

### Task Overview

This task is designed to bridge the gap between GCSE Design and Technology and A-Level Product Design. It will involve reading an article, watching a documentary, and producing a design response. The aim is to broaden your understanding of **design principles, sustainability, and innovation.**

## • Step 1: Read

- **Article:** "Design and the Circular Economy" – Ellen MacArthur Foundation  
[Available here: <https://ellenmacarthurfoundation.org/articles/design-and-the-circular-economy>]
- Take notes on:
  - What is the circular economy?
  - Why is it important for future design?
  - How might this relate to sustainable product development at A-Level?

## • Step 2: Watch

- **"Design for Life" (BBC Series, hosted by Philippe Starck)**
- (Clips or episodes often found on YouTube or BBC iPlayer archives)
- **Why this works:** Aspiring young designers compete in real-world challenges under the mentorship of Starck. It introduces critical thinking, user empathy, and creative problem-solving — perfect for NEA preparation.
- **Focus Areas:** Real-world briefs, iterative design, emotional connection, sustainability.

## • Step 3: Produce

- **"Redesign a Common Household Object for the Circular Economy"**
- Choose an everyday product (e.g., toothbrush, kettle, stapler, lunchbox).
- Reimagine it using the principles of:
  - Sustainable materials
  - Modularity
  - Repairability and reusability
  - Minimal environmental impact



### Deliverables:

#### 1. Annotated Design Sheet – include:

1. Concept sketches
2. Materials choice
3. Justification linked to the circular economy
4. Consideration of user needs and manufacturing methods

#### 2. Reflection Paragraph (300-500 words):

1. What did you learn about the role of design in environmental sustainability?
2. How does this task help you understand the expectations of the NEA at A-Level?