
A close-up photograph of a hand holding a black marker, pointing at a color chart. The chart has various color swatches and labels. The background is blurred, showing a desk with other color charts and a cup.

What is product design?

A photograph of a color chart with various color swatches. The chart is divided into sections with labels like 'Sapphire', 'Celeste', 'Aquamarine', 'Mint Green', 'Pear', 'Cream', 'Peach', and 'Desire'. The chart is placed on a desk with other color charts and a cup.

Welcome Year 11
2025/26

A-Z of product design

- For every letter of the alphabet try to think of a 3D product.. How many can you come up with.

- You have 2 minutes..go!

- A
- B
- C
- D
- E
- F
- G
- H

- I
- J
- K
- L
- M
- N
- O
- P
- Q
- R
- S

- T
- U
- V
- W
- X
- Y
- Z

The UK Design sector - economic snapshot

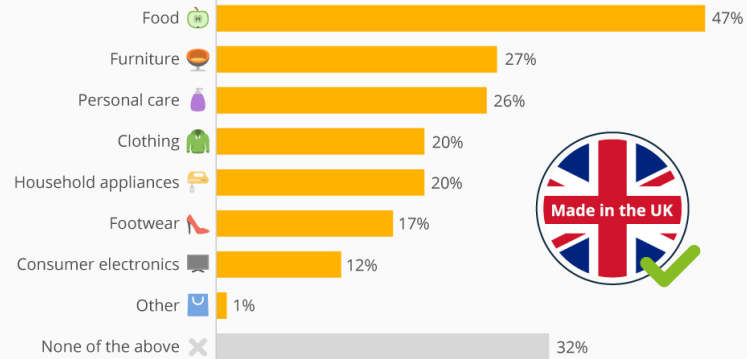
- The design sector (encompassing design and designer fashion) was directly responsible for an estimated £3.949 bn of Gross Value Added (GVA) in 2017 - an increase of 77 per cent on the previous year. Between 2010 and 2017, GVA rose by about 100 per cent.
- There are 163,000 UK design and designer fashion jobs in the creative industries. The largest concentrations are in London, South East and North West of England. It is estimated that about 50 per cent of design employees are educated to degree level.
- The Design Council has estimated that the total contribution of the design economy - which includes everyone employed in design roles - is £71.7bn as measured by GVA, productivity, turnover and employment. It calculates that workers with a design element were 41 per cent more product than the average.
- According to the official government data, the value of exported design services from UK was estimated at £461m in 2017. This represents an increase of 278 per cent since 2010. However, the Design Council's report on 'The Design Economy' believes the contribution of design to the total export of goods and services from the UK is £34bn, equivalent to 7.3 per cent of total UK exports in 2013.

dyson



The products which 'Made in the UK' does best

In which of the following categories do you consider the UK a strong production country?



n=1,008 consumers in the UK. Conducted in early 2017.

Source: Statista/Dalia Research
@StatistaCharts Made-In-Country-Index (MICI) 2017



The UK Creative Industries:

- Are set to continue to grow faster than the economy at large...
- Contributed £115.9bn in GVA to the UK economy in 2019, which is greater than aerospace, automotive, life sciences and oil and gas sectors combined.
- Represented almost 6% of the UK's GVA, and supported a further £62.1 billion across the supply chain, totalling a £178 billion GVA contribution.

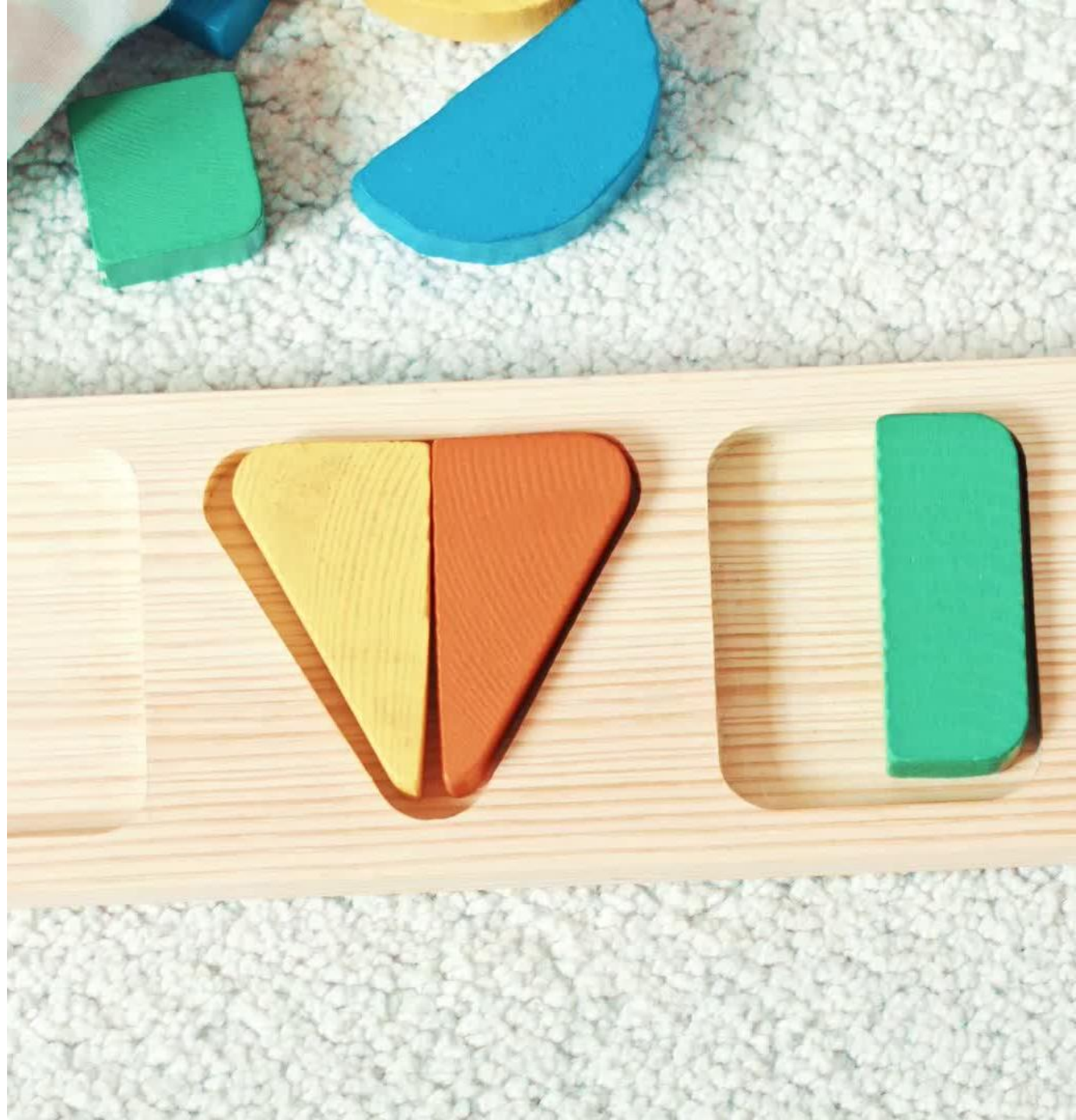
- Pens
- Pencils
- Ruler
- Sharpener
- Rubber
- Protractor
- Compass
- Set square (e.g. typical maths set)
- A Scientific Calculator – one maths lesson a week
- Set of colouring crayons (optional but helps!)
- Highlighters
- A4 lever arch folder (large) with enough dividers for maybe 20+ subtopics.
- Hole punch (this can stay at home, but helpful!)
- AQA revision guide – letters will go out in September to everyone, though they are not cheap (£30)
- Once projects are finalised for next year will may also ask for a small contribution to materials costs but again this will be communicated in September.

Equipment list



Design challenge

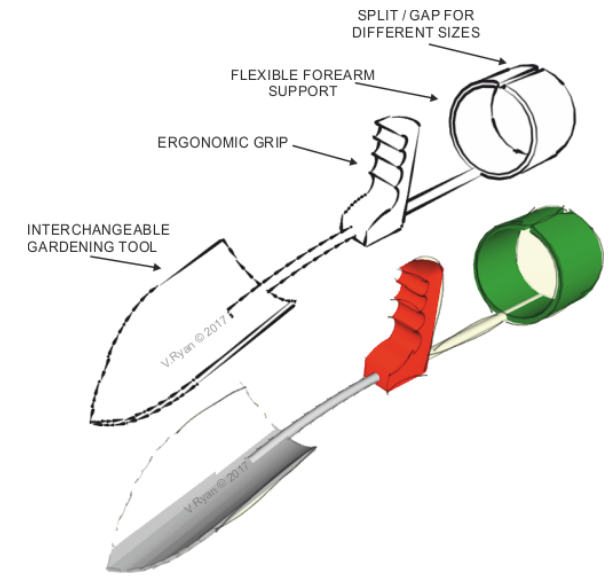
- Design brief: To design and prototype a new Bottle opener
- One must be Ergonomic
- One must be Novelty and can be as creative as you like.
- One can be your own them/client, so must be suitable for them.





Ergonomic design

- Ergonomic design makes products and places safe, easy and comfortable to use.
- Light, temperature, texture, noise, shape can all effect the ergonomics of a product or place.





Novelty design

- novelty is the degree of uniqueness or originality in that solution. It's often seen as the most important measurement of the quality of an idea.
- Alessi create novel kitchen ware.





Own client



Summer task

- Complete Technical principles paper exam questions.
 - These will give you a chance to see some A-level questions.
 - Design challenge: Complete bottle opener designs
 - One Ergonomic
 - One Novelty
 - One high end
- Bring papers and Ideas with you to the first lesson in September.

Any Questions?

