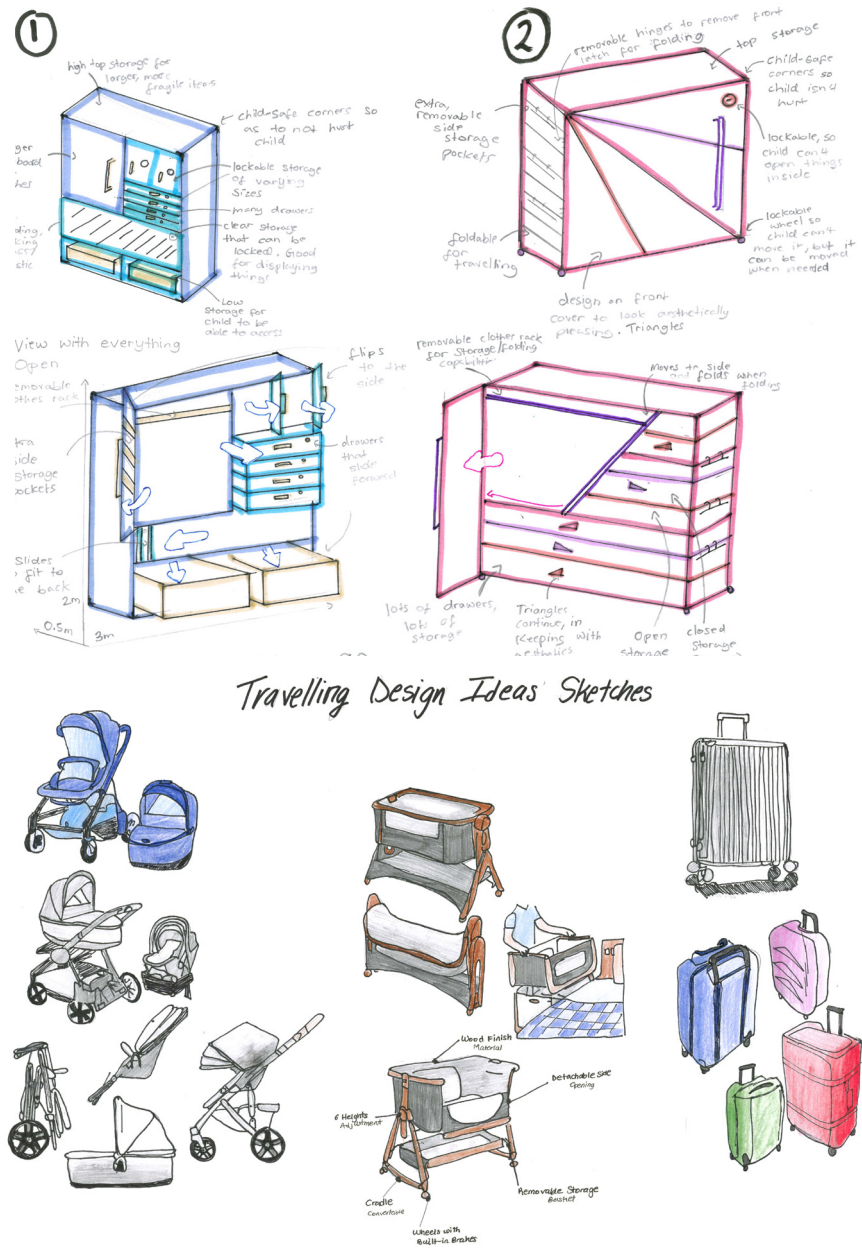


The Mamas & Papas Context

Greg Roberts, Head of Design Technology at Dubai British School Jumeirah Park

The Mamas & Papas Inspired by Industry context is a free resource developed by the Design & Technology Association for KS3. Students at the Dubai British School Jumeirah Park (DBSJP) researched, designed, and prototyped practical products using tools like Autodesk Fusion and 3D printing. The project developed their problem-solving and communication skills, preparing them for future careers.



At Dubai British School Jumeirah Park, the ethos of innovation and creativity is deeply embedded in our curriculum. As the Head of Design and Technology, I have had the privilege of overseeing many projects that enable our students to think critically and design purposefully. However, this year, we decided to introduce the Mamas & Papas context, which had a significant impact on our students.

This conceptual-based initiative has not only allowed our students to develop their technical skills but has also encouraged them to address real-world challenges through creative solutions.

Mamas & Papas Context

The Mamas & Papas context focuses on designing for a specific client, in this case, the globally renowned baby and parenting brand. The project guides students through the stages of research, ideation, model development, and the production of a final concept.

The emphasis on client-centred design and empathy has challenged our students to step into the shoes of professional designers, with a clear objective of creating functional and aesthetically pleasing solutions for young families.

Bridging Education and Industry

One of the most exciting aspects of the context is the ability to bridge the gap between education and industry. By working

on a brief connected to a real company, our students experienced the pressures and expectations of meeting industry standards. The resources provided, including detailed briefs and videos, have been instrumental in this process. These materials helped set the tone and provided our students with a professional framework to approach their designs.

From researching the needs of parents and babies to exploring sustainable materials and ergonomic solutions, the depth and quality of work and engagement was fantastic.

Discovery

During the initial research phase, students conducted surveys and interviews to better understand their target audience. They explored questions such as, "What do parents look for in baby products?" and "How can we make everyday parenting tasks easier?" This research sparked ideas that were both innovative and practical.

Ideation

The ideation phase was particularly exciting as students mapped out and sketched their concepts. Classroom walls were soon full of Post-it notes and mind maps, reflecting the different approaches our students were taking.

From multifunctional baby carriers to travel bottle warmers, the ideas demonstrated creativity and an understanding of user needs.

Prototyping

Prototyping was another exciting stage. Here, students translated their ideas into physical models, experimenting with materials and refining their designs based on feedback. The use of Autodesk Fusion and 3D printing allowed them to bring their concepts to life with precision.

Confidence

Watching our students proudly showcase their work was a real reminder of why projects like these matter. They weren't just ticking a box, they were tackling real-world problems and making a genuine difference.

Year 9 student, Maria, shared her thoughts on the project:

"I loved every part of the Mamas & Papas project, especially creating my final design on CAD. My idea was a portable baby bottle warmer that gives parents the luxury of heating a baby's bottle in various locations. I wanted to design something that would make life easier for parents on the go".

Students found the project to be both challenging and rewarding, and it pushed them to think outside the box, demonstrating real-world applications of their skills.

Impact

The Mamas & Papas project has reaffirmed my belief in the importance of contextualised learning. It has shown me how powerful it can be to give students a sense of ownership over their work and to connect their learning to authentic, real-world scenarios.

The project has also highlighted the importance of collaboration and communication. Students learned to present their ideas effectively, defend their choices, and respond to constructive criticism; skills that are essential not just in D&T but in any career path.

Looking Ahead

The success of the project has inspired us to integrate similar initiatives into our curriculum. By continuing to partner with industry leaders, we aim to provide our students with even more opportunities to explore, innovate, and excel.

Link



Inspired by Industry
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