

# PRODUCT DESIGN

## Primer:

Find a highly successful product or ad and deconstruct it back to the artist.

- Marketing & distribution
- Packaging
- Materials
- Content
- Form
- Moulding
- Prototype ... Failures
- Who's the designer

Put pencil on paper and record your insights and initial ideas.



## Product:

Select a standard product from your home (kitchen bathroom) that serves a function but is otherwise visually boring. Repurpose or redesign it to be artfully exciting, where an audience would crave this product.

### Considerations:

Performance in practical, or aesthetic, tactility, kinestheticAesthetics of function. Re-Relevant the design..

Perhaps connect with food. Re-relevant design in your kitchen.

## Criteria:

### In your Investigative Workbook

Include sketches and notes of 5 FIVE variations of your idea in development.

Select your top Three ideas and compare them by indicating each one's **strengths, weaknesses, what's interesting, and your conclusions**. Select your best idea, hone it and create a final draft for presentation.

### On Mayfair (2D Model) or made out of clay or paper (3D Model)

Present your final design in full colour. Ensure your presentation design considers white space, composition (eye movement), font choice for title and content, original title. Your object should be clearly rendered and, if helpful, in various points of view.

Include a written rationale of your design, explaining:

- your concept and theme,
- your rationale for your material choices,
- target audience
- how your design is superior in form and function to products which already exist.

