



YEAR 12
A-LEVEL PRODUCT DESIGN

MINI DESIGN AND MANUFACTURE TASK



ANTHROPOMORPHISM

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=EBOGMJQNSHQ](https://www.youtube.com/watch?v=EBOGMJQNSHQ)



WHAT DOES IT MEAN?

While at home, take a closer look at the products around you – the desk, the lights, or the doors – you may find an intriguing resemblance between these inanimate objects and human features, an eye, a mouth maybe, or even a smile.

We might not build our purchasing decisions at first based on how we perceive products' features, but that deep feeling of resemblance which intrigues human emotions makes us more accepting to purchasing that product unconsciously.

Product designers however, do not do this intentionally; the fact that there is a resemblance between products and a human face or a familiar shape goes beyond putting little things beside each other to construct the features of a human face or a familiar object or shape.

Customers do not align specific design features with facial features simply to appreciate the analogy but instead seem to actually perceive concrete facial expressions. When customers look at a grille on a car, they interpret it as more than a mouth – they see a smile. These various types of emotional connotations take us to the fact that products do not only resemble facial expressions but manifest emotions as well.





DESIGN TASK

Over the next **6 weeks** your challenge is to design and manufacture a prototype(s) of a household product of your choice stylised using ANTHROPOMORPHISM.

Your prototype(s) need to subtly reflect the proportions associated with the human body or face. Your choice of product is entirely down to you and you must show through design development how you have set out to improve an already existing mundane characterless product.

Your prototype must be appropriately designed and manufactured to be considered for an eclectic range of homeware to be launched in Spring/Summer 2020 for Cloudberryliving.co.uk

cloudberryliving



DESIGN TASK

Your prototype(s) must be accompanied by a portfolio, including the following:

- Identification and Investigation of Design possibilities.
 - Existing Product Research
 - Potential User Profile
 - Identification of chosen household product for re-design.
 - Concept Ideas with initial feedback from user.
- Producing a Brief and Specification
 - Design Brief
 - Design Specification
- Development of Design Proposals
 - Sketches
 - Model
- Development of Design Prototypes
 - A range of models that lead to the production of a final prototype
 - Evidence of the consideration of a range of materials, tools and equipment including extensive use of CAD/CAM
- Evaluation
 - Evidence your product has been evaluated by your user



DESIGN TASK STRUCTURE AND PLANNING

How you go about presenting your work is entirely up to you, design by its very nature is approached in a variety of ways. The world would be a boring place if everything was uniform. Product Design gives you the licence to present your work how you see fit, but with a couple of 'musts': your work should be clear, concise and inviting to read, and your pages should be crammed with detail (font no larger than 12). Images should be used where appropriate and referred to in your text. They are NOT used to fill a gap. The common method of presenting your work is PowerPoint due to its ease of use and range of design styles you can adapt. Use the table below to guide you through what you need to do week by week.

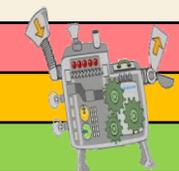
Week	Task/title	Detail	What should I produce?	Suggested hours
1-2	(a) Research existing products	Existing products research is simply to look around your home and find products that appear to have taken on a design styles around the human form.	Two slides on existing products (you can use internet images if you struggle to find any at home). For each product, your detailed annotation should include; what specific features are 'human-like' and ACCESSFM. A help document can be found on slide 10 and 11.	5
1-2	(b) Potential user profile	Having picked a household object that does not possess any human-like design features, you should create a 'potential user profile' (this can be someone in your household). This should include details of the user, their likes and dislikes, where the product will be used and why the product is useful to them.	One slide (shared with task c)	1
3	(c) Identification of chosen product for re-design	Display the product and annotate with detail; why is the product useful? Why is the product mundane? Are there any useful features?	One slide (shared with task b)	1
3	(d) Concept ideas	Design ideas drawing by hand or created using CAD showing your proposed re-design ideas. Your designs should be centred around your user's likes. This task must include feedback from your user.	Two A3 or four A4 sheets showing your designs. User feedback should include specifically state, what they like about your designs and what they would like you to improve on. There should also be a choice of three design ideas to take forward to development.	6



DESIGN TASK STRUCTURE AND PLANNING CONTINUED...

Week	Task/title	Detail	What should I produce?	Suggested hours
4	(e) Design Brief	A design brief is a brief statement of the general area you are working to solve.	One slide (shared with task f)	30 mins
4	(f) Design Specification	Specific details of what the product will do/be. Use the ACCESSFM sheet to help you write this.	One slide (shared with task e)	30 mins
4	(g) Developed Sketches	Using feedback from your user in task (d,) show you have used their feedback to develop your three design ideas.	One A3 or two A4 sheets with your developed ideas on and detailed annotation of how you have incorporated your user's feedback.	3
4	(h) Modelling	Model your three developed ideas.	This could be simply in the form of applying materials to the existing product. Anything you have at home, straws, blu-tack, car, paper etc. Be creative! Photograph the models and put onto one slide. Annotate with the improved design features. Clearly state which design idea/model your user would like to take forward to the prototype stage. Include comments on strengths and weaknesses of the chosen idea.	4
5	(i) Final Prototype	Your final prototype should come from your user's feedback.	One slide showing your final idea based on your user's feedback. This should be sketches from different angles/view points and a model of the prototype. Include user feedback and specific detail on material and CAD/CAM that would be used if the product was to be manufactured on a mass scale. Include rationale for your choices of materials and CAD/CAM.	6
6	(j) Evaluation	Evaluate your product using SWOT analysis (strengths, weaknesses, opportunities, threats)	One slide which shows your final prototype and self evaluate using SWOT analysis.	2



A Aesthetics	Where did the designer get their inspiration? Could the product look better?	
	Do you think it looks attractive or ugly, Why?	
	What does the product look like? <i>THINK</i> shape, form, materials, size, beauty, ugliness	
C Cost	Is it affordable to your customer? Will it make a profit?	
	Is it value for money?	
	How much does it cost £ £	
C Customer	What impact would it have on a customers life?	
	Why would a customer buy it? What makes it suitable for them?	
	Who would buy it? Who would use it?	
E Environment	What is the products impact on the environment? <i>THINK</i> batteries, rethink, refuse, reduce, reuse, recycle, lifecycle	
	How would the product be disposed of?	
	Is the product needed or wanted? How long will it last?	
S Safety	Is the product high quality? Does it meet safety standards?	
	How has the designer considered safety?	
	Could the product hurt anyone? Are there any sharp edges?	
S Size	Is it an appropriate size? Would it work better if it was bigger or smaller?	
	Does it come in different sizes ?	
	How big is it?	
F Function	Does the product work? Could the product work better?	
	How does the product work? Why is the product needed?	
	What does the product do? Is it easy to use?	
M Materials	What impact could the designer's choice of material have on the environment?	
	Would a different material make it better?	
	What material has it been made from?	



Sentence starters & keywords

A	Aesthetics The product looks... The colours are...	Bold, Bright, Natural, Fun, Colourful, Dull, Boring, Ugly, Logo, Flag, Pictures, Writing, Typography
C	Cost I think that it cost.... I think that is is/isn't expensive because...	Expensive, Cheap, Disposable, Throw away, Bin, Lifecycle, Value for money, Wasteful
C	Customer The type of people who would buy this are...would use this product.	Children, Parents, Adults, Sports fans, Tourists, Athletes
E	Environment I think that this product is needed/wanted I think that the product would last.... The product could be...	Recycle, Reuse, Packaging, Bin, Reduce, Rethink, Repair, Refuse, Throw away, Disposable, Waste, Lifespan
S	Safety I think that the product is safe/unsafe because...	Sharp, Suffocate, Hygiene, Bacteria, Information, Dangerous, High quality, Toxic, Small parts
S	Size The size of the product ismm xmm	Large, Bold, Use, Open, Pour, Read, Easy to hold
F	Function The function of the product is..... I think the product works well because....	Holds, Contain, Protects, Promotes, Sells, Attracts, provides information, Serve
M	Materials The product is made from....	Card, Plastic, Foil, Aluminium, Metal, Box, Material, Strong, Weak, Durable, Paper, Fabric, Natural, Manmade, Cotton, Polyester, Paper