

A Level Product Design

NEA Preparation

Name: _____

Non-exam assessment (NEA)
What's assessed Practical application of technical principles, designing and making principles.
How it's assessed <ul style="list-style-type: none"> • Substantial design and make project • 100 marks • 50% of A-level
Evidence Written or digital design portfolio and photographic evidence of final prototype.

4.4.2 Taking the task

With reference to the context, students will develop a specific brief that meets the needs of a user, client or market.

The brief must be of an appropriate level of complexity and contain a degree of uncertainty of the outcome so that students can engage in an iterative process of designing, making, testing and evaluating.

Students must produce a final prototype based on the design brief they have developed, along with a written or digital design folder or portfolio.

Students must produce a written or digital design folder clearly evidencing how the assessment criteria have been met together with photographic evidence of the final manufactured prototype outcome.

4.5 Assessment criteria

	Section	Criteria	Maximum marks
A01 (30 marks) Identify, investigate & outline design possibilities	A	Identifying and investigating design possibilities	20
	B	Producing a design brief and specification	10
A02 (50 marks) Design & make prototypes that are fit for purpose	C	Development of design proposal(s)	25
	D	Development of design prototype(s)	25
A03 (20 marks) Analyse & evaluate	E	Analysing and evaluating	20

Mark	Description
16–20	<ul style="list-style-type: none">• Excellent rationale provided for the context selected, with continuous reference throughout the project to the end user and the constraints that need to be considered in formulating a final solution.• Student employs a comprehensive range of strategies and techniques, including both primary and secondary methods of investigation, practical experimentation and disassembly, to thoroughly explore design opportunities. All sources have been fully referenced.• First concepts are both fully relevant to the context and feasible for further development and are clearly communicated through a fully appropriate variety of methods and techniques.• All investigations relate directly to the design context, issues are identified and fully addressed and the student demonstrates a detailed and perceptive understanding of the information gathered.

Choosing a context:

What makes a good context? Bullet point your thoughts...

What areas of design are you interested in?

What areas of design are others interested in?

Task 1:

Select a board range of areas of design or challenging to create a through mind map investigation into these areas...

Success criteria:

- ◇ Range of areas identified
- ◇ Areas are broken down into smaller subcategories of interest
- ◇ Possible questions or need for research identified
- ◇ Possible clients identified
- ◇ Possible existing products identified
- ◇ Possible brand or designers to investigate are identified
- ◇ Layout is clear and ordered

Summary:

Task2: Select 4 of your favourite areas / topics which you believe could be developed into a context. For each area answer the provided questions in as much detail as possible:

Area / topic:

Why do you think this area / topic could be a good setting for your context?

What challenges does this area / context create?

What contextual challenges / design briefs could be set from this area / topic?

What client / demographic will you need to locate? Why?

Area / topic:

Why do you think this area / topic could be a good setting for your context?

What challenges does this area / context create?

What contextual challenges / design briefs could be set from this area / topic?

What client / demographic will you need to locate? Why?

Area / topic:

Why do you think this area / topic could be a good setting for your context?

What challenges does this area / context create?

What contextual challenges / design briefs could be set from this area / topic?

What client / demographic will you need to locate? Why?

Area / topic:

Why do you think this area / topic could be a good setting for your context?

What challenges does this area / context create?

What contextual challenges / design briefs could be set from this area / topic?

What client / demographic will you need to locate? Why?

Task 3: Create a Pinterest folder for each of your areas / topics, this could include products, patterns, architecture, material samples etc which relate to this chosen area / topic. You need to have at least 20 images in each folder.

Task 4: Write 3 different possible design contexts and their accompanying design briefs from your chosen topic / area.

A design context is the situation or problem which means a new product is needed and should be very broad.

A design brief should start to explore the possibilities within this context without defining it too much. Using WWWWWH as a guiding structure should be helpful but should be written as paragraphs not simple responses to the posed questions below.

Who is your product designed for (demographic)?, who might buy / use your product? Who might inspire your product?

What type or product do you intend to make? What gap does it fill? What problem will it solve? What constraints will you have? What materials could you use? What do you need to research? What questions do you have?

When will your products be used?

Where will your product be used? Where will your product be made (one off, batch, mass)?

Why is your product needed? Why will your client use your product?

How much is your client willing to spend? How often will the product be used? How will your product solve a problem? How will your product be manufactured?

Keep this task digitally so it can be altered and adapted as we work on our NEA after Easter.

Task 5: Create 2 A3 designer / brand research pages for your chosen area / topic. You need to include:

- An explanation about why you have chosen to investigate this designer / brand, linking to your chosen topic / area
- Their design philosophy
- Images of their iconic or inspirational products / work
- Explanation of their iconic products / work
- Summary to explain how you could bring forward their inspiration into your own product.

This must be a digital sheet of work as you will edit it to fit with your design brief once it is written and will ask your client(s) to give feedback on the designer / brand.

Task 6: Carry out some product research. You will carry out product disassembles and analysis of existing products during your NEA. Find 6 products and their relevant information (ACCESSFMM) to create a fact file, you do not need to carry out the analysis yet. You also need to find at least one product which you can physically assess in class or at home.

Store all information digitally for later review and use.