

Design & Technology

AQA A-Level

Design styles and movements

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. Which movement rejected industrialisation to focus on handmade craftsmanship?

- A** Art Deco
- B** Arts and Crafts
- C** Postmodernism

Q2. What design style is characterised by geometric symmetry and sunburst motifs?

- A** Bauhaus
- B** Memphis
- C** Art Deco

Q3. The Bauhaus school is most closely associated with which principle?

- A** Form follows function
- B** Ornamentation as crime
- C** Less is a bore

Q4. Which movement used bold colours and playful forms to reject modernist minimalism?

- A** Arts and Crafts
- B** Postmodernism (Memphis)
- C** Art Deco

Q5. Explain how developments in manufacturing techniques affected the work of Bauhaus designers **(6 marks)**

Q6. State three characteristics associated with products from the Memphis postmodern design group **(3 marks)**

[illegible]

Q8. Using the image below as a reference discuss how the Memphis Design Movement has influenced consumer choice and expectations **(9 marks)**



Answers

Q1. B

Q2. C

Q3. A

Q4. B

Q5.

Tubular steel

- The development of tubular steel allowed the production of single piece furniture, a key feature of Bauhaus designs.
- The use of tubular steel lent itself to minimal designs without ornamentation as favoured by the 'form follows function' mission statement.
- Chrome plated tubular steel gave a monochromatic minimal look without variation to standardise the appearance of products for the masses.
- The Bauhaus wished to embrace the machine aesthetic created during production.

Laminated veneers

- Laminated veneers allowed the production of complex curved forms without the need for wastage processes
- Identical forms could be reproduced using moulds and formers allowing large scale production that would reduce costs to the customer and make products accessible to all.

Specific examples:

B3 Wassily chair

- Production of a lightweight frame armchair with elasticity associated with tubular steel.
- Monochromatic colour scheme which was easily adjustable with a variety of leather components.

Cesca Chair

- Cantilever chair design striving towards 'fried air' concept associated with the design school

Q6.

- Use of bold colour schemes.
- Simplistic use of geometric forms to produce complex juxtapositions.

- Use of zoomorphic or anthropomorphic forms to create 'friendly' designs.
- The production of 3D art forms rather than purely functional products.
- Use of pattern as a surface decoration.
- Use of modern unconventional materials.

Q7.

- Eclectic / ideas come from a wide range of sources.
- Decorative / elegant / glamorous style.
- Geometric shapes / zig-zag lines / symmetry
- Bright / garish colours
- New materials (e.g. stainless steel, aluminium, plywood, bakelite)
- Opulent architectural and decorative arts style.
- Popular modernism.
- A response to human need for pleasure / a reaction against austerity.
- Primary purpose to be beautiful / ornamental.
- Both hand-crafted and machine-made items accepted.
- Affordable materials should be used.

Q8.

- Founder member Ettore Sottsass
- Originated in the Post-Modernist period
- Also known as the 'New International Style'
- Influential products in the 1980s
- Challenged conventional shapes, colours, textures and patterns
- Inspiration from Art Deco and Pop Art
- Concepts in stark contrast to so called 'good design'
- Products vibrant, eccentric and ornamental
- Influences of Indian and Aztec art
- Culture of rock music, travel and excess
- Gave consumers alternative and exciting choices
- Consumers needed to make brave bold purchase decisions
- Made consumers think about design
- May not attract consumers with traditional or conservative tastes
- Influenced designers such as Philippe Starck who maintained some of the philosophies.