



# DESIGN TECHNOLOGY

## Bridging Work.

At the core of Design & Technology are four areas of focus. These are: **Explore**, **Create** and **Evaluate**, underpinned by **Technical Knowledge**. The following bridging work challenges you to demonstrate competency in these key areas to allow your tutors to better establish your starting point for A Level study in Design & Technology.

### 'Good' Design.

Dieter Rams is widely regarded as one of the most influential industrial designers of the 20<sup>th</sup> century. He has made a significant contribution to the field of design through his work at the German Consumer Electronics Company, Braun, and his design philosophy known as "less but better" [or *less is more*].

In the 1970s, Rams formulated his "10 Principles of Good Design" which provided a framework for designers to follow. These principles included ideas such as innovative design, simplicity, honesty and environmental consciousness. They have been widely influential and continued to shape the field of design today.

Ram's principles and design philosophy had a profound impact on Apple's design language. Apple's former chief design officer, Johnny Ive, has acknowledged Rams as a major influence on his work and Apple's product designs. The minimalism, attention to detail, and user-centric approach seen in Apple's products can be traced back to Rams design philosophy.

### Bridging Activities

Watch the video shared in this article from OpenCulture.com, which features Dieter Rams as he shares his "10 Principles of Good Design".

<https://www.openculture.com/2019/02/dieter-rams-lists-the-10-timeless-principles-of-good-design.html>

Study Ram's "10 Principles of Good Design" by reading this blog post published by Only/Once.com.

<https://onlyonceshop.com/blog/dieter-rams-10-principles-of-good-design>

### Bridging Tasks

1. To what extent do you agree with Ram's principles for 'Good' Design?
2. What additional design considerations (e.g., inclusivity, social, cultural, moral and/or economic factors) might need to be considered if Ram's were to rewrite these principles, today?
3. Identify the Tier 3 (subject specific) vocabulary used in the links above to exemplify Ram's work.
4. Formulate and justify five of your own principles to share your own philosophy of "Good" design.
5. Present your five principles of "Good" design in a way that best demonstrates your creativity. You will present this personal design philosophy to your peers in September.

## Bridging Rubric

Score	Written Work	Subject Knowledge	Literacy	Philosophy	Creativity
4	Written work is presented in a high level of detail and demonstrates a deep understanding of design principles.	Considerations demonstrate a deep understanding of wider design issues in the modern world.	Tier 3 vocabulary identified are accurate and comprehensive.	Principles are unique, ambitious and evidence a deep understanding of design practice.	Work is presented in a highly innovative and skilful way, demonstrating a high level of creativity.
3	Written work is presented in a good level of detail and demonstrates a good understanding of design principles.	Considerations demonstrate a good understanding of wider design issues in the modern world.	Tier 3 vocabulary identified are accurate and ample.	Principles are thoughtful and evidence a good understanding of design practice.	Work is presented in an innovative and skilful way, demonstrating a good level of creativity.
2	Written work is presented in a in some level of detail and demonstrates a basic understanding of design principles.	Considerations demonstrate some understanding of wider design issues in the modern world.	Tier 3 vocabulary identified are accurate but incomplete.	Principles are relevant, but relatively generic, demonstrating some understanding of design practice.	Work is presented in a predictable way, demonstrating a low level of creativity.
1	Written work lacks detail and/or an understanding of design principles.	Considerations demonstrate a lack understanding of wider design issues in the modern world.	Tier 3 vocabulary identified are inaccurate and/or limited.	Principles are lacking in clarity and/or poorly justified.	Work presented lacks creativity.
0	Bridging work not submitted	Bridging work not submitted	Bridging work not submitted	Bridging work not submitted	Bridging work not submitted