

# The Arts at Millfield

# Product Design

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## Why try Product Design?

Studying Product Design will provide you with a greater understanding of the world in which we live, how it works and what your contribution to it could be. Our workshops and classrooms are equipped with the latest tools, digital technology and machinery, enabling you to have industry level learning experiences, taught by industry trained teachers. Traditional and modern processes are combined to offer the full spectrum of skills and knowledge required to design tomorrow's products. Students are encouraged and supported in developing independent and individual creativity, preparing them for engagement with the world of 21st century design.

DESIGN MOVEMENTS (Secondary Research)					
Section A: Identify and investigate design possibilities					Arts and Cr
<p><b>Memphis Design</b></p>  <p>The Memphis Group was a collection of Italian designers who formed in 1981. They were known for their bold, colorful, and often geometric designs. Key designers included Ettore Sottsass, Franco Albini, and others. Their work was characterized by a mix of traditional and modernist influences, often using bright colors and unconventional materials.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Bold and vibrant color palette</li> <li>Geometric shapes and forms</li> <li>Use of traditional materials in modern contexts</li> <li>Playful and often whimsical designs</li> <li>Emphasis on form and function</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>Ettore Sottsass</li> <li>Franco Albini</li> <li>Gianni Piretti</li> <li>Ennio Angioli</li> <li>Paolo Piretti</li> </ul>	<p><b>Art Deco</b></p>  <p>Art Deco was a style of visual arts that flourished in the 1920s and 1930s. It is characterized by bold, geometric forms, rich colors, and a sense of luxury. Key designers include Paul Poiret, Jean Paulhan, and others. The style was heavily influenced by the Machine Age and the desire for modernity.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Bold, geometric shapes</li> <li>Rich, vibrant colors</li> <li>Use of modern materials and techniques</li> <li>Emphasis on luxury and elegance</li> <li>Integration of art and industry</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>Paul Poiret</li> <li>Jean Paulhan</li> <li>René Lalique</li> <li>Le Corbusier</li> <li>Marcel Breuer</li> </ul>	<p><b>Postmodernism</b></p>  <p>Postmodernism is a movement in design that emerged in the 1960s and 1970s. It is characterized by a rejection of the strict rules of modernism, often embracing irony, humor, and a mix of styles. Key designers include Robert Venturi, Charles Jencks, and others. The movement was a response to the perceived rigidity of modernist design.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Eclectic mix of styles and influences</li> <li>Use of historical and cultural references</li> <li>Emphasis on communication and symbolism</li> <li>Playful and often ironic designs</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>Robert Venturi</li> <li>Charles Jencks</li> <li>Michael Sussman</li> <li>John Hejduk</li> <li>Richard Meier</li> </ul>	<p><b>Modernism</b></p>  <p>Modernism is a movement in design that emerged in the early 20th century. It is characterized by a focus on function, simplicity, and the use of new materials and techniques. Key designers include Le Corbusier, Mies van der Rohe, and others. The movement was a response to the industrial revolution and the desire for a new, more practical design language.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Emphasis on function and utility</li> <li>Use of new materials and techniques</li> <li>Simple, clean lines and forms</li> <li>Integration of art and industry</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>Le Corbusier</li> <li>Mies van der Rohe</li> <li>Marcel Breuer</li> <li>Alvaro Siza</li> <li>Richard Meier</li> </ul>	<p><b>Rauhaus Design</b></p>  <p>The Bauhaus was a German art school that operated from 1919 to 1933. It was a pioneer in the field of modernist design, emphasizing the integration of art, craft, and technology. Key designers include Walter Gropius, Marcel Breuer, and others. The school's influence on design is profound and enduring.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Integration of art, craft, and technology</li> <li>Use of simple, functional forms</li> <li>Emphasis on mass production and accessibility</li> <li>Collaboration between artists and craftsmen</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>Walter Gropius</li> <li>Marcel Breuer</li> <li>Ludwig Mies van der Rohe</li> <li>Josef Albers</li> <li>Herbert A. A. Muller</li> </ul>	<p><b>Arts and Cr</b></p>  <p>The Arts and Crafts movement was a design movement that emerged in the late 19th and early 20th centuries. It was a reaction against the industrial revolution and the perceived loss of quality and craftsmanship. Key designers include William Morris, John Ruskin, and others. The movement emphasized the value of hand-made goods and the importance of the individual craftsman.</p> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>Emphasis on hand-made goods and craftsmanship</li> <li>Use of natural materials and traditional techniques</li> <li>Simple, functional forms with a focus on quality</li> <li>Integration of art and industry</li> </ul> <p><b>Key Designers:</b></p> <ul style="list-style-type: none"> <li>William Morris</li> <li>John Ruskin</li> <li>Charles Voysey</li> <li>Christopher Dresser</li> <li>Walter Crane</li> </ul>

## Who can do it?

Product Design is for people who are curious about the products we consume, inspired by design in all forms, and excited by developing their creative skills and knowledge. The course contains elements accessible to all, and through which we develop the knowledge and skills necessary to engage with the whole course. To succeed, the students need only bring their motivation to learn and willingness to work.

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## What is happening now...

As a department, we are currently in the preliminary design stages of the worldwide, school, Greenpower competition. This is an amazing opportunity for students to participate in the design, build and racing of an electric race car. Teams of students aged 9 to 25 from across the globe compete at Greenpower events.

*"Projects like this are invaluable to companies such as Siemens, helping us to reach tomorrow's talent by engaging young people in engineering and science from an early age."*

- Juergen Maier, Former Chief Executive Siemens plc



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