

Product Design

Subject level	A-level
Resource site	www.wqe.ac.uk/tasteractivities
Teacher	Neville Watts
Estimated time required to complete activity	2 hours
Assignment details	Please see next page...

Assignment details

When you are asked to visualize a product such as an egg cup you probably think of something like this. →



Here in Product Design we like to explore alternative ways of creating objects and products and to look for something that is different from the conventional.

On this product design course, it is important that students are open to different creative approaches to generating ideas. We look at the creative process and different methods for helping you come up with ideas as a fundamental part of the course. 1 such method is called “direct modelling”. With this method you work with a limited range of materials and build ideas directly rather than drawing them first.

As an introductory creative task, I would like you to explore alternative ways of securely supporting a standard hen’s egg.



What you can use—
the tubes from inside
toilet rolls.



You can use more
than 1



But you can't just
do this.

You can fold them, cut them, glue them, slot them together, paint them and draw designs on them. You may want to conduct some research for inspiration (but don't copy something you've seen) and explore more than 1 idea.

Photograph your final chosen outcome (with an egg in it).

I look forward to seeing what you come up with at the start of the course.

Neville Watts