

ART CLUSTER VIRTUAL PRIESTLEY TASKS - Product Design

Research **Then and Now**

Technology has transformed our global culture in ways we could never have anticipated. Products we use today were not even thought about 5 years ago. Innovation in technology has led to advancements in all walks of life, including; education, healthcare, new and old businesses, from a global to a personal level we have all been affected.



Task 1

Research images of 5 electronic devices from the 90s and complete a compare and contrast exercise to what they look like now.

Motorola StarTAC (1996)



Inspired by Captain Kirk and his crew on the Enterprise, the Motorola StarTAC saw great sales despite a massive price tag of £1400. Those who bought it loved the flip lid and it's ergonomic design. Motorola reportedly sold about 60 million units of the StarTac.

Product Analysis

Everyday we use thousands of different products, from telephones to bikes and drinks cans to washing machines. But have you ever thought about how they work or the way they are made?

Dyson Supersonic hair dryer



Every product is designed in a particular way - product analysis enables us to understand the important materials, processing, economic and aesthetic decisions which are required before any product can be manufactured. An understanding of these decisions can help us in designing and making for ourselves.

Task 2

Choose a product, one that can be found at home and complete a product analysis. The link below includes a list of criterias needed to complete the analysis

<http://www.technologystudent.com/prddes1/prdan11.html>

Examples to choose from:

- sports drink bottle
- remote control
- desk lamp

- hair dryer

Design - initial ideas

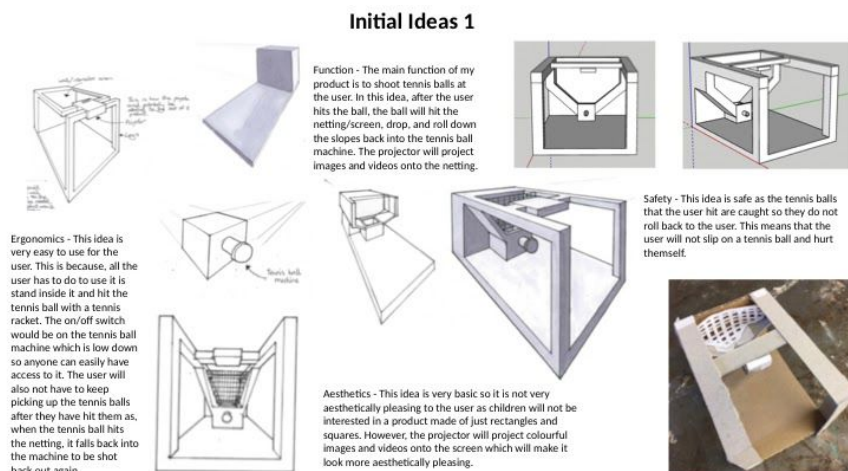
Your initial design ideas are an opportunity to explore possible solutions that meet the design brief that has been set and the specification. Initial drawings do not need to be perfect and can be quick 'concept' sketches. Annotation should be added to explain your ideas in detail and depth. Follow the links below for some visual guidance.

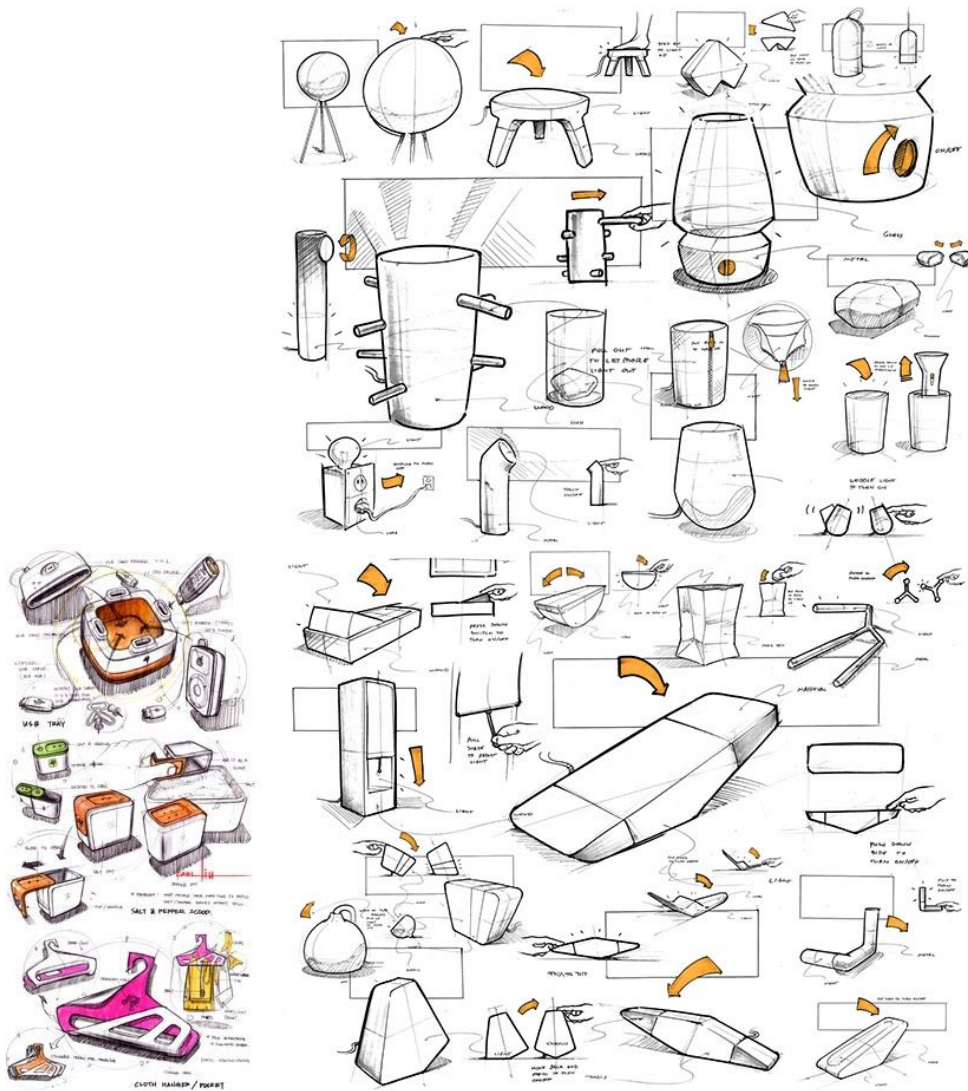
Initial product ideas on YouTube

https://m.youtube.com/watch?v=EOss_uIwNLM

Learn Design Drawing In Just 20 Hours on YouTube

<https://youtu.be/ACoMMj1C94o>





Task 3

Use your research to help produce your first design ideas. What will the product look like in the next 5-10 years? Use your criteria from the product analysis to consider form and function. Use 2d and 3D drawings, include sketches, CAD (TinkerCAD) and lots of annotation. TinkerCAD is one of the CAD packages we use at Priestley. Its free to access if you create an education account.

Prototypes

During the design process, it is essential to model design ideas/concepts. This can be done in a variety of ways using an endless number of materials. All modelling is done to help make decisions. The videos below further explain the methods of designing and building a prototype.

Prototyping and Model Making - Students of Product Design
Episode 5 on YouTube
<https://youtu.be/gWk6br5Ngkc>

Prototyping and Model making - Students of Product Design
Episode 6 on YouTube
<https://youtu.be/Oee8VfjR1CE>

Dyson prototype cardboard model



Modernly functional beam light



Task 4

Using the materials available to you at home, develop a series of small 3D models from your initial ideas.