

AY2021 BCS AQA A Level Product Design Bridging Work – Due in September

- Please choose present this work as you see fit. Please submit this to your teacher in one pack clearly labelling each weeks task.
- Please note all of this knowledge is essential towards Paper 1/2 and in your Non Examined Assessment

Week 1 – Obsolescence, fashion & trends & consumerism

1. <https://www.dailymotion.com/video/x20j885>
2. Watch this video and complete the following essay style questions:
 - A. Explain how planned obsolescence influenced the design, development and sale of products? Use examples to support your explanation.
 - B. Explain how do companies manipulate consumers to spend their money on new products that they may not need? You may consider marketing, fashion & trends.
 - C. Analyse the impact that planned obsolescence and consumerism have on our society & environment?

Week 2 – Toyota Production System & Modern Manufacturing

1. <https://www.toyota-europe.com/world-of-toyota/this-is-toyota/toyota-production-system>
2. <https://www.youtube.com/watch?v=yPPR3R-Melc>
3. <https://www.youtube.com/watch?v=Tc9IQLJ4AU>
4. Watch all three of these videos and complete these extended essay questions:
 - A. How does the Toyota Production System improve quality & efficiency?
 - B. How does Toyota employ modern manufacturing techniques such as TAKT times, Kanban cards etc. to ensure efficient production?
 - C. How is Just In Time utilised at Toyota to improve efficiency, productivity & competitiveness?

Week 3 – 20th Century Design & the Influence of War

1. <https://vimeo.com/188663291> (for questions A & B)
2. <https://www.dailymotion.com/video/x2mfn0e> (question C)
3. Watch both of the videos linked above. Complete the following extended essay style questions:
 - A. Explain how and why specific designers tried to circumvent industrialisation & mass production?
 - B. Analyse the 2 companies & manufacturers who were renowned for being the British/American pioneers of mass production?
 - C. Explain why the world is at its most innovative when faced with war using specific case studies & your analysis of how this changed design beyond times of conflict.

Week 4 – Environment, Ergonomics & Anthropometrics

1. Research & case study the “**Think Chair**” design and evaluate:
 - A. Explain how the design has been designed with ergonomics in mind? How does this differ from standard designs we have today?
 - B. Discuss how the chair been designed taking into account variability in anthropometric data?
 - C. Discuss the concept “**cradle to cradle design**” and its implementation in the design of the think chair. Evaluate how it has been designed with a reduced environmental impact in mind.
 - D. Critically analyse an existing office chair design and explain how the design could be better adapted taking into account the thinking behind the Think Chairs ergonomic & environmentally friendly design

Week 5 – 3D Drawing Skill Tuition, Practice & Enhancement

1. Developing drawing skills tutorials – please complete and hand in on A4/A3 paper on return to show your practice:
 - A. <https://www.youtube.com/watch?v=ewMksAbgdBI&t=456s>
 - B. <https://www.youtube.com/watch?v=nDe7kHa6MVo>
 - C. https://www.youtube.com/watch?v=5Zc1xVS_X7Q
 - D. <https://www.youtube.com/watch?v=ByTxhyGtk-g>
 - E. <https://www.youtube.com/watch?v=ByTxhyGtk-g>
 - F. <https://www.youtube.com/watch?v=F65D4ej4f-M&t=6s>
 - G. <https://www.youtube.com/watch?v=KAx390oVKuo>