluation  
Design museum London

