



Product Design

Please complete one line from the task list below. All students must complete the middle task:

Disassemble a simple product of your choice. Photograph each element and explain in detail what each component is for.	Speak to at least 5 members of your family / neighbours (varying ages) and record what product they couldn't live without and why.	Write a 500 word opening argument for a debate on why you believe a [named product of your choice] is the best in its class. (e.g. why is an iPhone better than its rivals?)
Create a design timeline for the Dyson range indicating the evolutionary developments that it has undergone.	Write a 500 word report answering the question 'Why study product design?'	Find Dieter Ram's 10 principles of design and put them in an order that you believe is most important.
Write a 500 word report on the advancements in mobile phone technology between 2000 and 2009.	Observe a friend using a product for the very first time, requiring them to perform set tasks. Interview them afterwards to find out how intuitive the product was to use.	Sketch and colour a final design for a remote control. Use two point perspective.

Suggested book/reading list:

- Lefteri, C., *Making It: Manufacturing Techniques for Product Design 2nd Edition* (Lawrence King 2010).
- Eissen, K., *Sketching: The Basics* (Bis, 2013).
- Henry, K., *Drawing for Product Designers (Portfolio Skills)* (Lawrence King, 2012).
- Rams, D., *Less but Better (bilingual edition)* (Die Gestalten Verlag, 2014).
- Thackara, J., *How to Thrive in the Next Economy: Designing Tomorrow's World Today* (Thames and Hudson Ltd, 2015).