

YR10 Homework project: 1a Designer Investigation

For this part of homework project 1 you will investigate one of the identified designers or design companies. You will be assessed on your **research** and **communication** skills (SP&G, technical language, and presentation). You will present your designer investigation on a maximum of 2 sides of A4 paper. **Green ticks** on the ladder mean you have met that level while **red circles** mean you need to go back and improve your work. *In the box below find the content that we will be covering in this project:*

Designing and making principles: Core

- 6) Investigate and analyse the work of past and present professionals and companies in the area of design and technology in order to help inform their own ideas:
- Investigate and analyse the work of past and present designers and companies
 - Where appropriate, review and link the work of past and present designers and companies to inform, refine and modify their design ideas.

	Level	What you need to do...	Teacher Comment	
BAND 4	8-9	Research: You have completed comprehensive, relevant research that allows you to explain in high detail the life and work of your chosen designer. You have presented a range of examples of their work and have been able to identify links between them to correctly explain their <i>style</i> . You have an excellent understanding of why they are such an important designer and explained in detail how they have influenced the world.		
		Communication: You use correct technical language throughout. SP&G is excellent. High quality images are used to help explain written work. Overall your work looks very smart and shows an outstanding level of effort and commitment.		
BAND 3	5-7	Research: You have completed relevant research that allows you to explain in good detail the life and work of your chosen designer. You have presented a range of examples of their work and have used these to explain their <i>style</i> . You have commented on materials and manufacturing processes used and have attempted to explain how they have influenced the world.		
		Communication: You use some technical language in explanations. There are very few errors in SP&G. Images are used to help explain written work. Overall your work looks very smart and shows a good level of effort.		
BAND 2	3-4	Research: You have completed research that allows you to explain in some detail the life and work of your chosen designer. You have presented an example of their work and have attempted to explain their <i>style</i> . All work is your own, with no copy and pasting.		
		Communication: Your work is written in full sentences and uses basic English language. There are some errors in SP&G but are not obtrusive. Work is presented using ICT, some images are used, and overall the page looks fairly smart. Work is complete and shows reasonable effort.		
BAND 1	1-2	Research: You have completed a little research that allows you to simply explain the life of your chosen designer and shown you have some knowledge of what they have designed. There is evidence that some of your work is copy and pasted.		
		Communication: Your work is written in full sentences and uses basic English language. There are lots of errors in SP&G and this makes it confusing to read. Your work looks rushed and may be written by hand. Limited use of pictures. Work may be incomplete or shows lack of effort.		

Understanding 2 Stars and a wish in DT



In DT your stars are all of the green ticks above. If I have put a green tick next to one of the statements above then you have done this part really well!

The red circles above are the things that you need to go back and improve (wishes). Read the explanation and look in your book to see what you need to do to improve.

1a: Designer Investigation - Planning sheet

Name:

Where are they from?

Why did they start designing?

Did anything inspire them?

Is there anything interesting about how they design?

Is there anything interesting about the materials or manufacturing processes they use?

Is there anything interesting about what they are influenced by?

What products are they most famous for?

What 'style' or characteristics do their products share?

How have they, or their products, influenced the world?

Where did you find the information? Write down websites/books etc...

Designer investigation:

Philippe Starck 1949–present

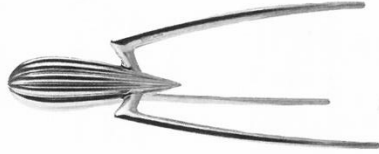
The truly multi-faceted French designer, Philippe Starck was born in Paris where his design studio is based to this day. His father was an aeronautical engineer and it is said that young Starck had a passion for design from an early age, hence attending Ecole Nissim de Camondo, a school of product design and interior architecture in Paris. He started by designing inflatable furniture and, although not a great success, it gathered much needed attention.



Starck was offered a job as an artistic director with Pierre Cardin which was a good stepping stone but he preferred much simpler designs than the flamboyance of Cardin. Having successfully created interior designs for Parisian nightclubs he launched Starck Products in 1979. His big break came in 1982 after being selected to work on the private residence of the then French President.

Since then he has worked on numerous projects from simple mass produced items for brands such as Alessi and Microsoft to furniture, electrical goods and a number of top end hotels. He is involved in all aspects of design and has even produced motorbikes, electric vehicles and yachts.

Starck is a prolific and innovative designer who has produced many iconic products; some that have already become modern classics such as the 'Juicy Salif' lemon squeezer. He is considered by some to put form ahead of function, making some of his products beautiful but impractical to use. He often utilises organic forms which are sleek, simplistic and streamlined. Much of his work can be quirky and humorous; he readily confesses that he likes to inject mystery, magic and quirkiness into his designs. Starck likes to work at reducing the amount of materials used in manufacture and packaging, selecting energy efficient and sustainable options where possible.



The Juicy Salif lemon squeezer, by Philippe Starck