






**YEAR 12**  
**AQA A-LEVEL PRODUCT DESIGN (7552)**  
Transition Work 2026

**Welcome**

This booklet has been designed to prepare you for A-Level Product Design before lessons begin in September. Every activity will be used during the first half-term, giving you a genuine advantage when the course begins.

**Course Specification**

Read through the AQA specification and familiarise yourself with the structure of the course, assessment, technical principles and the NEA.

Website	Direct Link	QR Code
AQA Specification	<a href="https://www.aqa.org.uk/subjects/design-and-technology/a-level/design-and-technology-7552/specification">https://www.aqa.org.uk/subjects/design-and-technology/a-level/design-and-technology-7552/specification</a>	
Design Museum	<a href="https://designmuseum.org">https://designmuseum.org</a>	
Dezeen	<a href="https://www.dezeen.com">https://www.dezeen.com</a>	
V&A Museum	<a href="https://www.vam.ac.uk">https://www.vam.ac.uk</a>	
BBC Future	<a href="https://www.bbc.com/future">https://www.bbc.com/future</a>	

**Recommended Reading & Inspiration**

- Visit at least FOUR of the websites above.
- Watch three episodes of How It's Made, EngineerGuy, Objectivity or Dyson Engineering.
- Record one interesting manufacturing process, one innovative material and one product that impressed you.

## **Main Transition Challenge – Product Redesign Project**

Choose ONE everyday product that you regularly use. You have been employed as a Product Designer to improve this product for a future generation of users. Your redesign should be inspired by the work and design philosophy of ONE influential designer.

### **Some examples of everyday products:**

Water bottle, headphones, desk lamp, backpack, gaming controller, hairdryer, portable speaker.

Produce Two-Three A3 pages:

### **Page 1 – Product Investigation**

Analyse the product using photographs, annotated sketches, materials, manufacturing processes, ergonomics, sustainability, strengths, weaknesses, target user and identify a clear redesign opportunity.

### **Page 2 – Designer Inspiration**

Choose ONE designer. Create an inspiration board showing their products, philosophy, colours, materials, forms and manufacturing approaches. Explain how they will influence your redesign.

### **Page 3 – Design Improvement**

Generate at least 12 annotated concepts before producing one rendered final design. Include materials, manufacturing, sustainability, specification and target market.

### **Designer Inspiration**

Use the following posters to help you select a designer. Look beyond style—consider how they solve problems, choose materials, design for users and address sustainability.

# DESIGNER INSPIRATION

Choose ONE designer whose work and philosophy will inspire your product of redesign.

Use the information below to help you research and create your inspiration board. Explore how their ideas, materials, forms and values can influence your own design.

**NERI OXMAN**  
Designer, Scientist, Professor  
Born 1976, Israel/USA



**DESIGN PHILOSOPHY**  
"To design for a material world that regenerates life."

**KEY FEATURES**

- Nature-inspired
- Material innovation
- Sustainability
- Interdisciplinary thinking
- Bio-design

**ICONIC WORK**



Yeppers - 3D printed lamps  
Silk Pavilion  
Mirabil Home

**YINKA ILORI**  
Designer  
Born 1982, Nigeria/UK



**DESIGN PHILOSOPHY**  
"Using design to celebrate culture, colour and storytelling."

**KEY FEATURES**

- Bold colour
- Cultural heritage
- Playful design
- Community focused
- Positive social impact

**ICONIC WORK**



Olo stool  
Wrapping Benches  
Ridge Table

**NAOTO FUKASAWA**  
Designer  
Born 1956, Japan



**DESIGN PHILOSOPHY**  
"Without thought, without effort." (Super Normal)

**KEY FEATURES**

- Simplicity
- Everyday products
- Subtle detail
- Timeless design
- User focused

**ICONIC WORK**



MUJI CD Player  
SD Fan  
IDEO Water Bottle

**INDIA MAHDAVI**  
Designer  
Born 1962, Iran/France



**DESIGN PHILOSOPHY**  
"Design is a conversation between cultures and emotions."

**KEY FEATURES**

- Colour and pattern
- Emotional design
- Cultural fusion
- Interiors & products
- Story telling

**ICONIC WORK**



Biomanga Radiofonografo  
Clover Chair  
Roche Bobois Interiors

**FAYE TOOGOOD**  
Designer  
Born 1977, UK



**DESIGN PHILOSOPHY**  
"Emotional, intuitive and a little bit subversive."

**KEY FEATURES**

- Sculptural forms
- Imperfect beauty
- Natural materials
- Craft and industry
- Narrative driven

**ICONIC WORK**



Ruby Paly Chair  
Stone Side Table  
Assemblage & Dishes

**ILSE CRAWFORD**  
Designer  
Born 1962, South Africa/UK



**DESIGN PHILOSOPHY**  
"Design is about creating spaces and objects that improve how we live."

**KEY FEATURES**

- Human centred
- Sensory design
- Sustainability
- Walking focused
- Material honesty

**ICONIC WORK**



Aesop Stores  
Tala Brass Lamp  
Christy Towels

**PAOLA ANTONELLI**  
Senior Curator, The Museum of Modern Art (MoMA)  
Born 1963, Italy



**DESIGN PHILOSOPHY**  
"Design is the bridge between innovation, culture and society."

**KEY FEATURES**

- Design research
- Storytelling
- Innovation
- Emotional impact
- Cultural context

**DESIGN AND THE ELASTIC MIND**



MoMA Exhibitions  
Design and the Elastic Mind  
Talks & Lectures

**DIANA SCHERER**  
Designer  
Born 1966, Brazil



**DESIGN PHILOSOPHY**  
"Design with purpose, beauty and respect for people and planet."

**KEY FEATURES**

- Sustainability
- Local materials
- Social impact
- Craft techniques
- Ethical production

**ICONIC WORK**



Banana Fibre Chair  
Pal Backpacks  
Woven +

**FRANCIS KÉRE**  
Architect & Designer  
Born 1965, Burkina Faso



**DESIGN PHILOSOPHY**  
"Using local knowledge and resources to build a better future."

**KEY FEATURES**

- Community focused
- Local materials
- Sustainability
- Social architecture
- Empowerment

**ICONIC WORK**



Gando Primary School  
Serpentine Pavilion  
Nomadic Chair

**LARA BOHINC**  
Designer  
Born 1985, Slovenia



**DESIGN PHILOSOPHY**  
"Exploring technology, materiality and the future of craft."

**KEY FEATURES**

- Experimental
- Material innovation
- Technology + craft
- Future focused
- Detailed surfaces

**ICONIC WORK**



3D Printed Vases  
Resin Furniture  
Future Icons Collection

**WHERE TO FIND MORE**  
Look at design museums, online platforms and social media for more inspiring designers.

**Design Museum**  
[www.designmuseum.org](http://www.designmuseum.org)  
**Dazzen**  
[www.dazzen.com](http://www.dazzen.com)

**The V&A**  
[www.vam.ac.uk](http://www.vam.ac.uk)  
**Core77**  
[www.core77.com](http://www.core77.com)

**Yanko Design**  
[www.yankodesign.com](http://www.yankodesign.com)  
**IGNEN**  
[www.ignen.com](http://www.ignen.com)

**REMEMBER**

- Take notes and collect images that inspire you.
- Think about how their ideas could influence your redesign.
- Use their design values, not just their style.


Your redesign should be original but informed by the designer's thinking, materials, values or problem-solving approach.

# DESIGNER INSPIRATION

Choose one designer whose work and philosophy will inspire your product redesign.

Use the information below to help you research and create your inspiration board. Remember to explore how their ideas, materials, forms and values can influence your own design.

**1 JAMES DYSON**  
British industrial designer  
Born 1947, UK




**DESIGN PHILOSOPHY**  
"Solve problems in other people ignore." Focus on innovation, function and performance.

**KEY FEATURES OF THEIR WORK**

- Innovative engineering
- Problem solving
- Functional design
- High performance
- Constant improvement

**ICONIC PRODUCTS**



Dyson Vacuum Cleaners  
Dyson Awnings  
Dyson Air Multiplier Fan

**2 DIETER RAMS**  
German industrial designer  
Born 1932, Germany



**DESIGN PHILOSOPHY**  
"Good design is as little design as possible." Focus on simplicity, usefulness and honesty.

**KEY FEATURES OF THEIR WORK**

- Simplicity
- Clarity and honesty
- Timelessness
- User focused
- Minimalist aesthetic

**ICONIC PRODUCTS**



Braun SK 4 Radio  
Braun ET 68 Calculator  
Braun T 3 Pocket Radio

**3 PHILIPPE STARCK**  
French designer  
Born 1949, France



**DESIGN PHILOSOPHY**  
"Design should be democratic and useful, and at the same time surprising and poetic."

**KEY FEATURES OF THEIR WORK**

- Innovative and playful
- Mix of high and low
- Human centred
- Bold and iconic
- Accessible design

**ICONIC PRODUCTS**



July Lemon Squeezer  
Ghost Chair  
Kartell Componibili Unit

**4 MARC NEWSON**  
Australian industrial designer  
Born 1963, Australia



**DESIGN PHILOSOPHY**  
"I like to make things better, not just different." Focus on innovation, materials and precision.

**KEY FEATURES OF THEIR WORK**

- Organic forms
- Innovative materials
- Industrial processes
- Future focused
- Attention to detail

**ICONIC PRODUCTS**



Lockheed Lounge  
Alessi Jury Sift  
Apple Watch (Design)

**5 JONY IVE**  
British designer  
Born 1967, UK



**DESIGN PHILOSOPHY**  
"Design is not just what it looks like and feels like. Design is how it works." Focus on user experience and simplicity.

**KEY FEATURES OF THEIR WORK**

- Minimalist design
- Seamless experience
- Attention to detail
- Premium materials
- Intuitive to use

**ICONIC PRODUCTS**



iPhone  
iMac  
Apple AirPods

**6 CHARLES & RAY EAMES**  
American designers  
Charles 1907-1978  
Ray 1912-1998




**DESIGN PHILOSOPHY**  
"The details are not the details. They make the design." Focus on comfort, beauty and usefulness.

**KEY FEATURES OF THEIR WORK**


- Human centred
- Functional and beautiful
- Innovative materials
- Timeless design
- Mass production

**ICONIC PRODUCTS**



Eames Lounge Chair  
Eames Plastic Chair  
Eames Elephant

**7 PATRICIA URQUIOLA**  
Spanish designer  
Born 1961, Spain




**DESIGN PHILOSOPHY**  
"I think that design is about been part of a solution." Focus on emotion, comfort and craft.

**KEY FEATURES OF THEIR WORK**

- Warm and human
- Innovative materials
- Attention to detail
- Blends technology with craft
- Timeless elegance

**ICONIC PRODUCTS**



Husky Chair  
Crissline Chair  
Bend-Sofa

**8 BETHAN LAURA WOOD**  
British designer  
Born 1983, UK



**DESIGN PHILOSOPHY**  
"Colour, pattern and texture can make people happy." Focus on joy, creativity and storytelling.

**KEY FEATURES OF THEIR WORK**

- Bold use of colour
- Pattern and texture
- Playful and expressive
- Storytelling
- Craft and materiality

**ICONIC PRODUCTS**



Sweet Table  
Geo Cabinet  
Gradient Vases

**THINK ABOUT:**

What problems did they solve and how?

What materials and manufacturing methods do they use?

Who are their products designed for?

How do they consider sustainability?

What features or values will you take forward into your own redesign?

**USEFUL RESOURCES**  
Design Museum: [www.designmuseum.org](http://www.designmuseum.org)  
Dazzen: [www.dazzen.com](http://www.dazzen.com)  
V&A Collection Search: [www.vam.ac.uk](http://www.vam.ac.uk)  
Core77: [www.core77.com](http://www.core77.com)