# A Level Product Design

### Context

Designers shape the world around us, from the clothes we wear, to the phones we use and the cars we drive, but what does being a designer actually mean?

### Task

Explore what the term ‘product designer’ means. Go onto to look at the work of famous designers eg. Jonathon Ives, James Dyson, Seymour Powell, Dieter rams and Philippe Stark (to name but a few) and answer the following question in an essay  ‘**What does being a good designer mean to you?**

* Include your thoughts on what you feel are the key qualities that make a  good product designer;
* Include examples of different designers work that you feel  inspires you and explain your thinking behind this;
* Explain what you feel sums up the role of a product designer in today’s society.

Ensure that you include references to sources you have used.

Max 1 A4 side.