

Summer Product Design Task

New Year 12 Students

Background Reading

In order to answer the question on slide 3 students will need to do some background reading:

- Students will need to read about 'Modernism' in relation to the Bauhaus.
- Students will need to read about 'Post Modernism' and Memphis design.
- Students will need to read about Dieter Rams principles of good design.

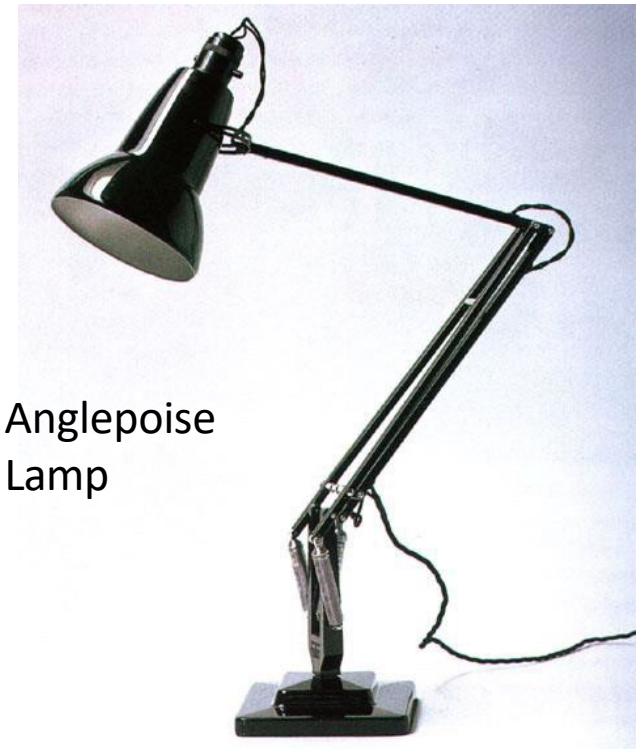
Dieter Rams – Braun (Functionalist Designer)

- Using Dieter Rams principles of good design. Compare the Tahiti Lamp by Ettore Sottsass with the Anglepoise lamp by George Cawardine. [18 Marks]

Tahiti Lamp



Anglepoise Lamp



Reading List

- Great Designs by DK books.
- Design: The definitive visual history by DK books.
- Less is better by Dieter Rams
- Memphis by Richard Horn
- Postmodern Design Complete by Judith Gura