**Year 11 into 12 transition summer work**

**James Dyson**

Q1a Research the work of James Dyson. Consider elements from initial reasons why he chose to design and make his products, as well as the processes he went through to get his first product on the market. Next look at how he has broadened his company’s product base. (so, starting with a vacuum cleaner > hand dryer > fans > hair dryers > etc.) You should include images and annotate relevant factors/functions/aesthetics which you feel are important and/or innovative. (30)

Q1b The phrase ‘*Form follows Function’*, has become the belief of many designers in the 20th and 21st Centuries. Discuss this statement with reference to the work of James Dyson. (8)

…………………………………………………………………………………………………

**Product Champions & Entrepreneurs**

Q2 Evaluate the impact that *Product Champions* and *Product Entrepreneurs* play in the development and delivery of innovative products. (12)

………………………………………………………………………………………………….

**Reverse Engineering**

Q3 Why do designers use ‘Reverse Engineering’ as a strategy to help with the design and manufacture of new ideas and products? (how does it help?) (10)

………………………………………………………………………………………………….