



# A Level Design & Technology

## – Product Design

### Thomas Telford School

Pre-course tasks

# SESSION 1

In year 12 you will complete one design and make project. The product will be influenced by a designer. By the end of the course, you should be able recognise a range of work and know how it can represent different design movements.

In preparation for this you could investigate the work of the following influential designers:

**Phillippe Starck**

**James Dyson**

**Margaret Calvert**

For each designer create an investigation slide that explores their work and style. This work can be incorporated into the e-portfolio you will create for the project. You will use one of these to influence the style and form the product you will be asked to design and make. Use the following link to help you to get started. [HERE](#)

Feel free to contact the Design & Technology department if you have any questions.

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# EXEMPLAR DESIGNER CASE STUDY

# WORK

## Phillipe Stark



Phillipe Stark is a French born interior designer. He was born in Paris in 1949. He is well known for his design work including interior design products and other household objects such as kitchen utensils and stretching across to things such as boats and watches. He was also known to have worked as an architect and his quirky design work was seen on the buildings he designed. One of his first creations was the inflatable house.

Phillipe stark designed:

- Louis ghost chairs
- Tip top table
- Juicy salif squeeze
- Toy chair
- Prince aha stool
- Small ghost booster right table
- Masters chair
- Gnomes

He is also well known for his contributions to Alessi. Throughout his career he left his mark in over 10,000 Alessi designs. His most famous Alessi design is the one shown above the "juicy salif" and it is iconic due to the history of the design and the much debated usability. It is a successful product, only by its market performance as people still but this product today however not to be used but as a piece of kitchen decoration.








## Charles and Ray Eames

The other pages on the designers are on page 51 – 55 in the appendix

**Design influence, Eiel Saarinen**




**Design philosophy,** The Eames furniture sees no need to overturn nature, or flout it, but rather sees an opportunity for integration. Even with modern and pre-fabricated materials, Eames furniture is harmonious, thoughtful, and natural. It fits with the curve of the earth, and resists the jagged intrusions of the modern world.

**Designs,**

- Kleinhaus Music Hall Chair Conversation Armchair
- Side Chair
- Pilot's Seat
- Prototype Plywood chair
- Metal Chairs (various models)






Charles Eames was inspired by the art deco movement during the 20<sup>th</sup> century which you can see in his architecture designs especially the Entenza house in 1949, the house is modular in plan and features steel frame construction. But in contrast to many modern homes utilizing steel frame construction, the Entenza House is concealed with wood-paneled cladding. The room arrangement included two bedrooms, a study, two bathrooms, kitchen, large open living/dining area, utility room and garage. A large, sunken living room with a built-in seating area. The house is primarily sheathed in Truscon Ferrobor with the ocean-facing elevation glazed by Libby-Owens-Ford glass with Truscon steel window framing. The east elevation consists of lightweight concrete block by Rocklite. This design contains the concept of merging interior and exterior spaces through glass expanses and seamless materials. The design of Case Study House 9 uses the concept of merging interior and exterior spaces through glass expanses and seamless materials.




Opinion on Charles and Ray Eames is that they were both inspired by the Art deco movement which is very clear in there designs as they are very aesthetically pleasing and are all interesting shapes. Eventhough there is not much colour in some of the designs they are all still very decorative. Charles Eames architecture also varies a lot in style but the best one is the Entenza house as it is colourful and it is also different to the normal houses around when it was built as they used wood panelling around it instead of a steel frame.

Page analysis – I did this page on Charles and ray Eames to see how there architecture and there products differed from each other or to see how they developed the product design into their buildings.










## Charles and Ray Eames – Designer Research

Charles and Ray Eames were a designing couple, most famous for furniture design, predominantly seating. Charles began his designing career before he met Ray, working as an architect then entering the product design business. It was at a design competition the lovers met, Charles won with his work with moulded plywood. Together, they started a design business, designing mainly furniture but were commissioned during WWII for stretchers and splints.

Page Analysis- I quite like the Eames designs, they are kind of quirky and I like the cubic colour block designs (the de stijl style). The elephant chair is by far my favourite of their designs.

Cubic designs appear to be another favourite

I really like this little bird and I might take a lot of inspiration from its theme and its curvature.

Some of these products look rather modern, these designers were ahead of their time.

Charles and Ray Eames' most famous designs are their DSR chair, the ESU 426-C (this is a cool storage product that looks like it was straight out of a pop art portrait) and last but not least, the Eames house itself. Even now it is considered a design architectural wonder.

Charles and Ray design in a Mid Century Modern style, they were very influential in almost all fields of design in their day, architecture and interior design being their main 2 focuses. They are heavily influenced by the de stijl movement.

Wood is the clear material of choice for these designers. I see a focus on curves and clean lines.












## Dieter Rams

Dieter Rams is a German industrial designer closely associated with the consumer products company Braun and the furniture company Vitsoe.

He takes some of his inspiration from his grandad who was a carpenter which his design approach was less but better which he was also a carpenter for a short amount of time.

His work is thought to influence apples designs and his principles have influenced a new era of software interface designs due to his ten principles of good design which these principles are widely used in different designs such as furniture and industrial design.

In his early designs he used wood plastic and aluminium which was used in his furniture designs.

The ten design principles are good design is innovative, makes a product useful, is aesthetic, makes a product understandable, unobtrusive, honest, is as little as possible, environmentally friendly, thorough down to the last detail. Good design is long-lasting.

In my opinion I think that he is a huge influence on designers today such as apple due to his simplicity and aesthetic in his design and for modern furniture design due to his 10 design principles which is the base fundamentals in designing modern products in the 21<sup>st</sup> century

This product (right) isn't actually made by dieter rams but takes inspiration from his design principle that good design is aesthetic and less is better which this product uses a simplistic smooth design and in my opinion relates to his famous quote stating "less is better"

**Page analysis**  
To conclude, from this page I have found out about the 10 design principles which could influence my work because it takes consideration of key fundamentals used within design which many designers have integrated and can help elevate my work.





