

Brunel University and the Dyson Exhibition



As our year 11 coursework was only around the corner, we needed a few ideas to kick-start and inspire us. So, on the 12th of June, the Graphics department and our class went to the Brunel University in Southwark to see

how Graphic Design can be implemented in the work place. The Dyson collection, founded by James Dyson who invents innovative vacuum cleansers, was one of the main parts of the day. We were given a talk by one of the workers giving us a background history on how Dyson got started. Surprisingly, it was no different to how Year 10s conduct their thought processes to come with a quality idea. It showed how recognising a problem or a gap in the market can help spark an idea. That idea if continued becomes designs for a new invention or piece and then the designs are made into prototypes. Unlike our prototyping stage, Dyson made over 2000 prototypes of one vacuum model to bring it to perfection. That was not in vain, as the particular model was one of the most successful, with the innovative use of 'cyclone technology'. This reassured us; even the simplest ideas could be one of the best.



Afterwards, we were made to carry out the designing stages ourselves as each of our groups was given a problem to solve with an invention. From sport and leisure to gardening, the only similarity between the tasks were that we were required to use only old Dyson parts left for us and a few other basic materials. Other schools were doing these tasks along with us, so despite us being told that this was not a competition, each group strove to create the most innovative and eye-catching invention. As my own group was posed with the problem of Sport, we immediately thought of what sports we do here at school. Badminton.

A problem we thought of was self-feeding. Especially for those who are practising for tournaments and do not have a partner to play with. Simple, yet a plausible problem. Some students from the Brunel University studying product design, came around to push our ideas and help us forward. After a rigorous thought process and discussion, we invented a fully-functional, colourful model of the 'Shuttle Shooter'.

After some discussion and fruitful teamwork (along with a hefty buffet left out for us) each group presented their ideas. Even the most overlooked problems were counteracted with amazing inventions. The small time frame we were posed with really pushed us to manage time effectively, thus creating remarkable inventions.

After the Brunel Students had heard our pitches and gave each of us something to work on, we were given a concluding speech about Dyson and the entire realm of product design. We were then able to wander through the other rooms and see the actual portfolios and products of actual Brunel Students. The products were fit for purchase with their amazing quality (with even the most simple materials) and since our title of our upcoming coursework was a 'high quality product', the univer students' projects placed a benchmark to what 'quality' meant.

Overall, I found the trip incredibly beneficial as we were taught the best though-process to create a quality product. We were also relieved as we managed to create decent inventions in the space of a couple of hours, which proved to us what we can make in our coursework time frame. Learning that the progression of now one of the best inventors of our time is similar to ours brightened up the prospect of our looming coursework.

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