

Product Design

Y12 PRE-ENROLMENT PROJECT

CONTEXT:

An **iconic design** is usually a design that is 'ground breaking' and one that sets new standards in its field. It is a design that inspires other designers and manufacturers, it becomes a bench mark for similar products. Furthermore, an **iconic design** is one that stands up to the test of time, remaining a good design, despite the passing of years, decades and even centuries.

THE TASK:

Over the summer break your task is to conduct research into iconic design and highlight a range of **products** that you consider to be **iconic**.

You must then display your **iconic products** on a **mood board**, this can be presented as a Powerpoint slide, Photoshop image or cut and pasted images/photos onto A3 paper.

During the first week of term you will be asked to give a short presentation to the group highlighting why you think the **products** you have selected are **iconic**.

Steve is 29 years old and lives in
ply.
Steve likes to set trends rather than follow them and shares the same concept with his friends who he met at an indie rock concert.
Steve was introduced to indie rock by his brother who performed in a small band whilst in school.

Steve feels that indie rock has had a positive impact on his life.

Key stats:
Male: 67%
Female: 33%
Median age: 27
Student: 32%
ABCT: 43%
Attendance: 60,000-70,000

Steve is 29 years old and lives for indie rock. Steve has a true avid interest in band photography.
Steve likes to set trends rather