Bridging Work.

Design & Technology is built around four key areas: Explore, Create, and Evaluate, all supported by a foundation of Technical Knowledge. This bridging work is designed to assess your skills in each of these areas, helping your tutors determine your current level and best prepare you for A Level study in Design & Technology.

'Good' Design.

Dieter Rams is widely regarded as one of the most influential industrial designers of the 20th 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 Preparation

Review and refamiliarise yourself with the GCSE glossary of Design and Technology terms (Pages 64-66) using the provided before you begin the course.
[Glossary of Terms Pg. 64-66](#)

Watch the video shared in this article from OpenCulture.com, which features Dieter Rams as he shares his "10 Principles of Good Design".
[Dieter Rams Lists the 10 Timeless Principles of Good Design--Backed by Music by Brian Eno | Open Culture](#)

Study Ram's "10 Principles of Good Design" by reading this blog post published by Only/Once.com.
[Dieter Rams famous 10 principles for good Design](#)

Reflect on what makes design "good" and how these ideas still apply today.

Bridging Tasks 1-3: Theory

1. To what extent do you agree with Ram's principles for 'Good' Design? (**200 words**)
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? (**200 words**)
3. Formulate and justify **five** of your own principles to share your own philosophy of "Good" design.

Bridging Task 4: Practical

Similar to the GCSE, A Level Product Design includes a **Non-Exam Assessment (NEA)**, which accounts for **50% of the final qualification**. To help us understanding your practical skills, we'd like you to showcase your abilities in **research**, **sketching**, and **modelling,** sharing your progress in a **4-slide PowerPoint**, responding to the following design brief:

"Fix something that's broken."

Primary Research: Observations **[Slide 1]**
- Take **photographs** of objects and system that are **'broken'** and consider ways in which these could be **'fixed'** in response to your design brief.
- Make suggestions for the **tools, techniques and machines** you could use to fix the problem.
- Record this evidence in slide 1 of your NEA.

Creativity: Initial Ideas [Slide 2]
- **Produce** a range of sketches exploring a minimum of five ideas in response to the design brief.
- Ensure that your initial ideas reference your own five principles of 'good' design.

Development Modelling [Slide 3] (to be completed in school)
- Demonstrate you modelling skills by developing at least one of your initial sketched ideas into a three-dimensional concept. This could be through **block models, working prototypes**, or **CAD models**
- Produce a 3D model of your final outcome.

Hero Board of Final Idea [Slide 4] (to be completed in school)
- **Create** a **hero board** (A3 presentation board) showcasing your final idea.
- Ensure your final design communicates your idea clearly and creatively.

Student Resources

Use this [DropBox link](#) to find resources to help you complete Tasks 1-4 of the Bridging work

Good luck!