



## Design Technology

### Wider Reading

- Jony Ive: 'The Genius Behind Apple's Greatest Products'
- Seetal Solanki: 'Why Materials Matter; Responsible Design for a Better World'
- Phil Knight: 'Shoe Dog'
- Walter Isaacson: 'Steve Jobs'
- James Dyson: 'Against the Odds – An Autobiography'

### Enrichment Activities

- 'Pepsi Vs Cola': A documentary on the rivalry between the two companies in their initial start-up years and how they used marketing and world events to try and better one another.
- 'The Founder': A film about how McDonalds started up.

### Visit

- the 'Design Museum' (224 - 238 Kensington High Street, London, W8 6AG; <https://designmuseum.org/new-design-museum>).
- Make something at home from scratch using the design process. Sketch out some ideas then try and develop one by speaking to people and getting their opinions on what you have done. Finally, head to the shops to source the appropriate materials.

### Various podcasts

- Logo Geek - Ian Paget
- The Crazy One Podcast – Stephen Gates
- Design Matters – Debbie Millman

### Magazines / journals to read or subscribe to

- [www.designweek.co.uk](http://www.designweek.co.uk)
- [www.dexigner.com](http://www.dexigner.com)
- [www.core77.com](http://www.core77.com)
- [www.blueprintmagazine.co.uk](http://www.blueprintmagazine.co.uk)