

AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2015

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Use visual communication techniques to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques skilfully to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques effectively to generate design ideas.

<p>Visual communication techniques are used to generate ideas to show design qualities.</p> <hr/>	<p>Visual communication techniques are used skilfully to generate ideas to show design qualities with clarity through well-articulated visual means.</p>	<p>Visual communication techniques are used effectively to generate ideas to show design qualities with clarity and a depth of understanding through well-articulated visual means.</p>
<p>Design ideas are produced that explore identifiable design qualities</p> <hr/>	<p>Divergent design ideas are produced that explore identifiable design qualities</p> <hr/>	<p>Divergent design ideas are produced that are explored and extended to show identifiable design qualities.</p>

Commentary:

Vis Com – **A**

Des Ideas – **M**



There are some really interesting and original ideas produced to demonstrate the generation of divergent ideas. The themes have been purposefully used to influence the aesthetic quality of the design ideas.

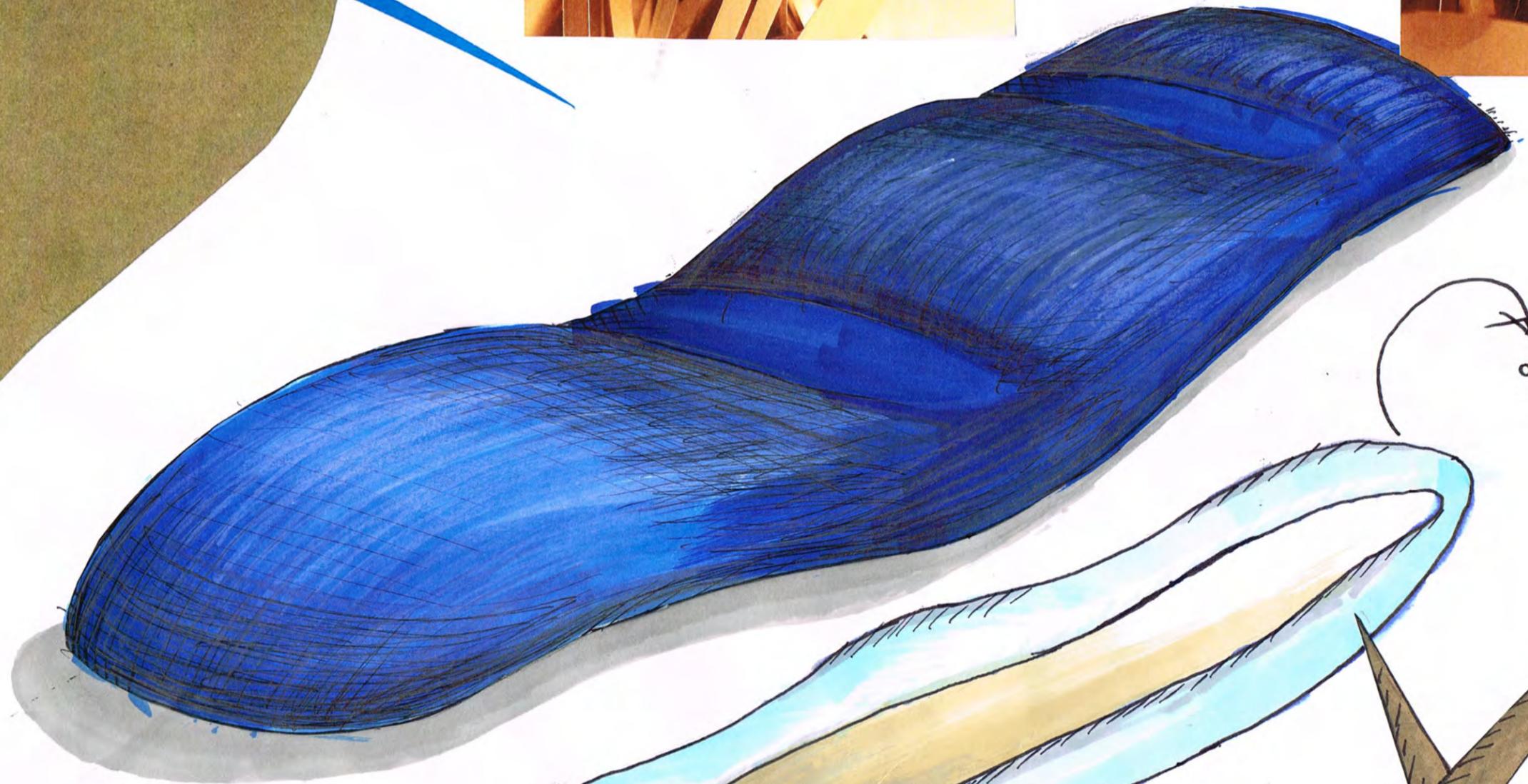
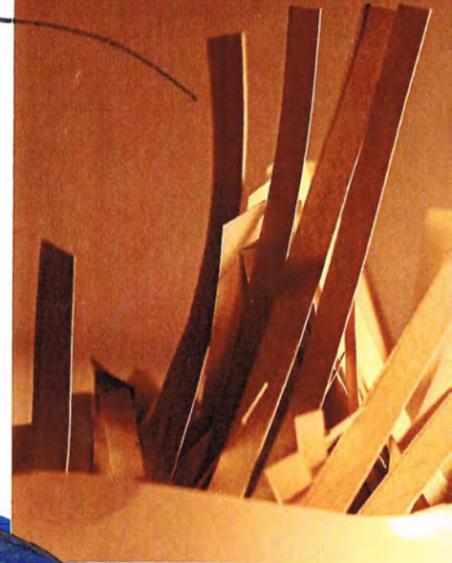
Visual Communication has some really good moments and the use of collage to show the design in situ is a good idea but not executed that well. There are some good detail drawings for the shade structure but they are not linked particularly well to the rest of the drawings to get a clear sense of the design as a whole. The light is shown as a nice rendered profile drawing, but there is little visual information given to communicate the 3D form and function of the design. The light drawings on their own probably wouldn't pass the standard in terms of Visual Communication.

High Achieved.

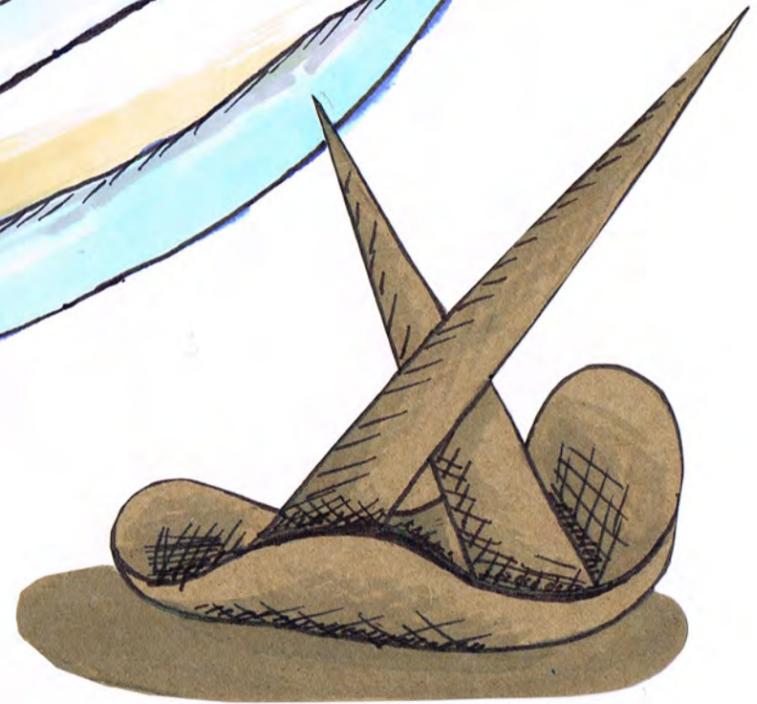
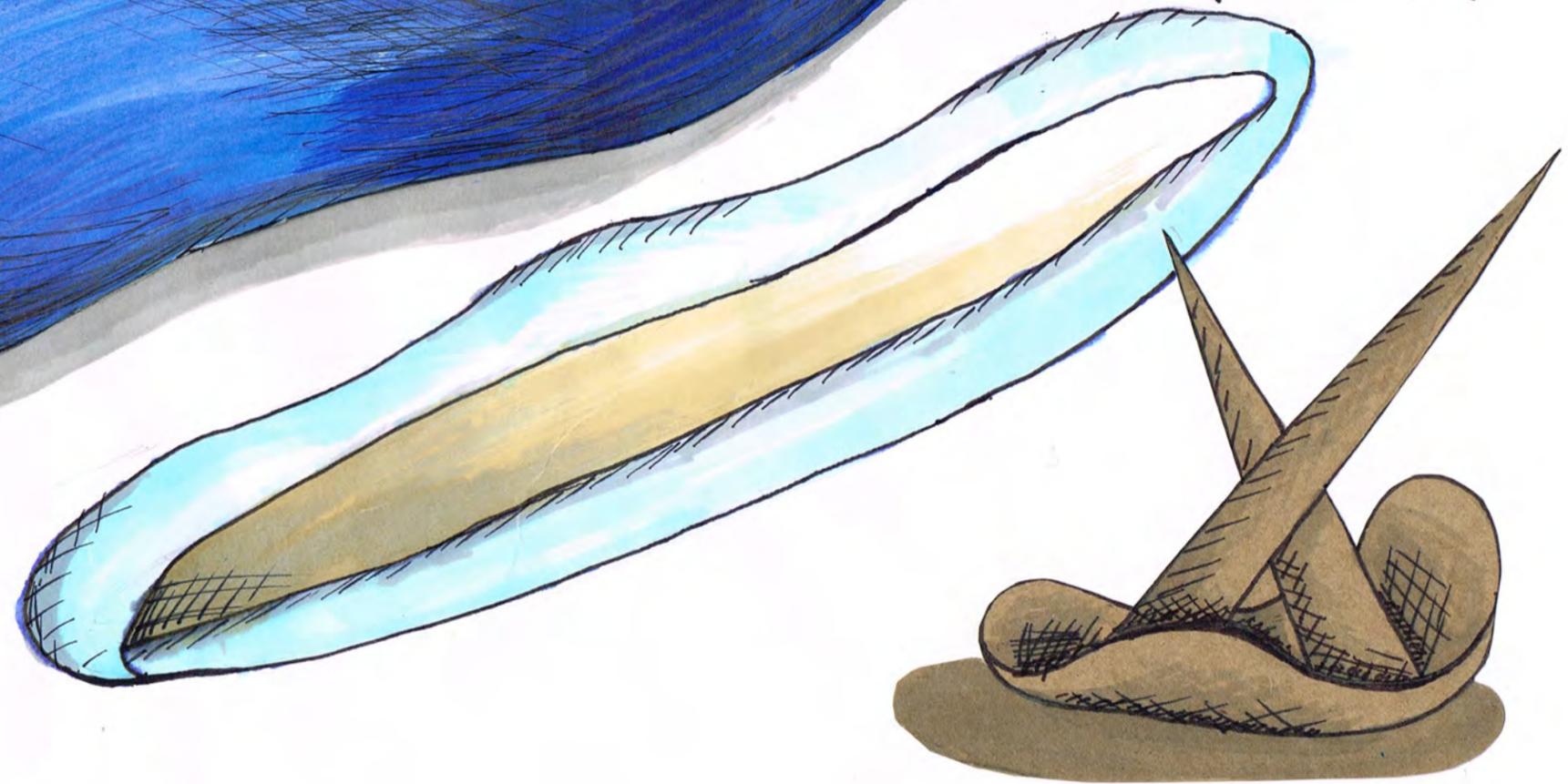
ideation



Tentacles



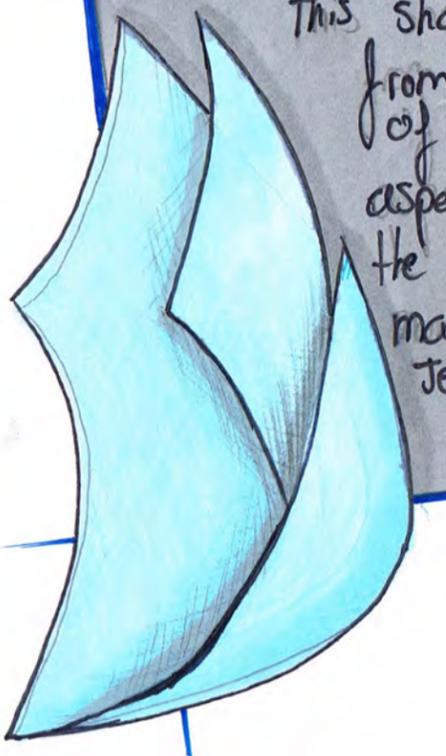
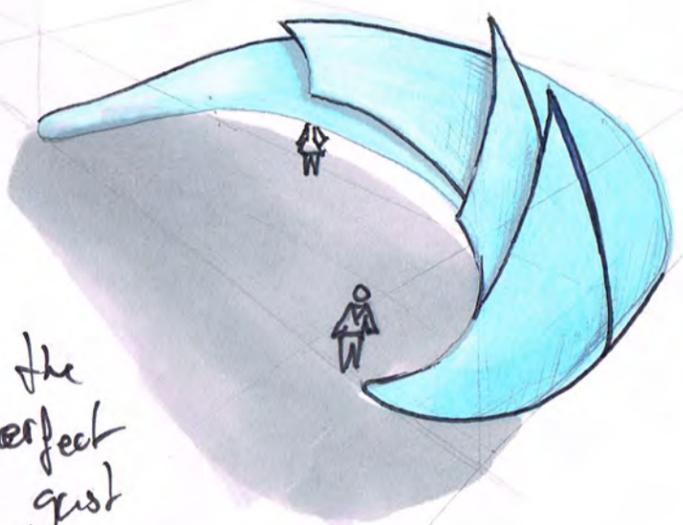
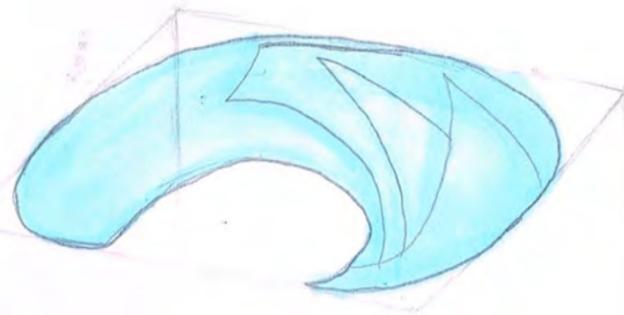
Original
shape of
Jellyfish



concept 1

The size and proportion of the pavilion functionally provides shade for people.

It makes for a good place to stay out of the sun/rain its size keeps out the wind and is perfect for sitting or relaxing. maybe do some work or listen to music.



This man of war Jelly fish has a very creative and sharp aspect on it which I originally got my idea from.

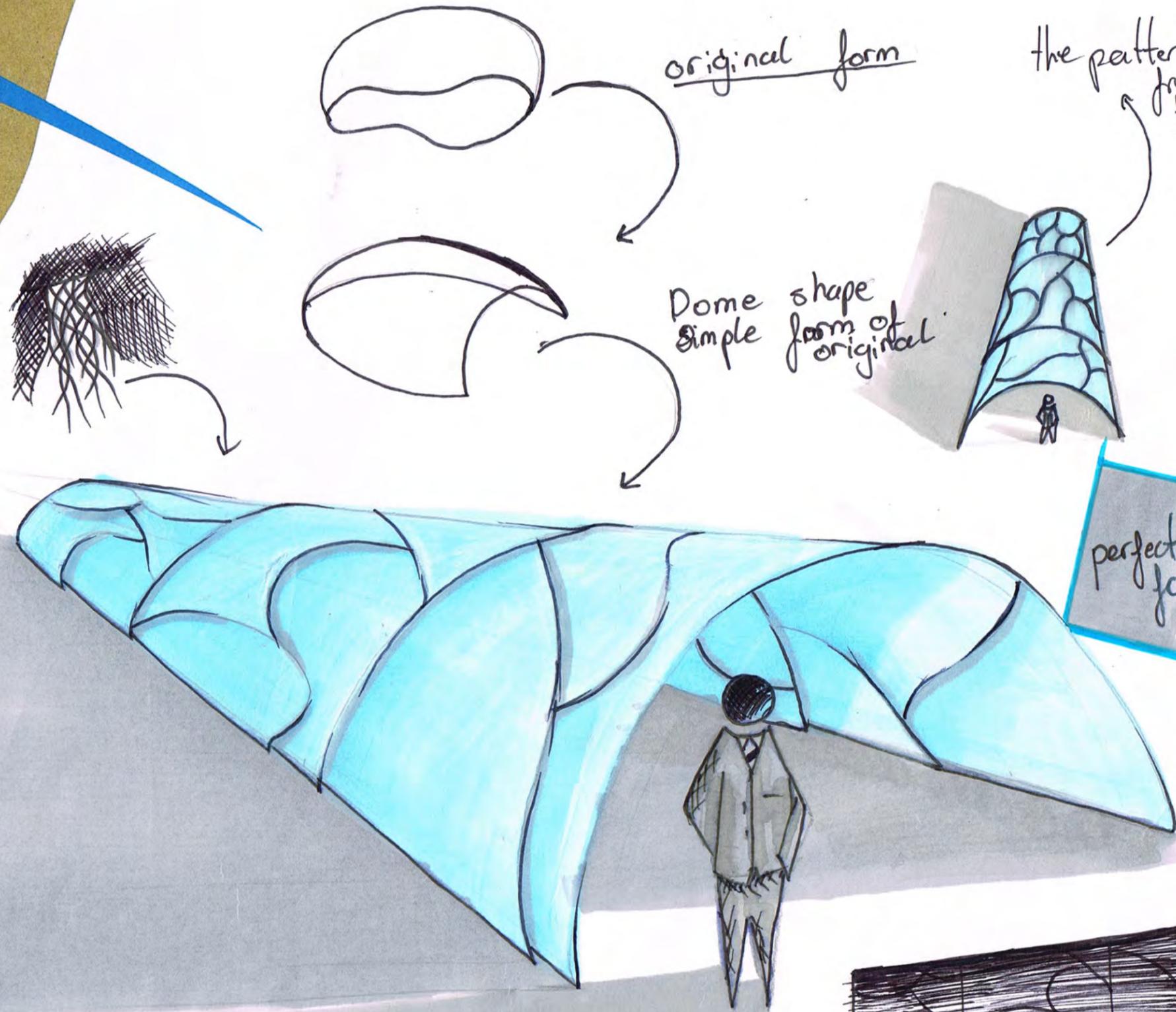
The shape of the pavilion is perfect for wind to gust over it and just has a positively aesthetic quality.

this shape is from a sequence of angular aspects of the portuguese man of war Jelly fish

concept 2

This design is simple and originated from the original Jellyfish shape of the body

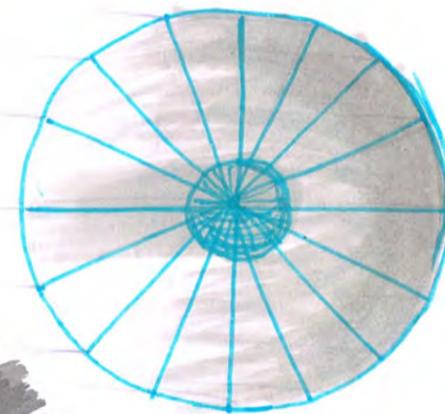
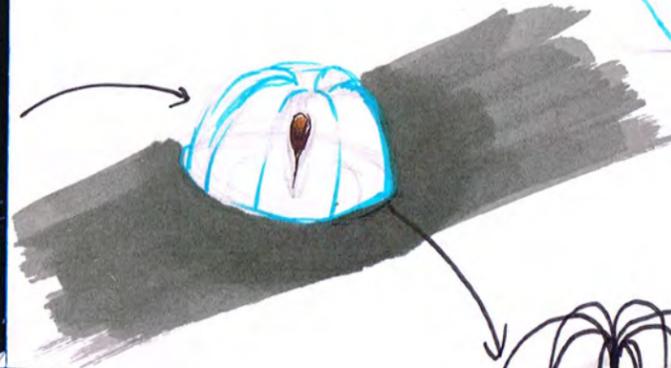
The pavilion is aesthetically pleasing and has a flowing aspect from the pattern which is influenced by Jellyfish tentacles. The structure provides a lot of shade and aesthetic building features. It also looks strong, made out of fiber glass and rigid steel rods through out.



concept 3

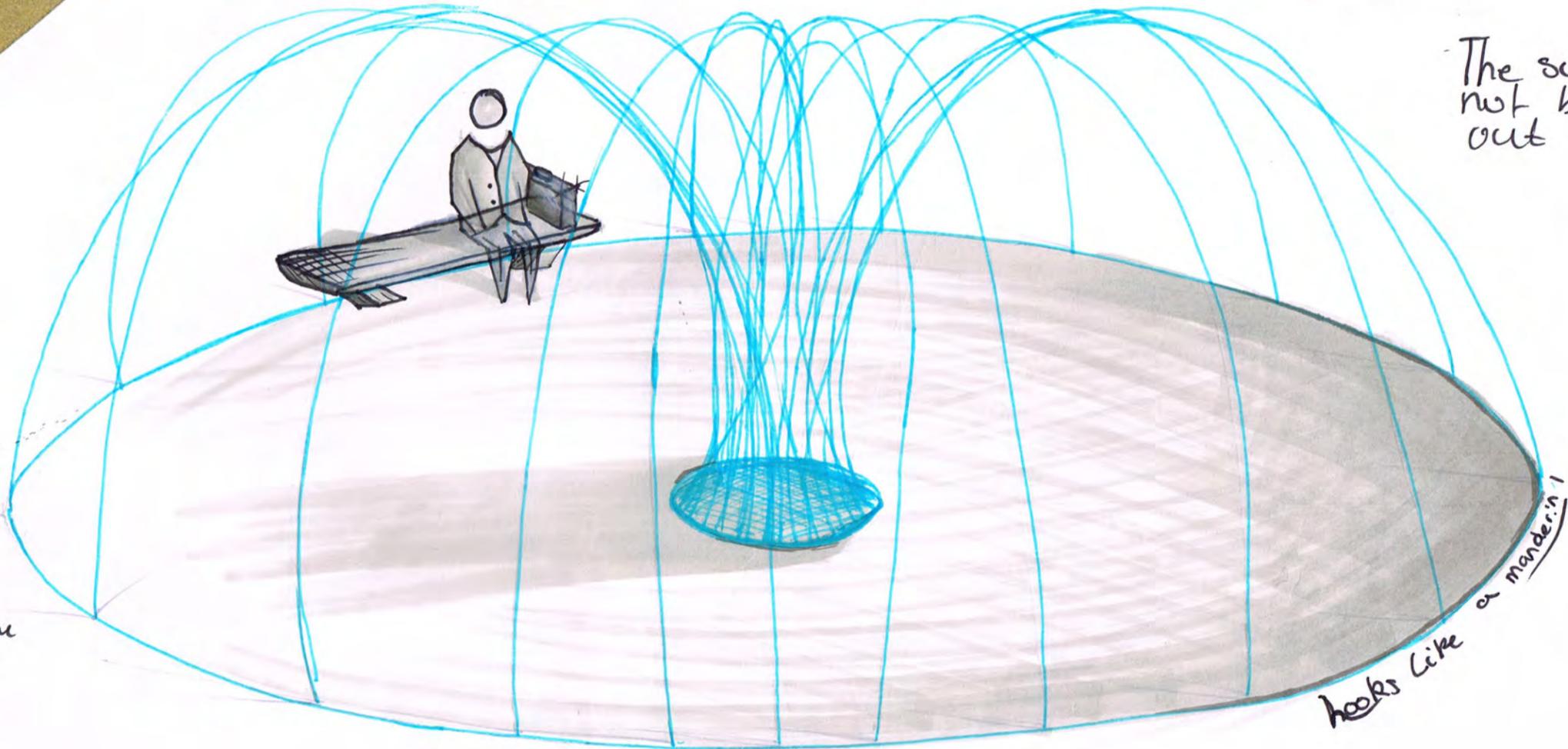
The design is aesthetically appealing and has a good shape which has a modern style because it has been a simplified from the original shape of a Jellyfish.

Although it does look good, it does not provide a very functional aspect. It is shown and can be made easily to provide a good strong shelter but in all honesty it does not provide much shelter as it has very thin poles from the ground to the center.



not much weathering will happen because it is so thin.

The sun would not be blocked out very well.



The construction of this concept would be cheap and use up few resources. which is a positive part does not work functionally.

looks like a mandarin!

concept 4

The shape is from a Jelly fish with its smooth end slick curves.



It has a thick support and a wide shelter perfect for strength and optimal shade for people to get under and relax or do any various activity.

It makes for a soft look and simplistic/modern style which also makes it inviting and clean looking.

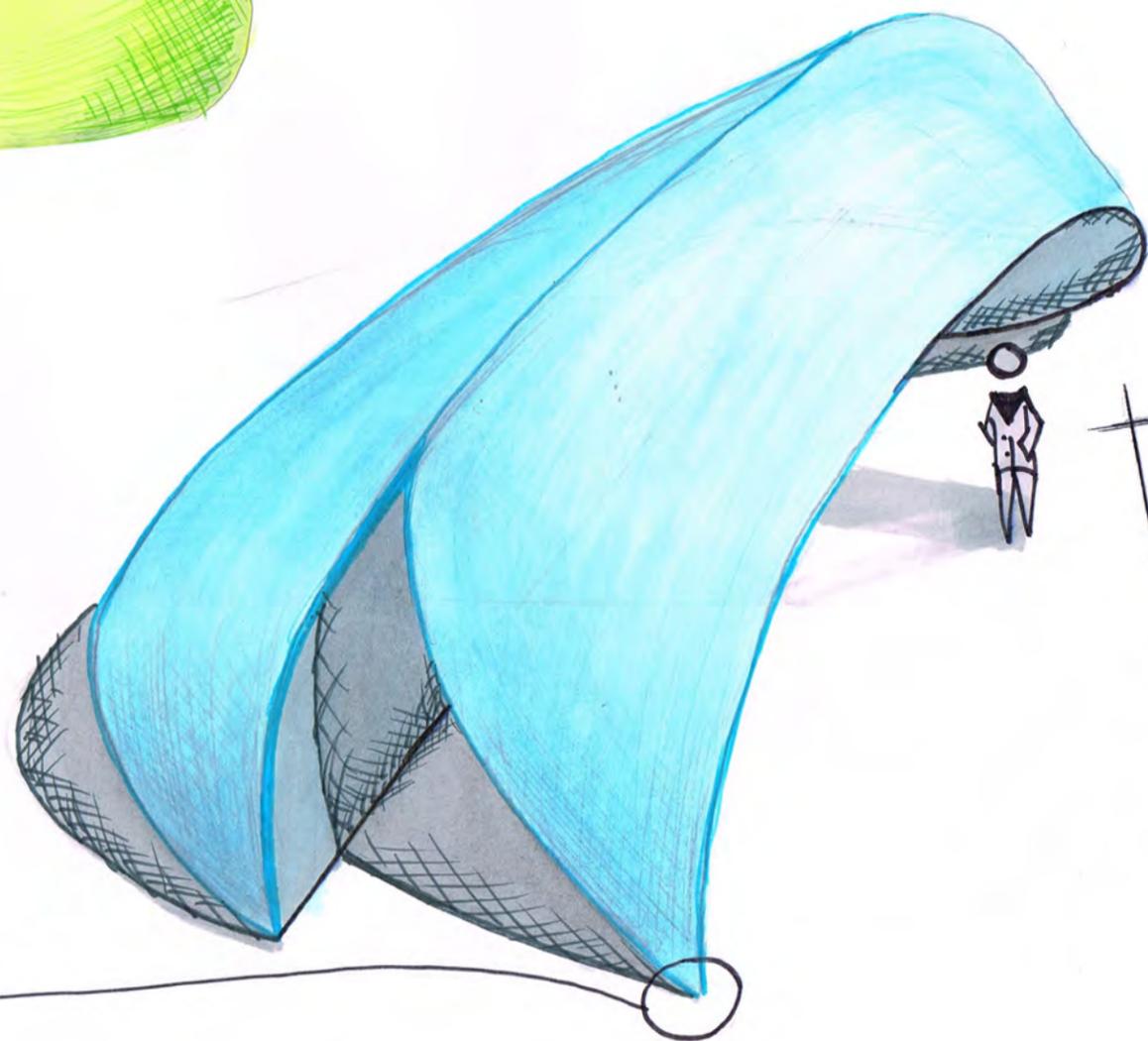
The inspiration! Jellyfish!



- original shape
- new concept over top.
- shadow.

The steel rods hold the main frame into the ground through concrete base/hardcore and earth.

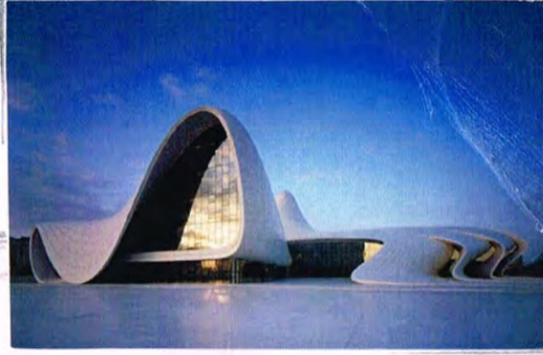
made out of fibre glass and steel rods holding its form. It is cheap for construction and is strong and capable for withstanding all weathers. Although fibre glass will weather and over time it will become brittle unless you use a sheet of polymer fiber glass.



Designer Influence



Zaha Hadid.



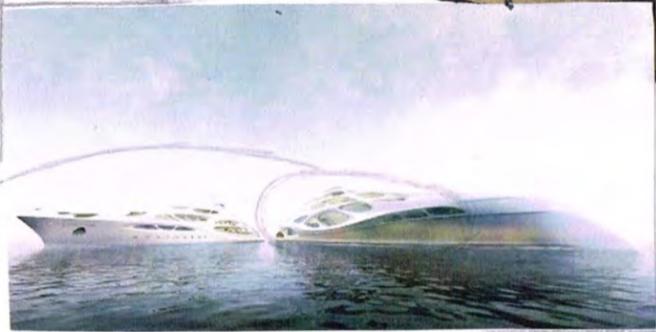
The sleek, curves on the designs are particularly modern and contemporary perfect to sustain a factor over my Jelly fish influence.



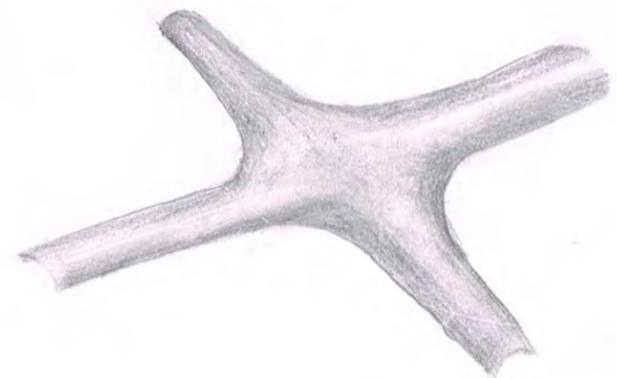
flowing curves
expressive
but simplistic



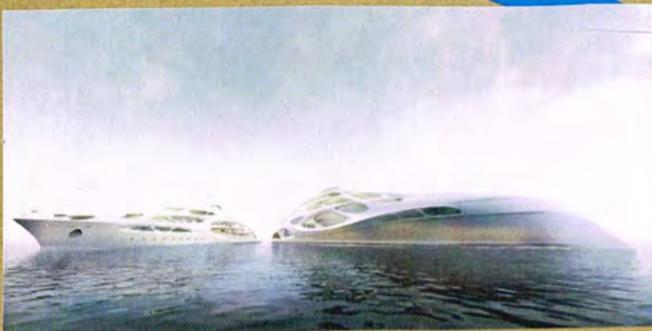
cut out and simplified
reflects of a jelly fish sort
of physical aspect.



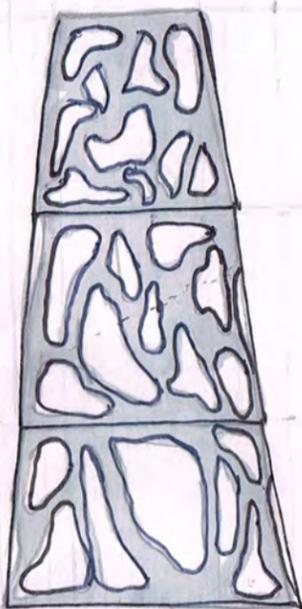
Hollow structure



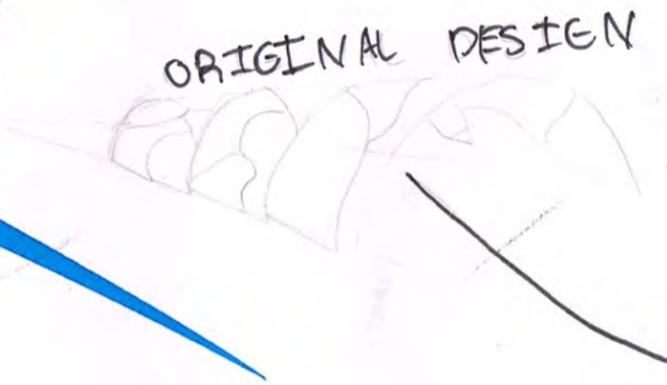
Development.



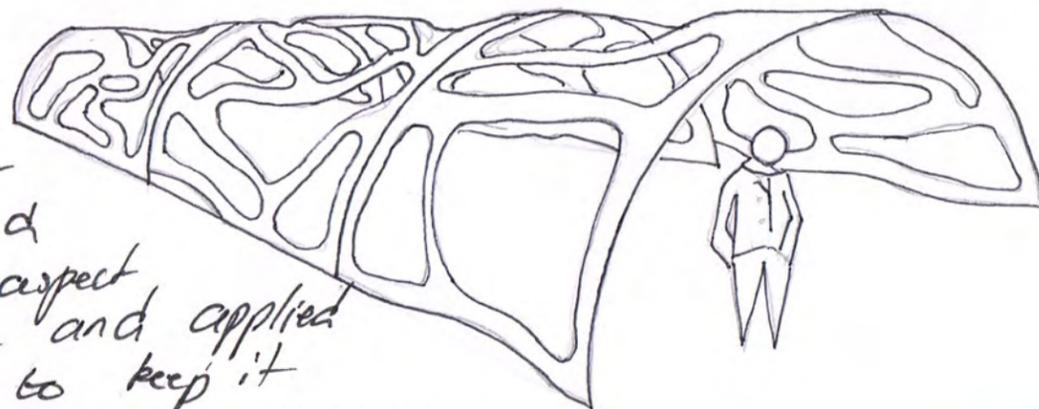
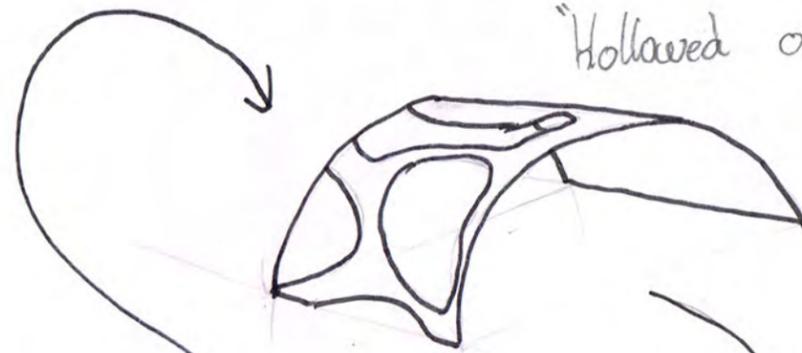
functionally the new developed idea has a stable and sturdy build quality and it will still feature as a shade shelter but also lets in just enough light to feel "fresh".



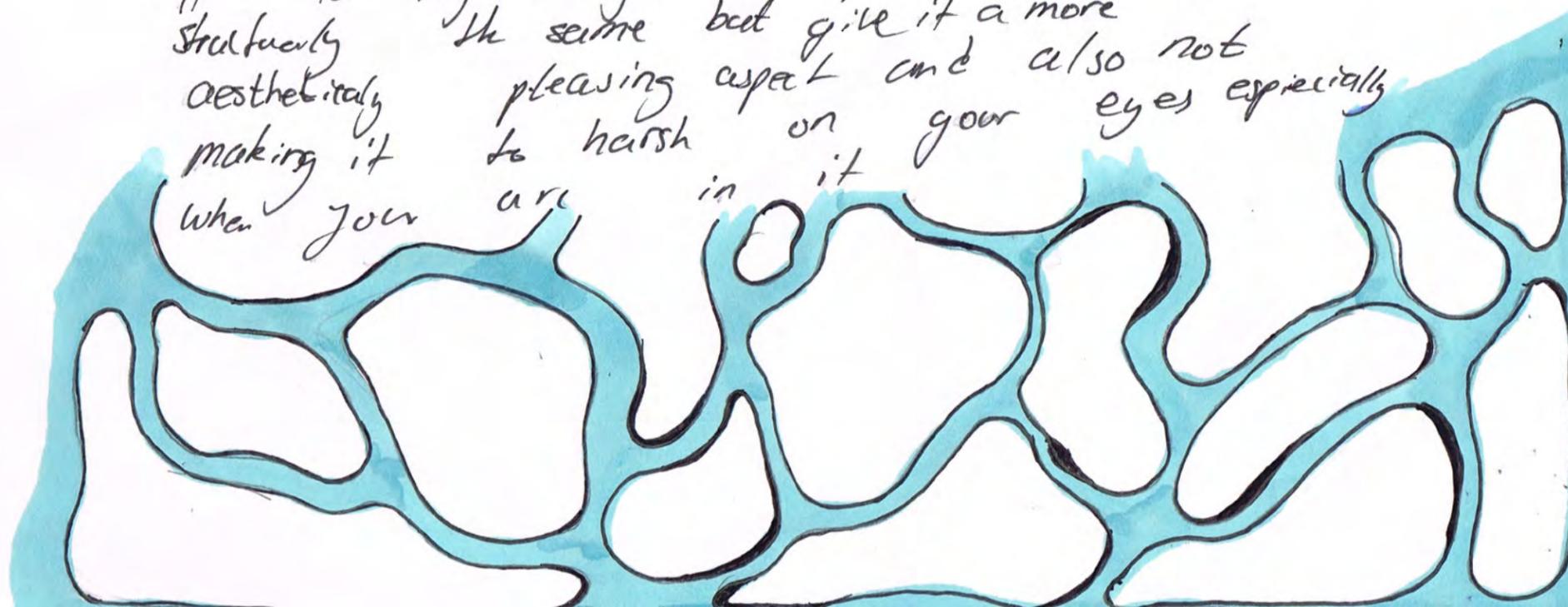
ORIGINAL DESIGN



"Hollowed out"



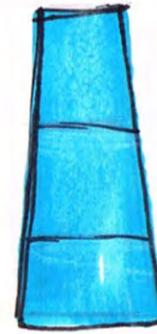
from the design of super bubbles by Zaha Hadid I have taken her aspect of a hollow frame and applied it to my design to keep it structurally the same but give it a more aesthetically pleasing aspect and also not making it too harsh on your eyes especially when you are in it.



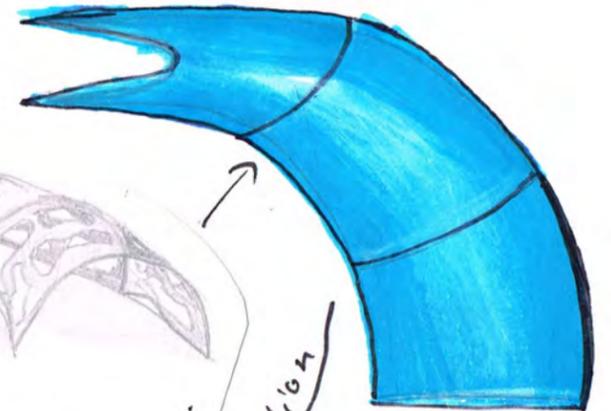
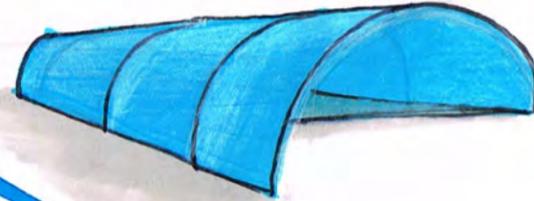
Development.

Shapes

Zaha hadid used many curves and rounded in her designs. I have tried to incorporate some of her styles.



taking the 3 segments and curving it.



much curve

Idea of multiple curves.

Zaha Hadid



the aspect of the curve and curve the pavilion in between + block and the pavilion

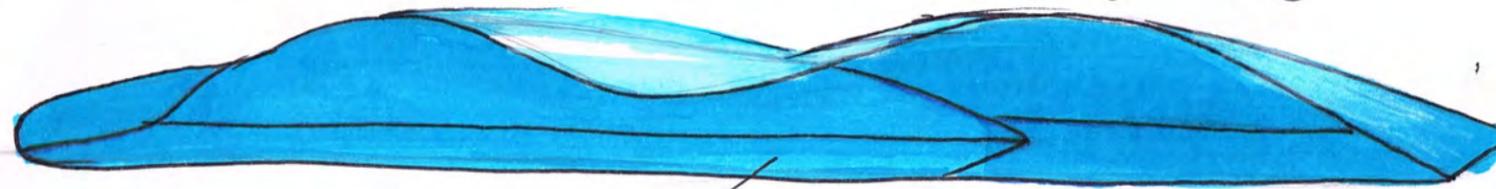


I have around

take the

the aspect of the curve and curve the pavilion in between + block and the pavilion

many wow



Chosen shape



This also gives a bubbled effect much of a like the Jellyfish body



materials

Steel rods



Steel rods serve the purpose of keeping a rigid and secure structure so that the main shape of the shade structure will stay strong and the same.

The steel rods are easily bent into a shape and are extremely rigid so that any weather/wind will not deform the pavilion and works well with a fibre glass lining.

Steel rods are pricey but well worth the quality.

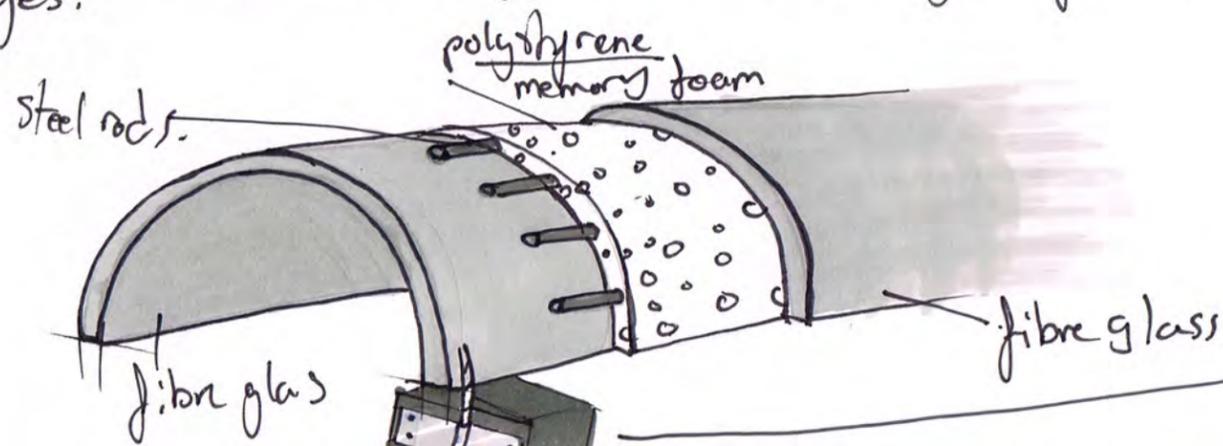
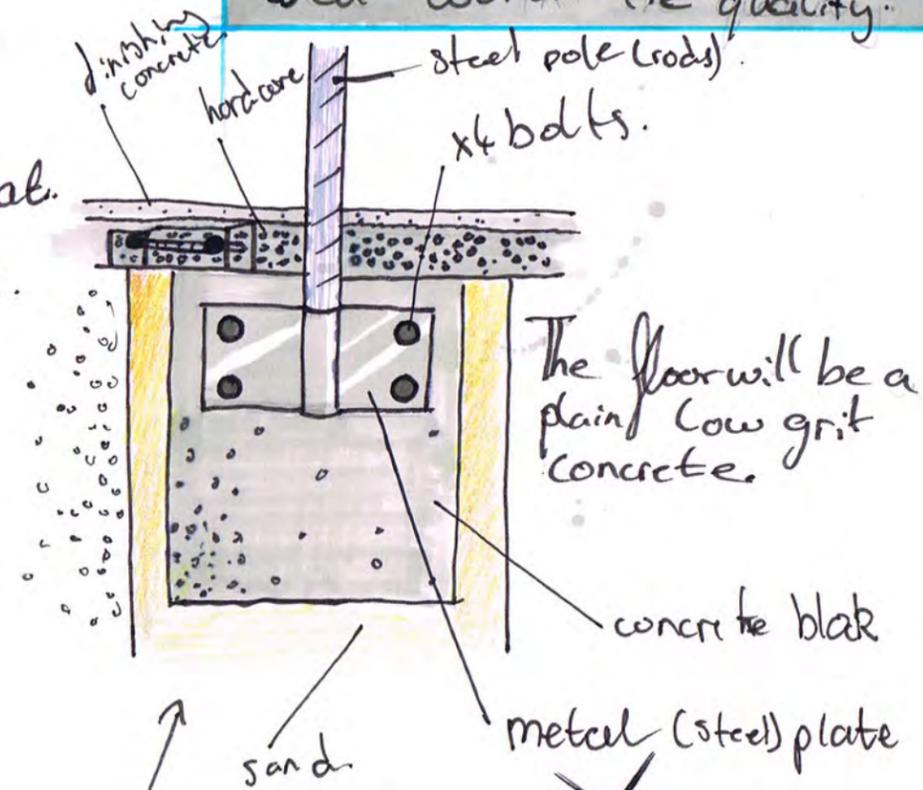


Fibre glass

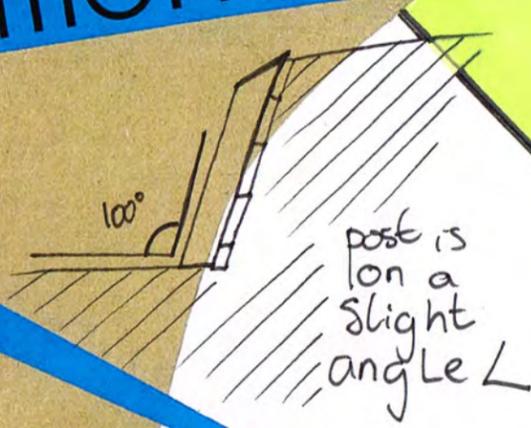
Fibre glass is a type of reinforced plastic in which reinforced with glass fibres. commonly woven into a fibre glass mat. most glass contains silica or silicate.

fibre glass is light weight and very strong which makes it perfect for the construction of the pavilion. It is less brittle than other reinforced plastics and its raw materials are much cheaper.

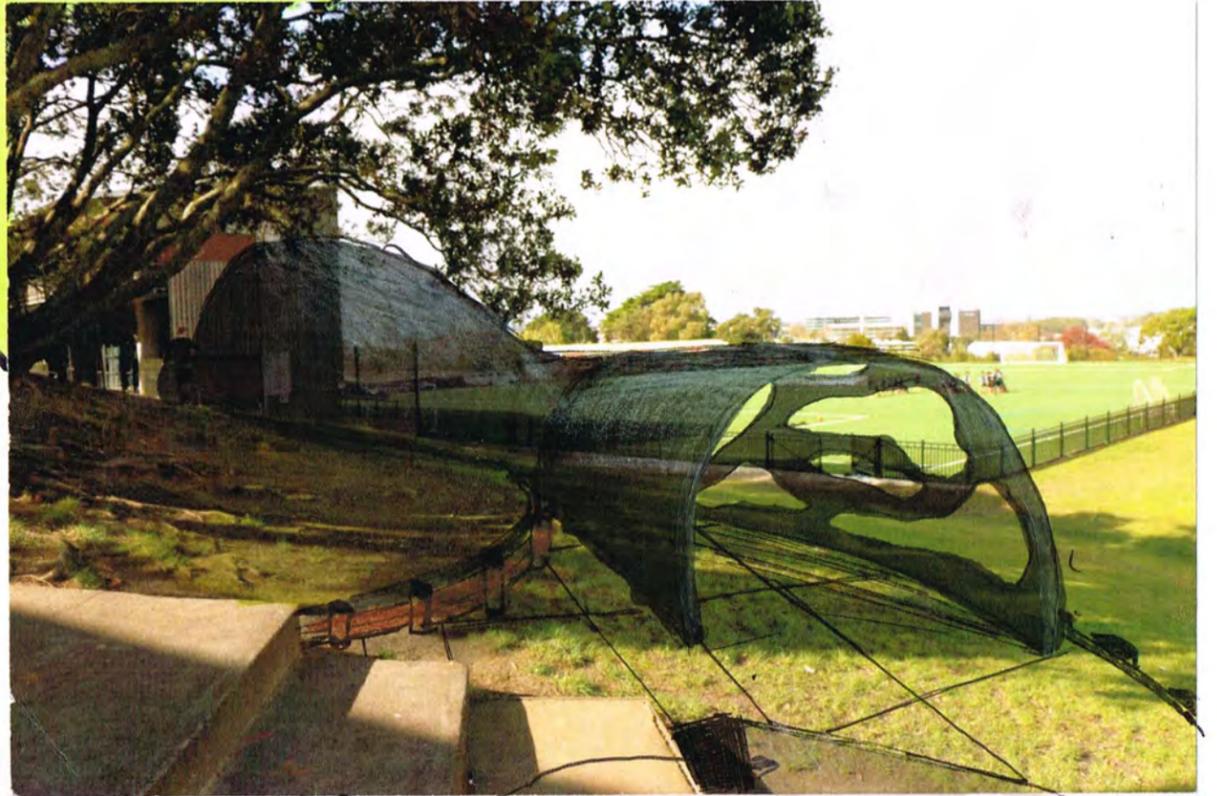
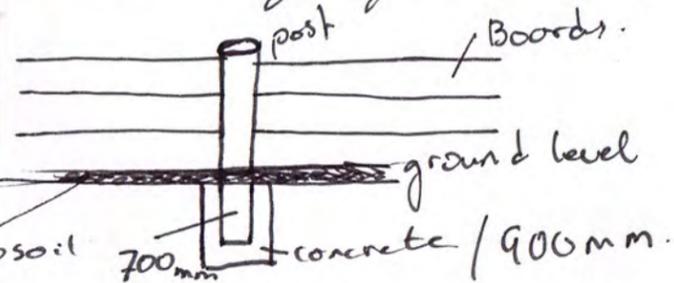
The fibre glass can be applied by an epoxy with sheeting or can be moulded. I think that the mould would be a good idea especially because it serves its dynamic ability of curves and edges.



location



easy flow access from E. block as it sits perfectly in line and level to the walk way of E block!



also easy flow access from pavillion stair as it curves round to join up to a new step of the pavillion steps

850x50
Timber

(avg)
200mm
Diameter

The new engineered retaining wall pavillion on d hold the earth up.

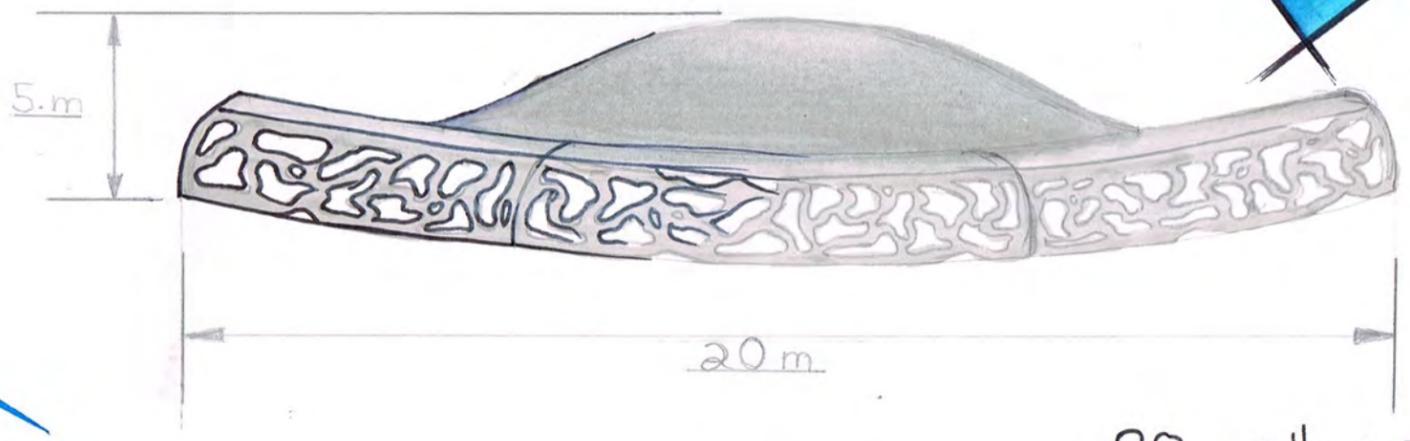
lengths/heights vary



sits well on the hill and looks like it fits well with the curve of the terrain.

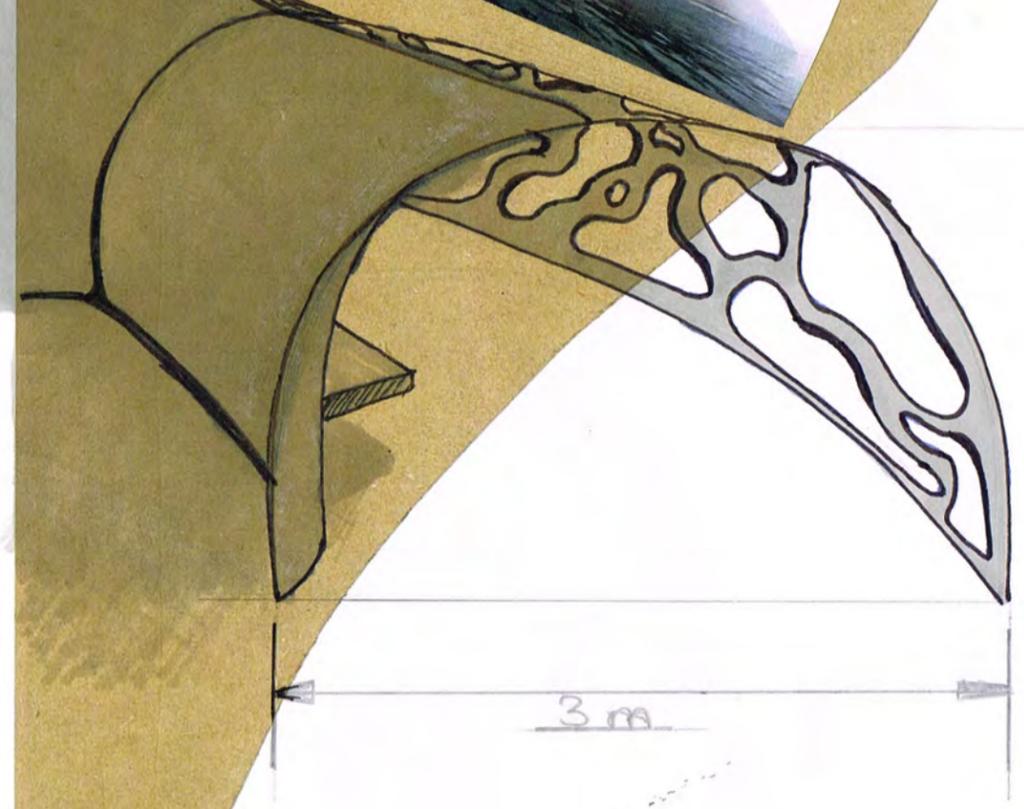
sits modestly under the trees

measurements

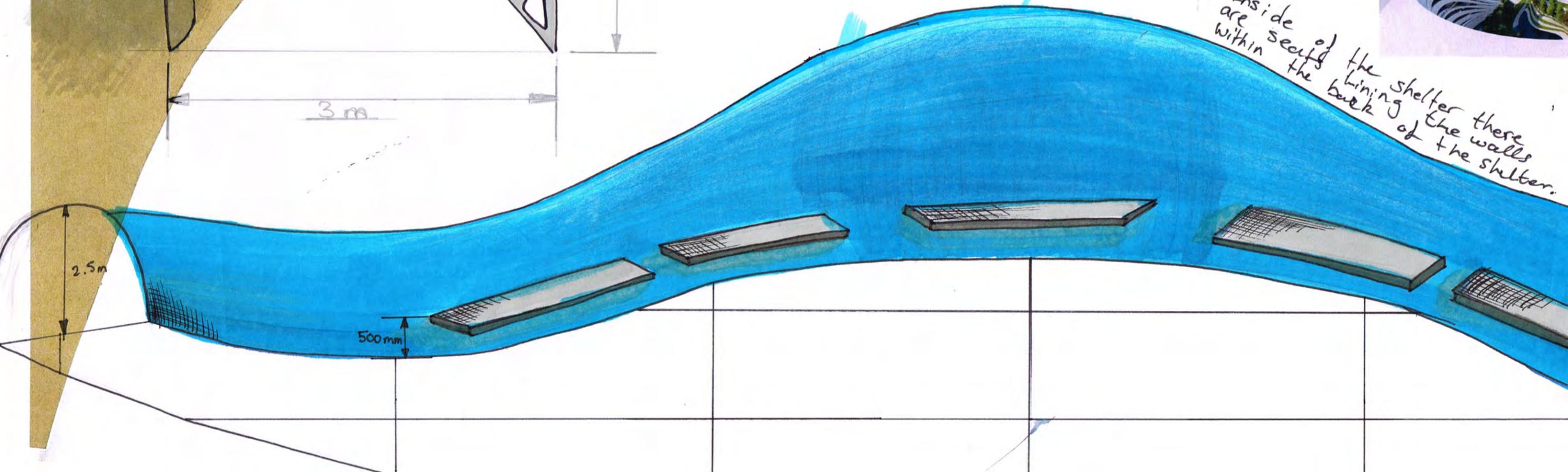


20m sits well to fit around the embankment in between T block and pavilion steps.

3 meters will be an appropriate height for average height people.
(Such as 6ft)



Inside of the shelter there are seats within the back of the shelter. Lining the walls of the shelter.



location

for the position chosen, it will already be quite shaded but the primary attribute for the pavilion is going to be for weather, shelter and for a calming environment for anyone to sit or spend their interval, lunch under

science block

This will be the position of the pavilion



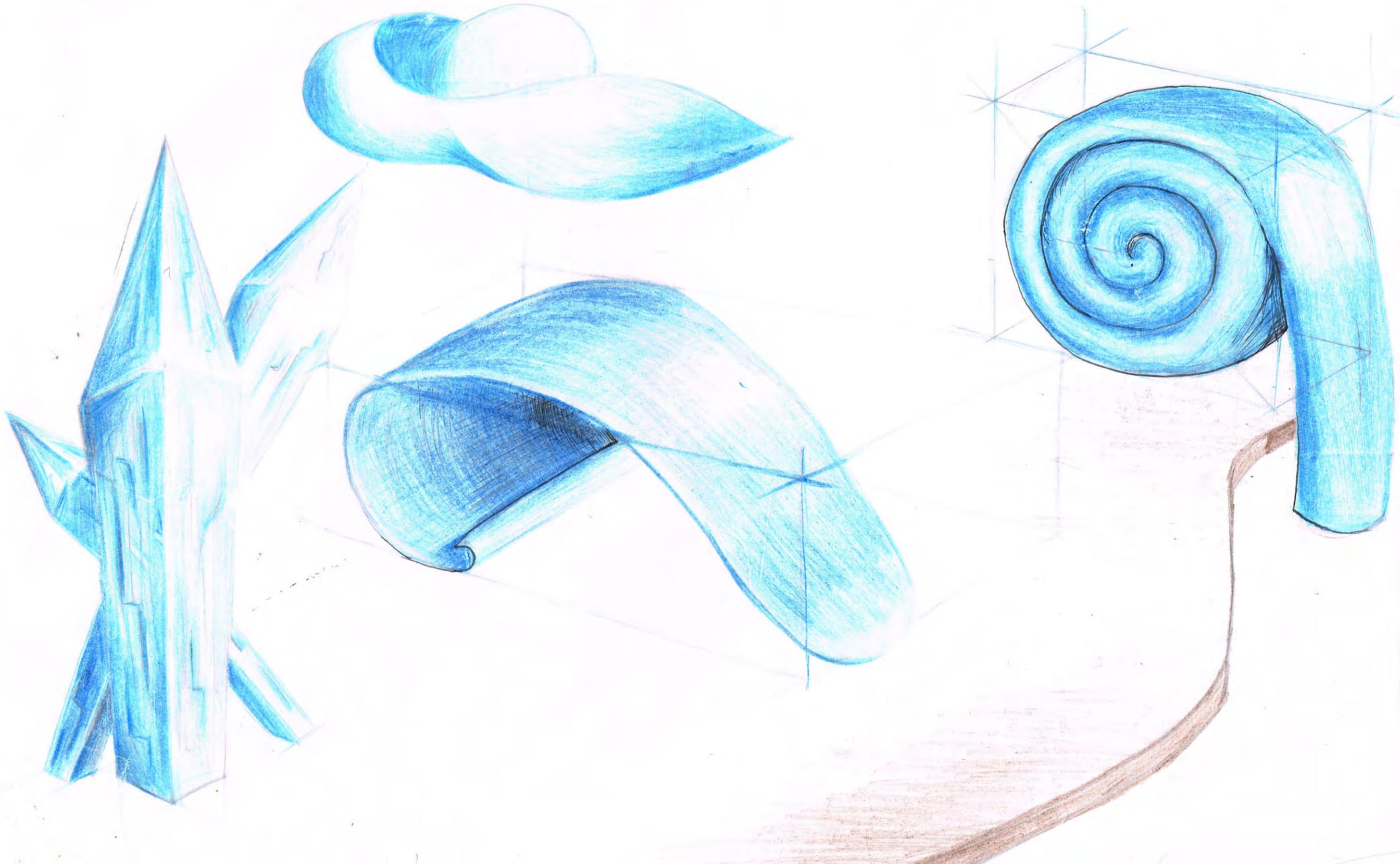
A position point about this location is that people can gather under it if the weather decides to turn for the worst. either that would be rain or strong winds its shelter and water tight in the bubble at the back.

The foot traffic will be million around this area as it would also improve walking from t block over to science or ~~even~~ even getting to c block. plus it will be good position for watching football on the football field or on the new artificial turf.

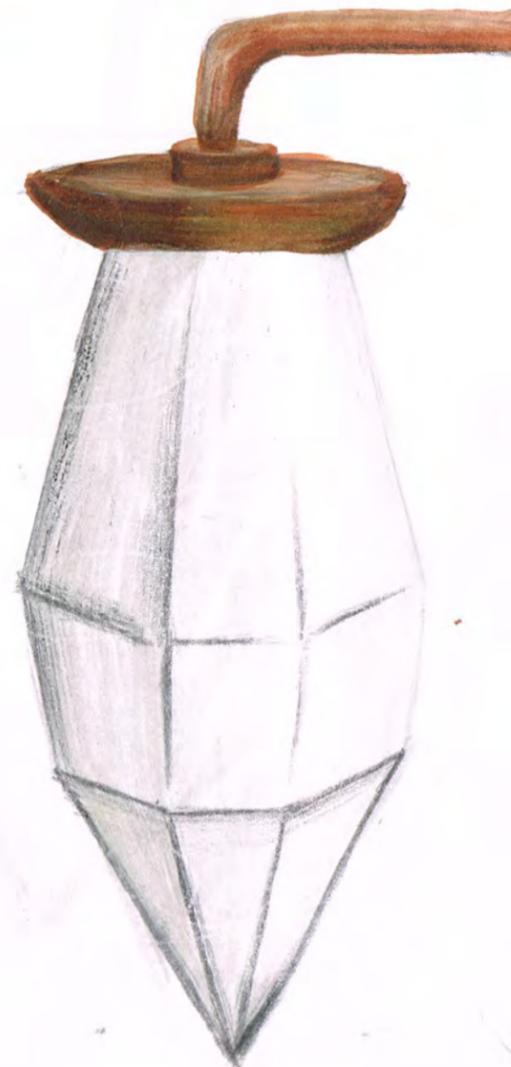
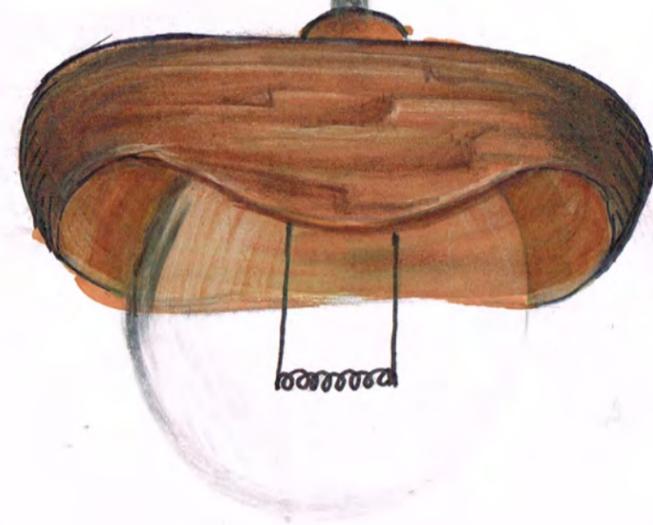
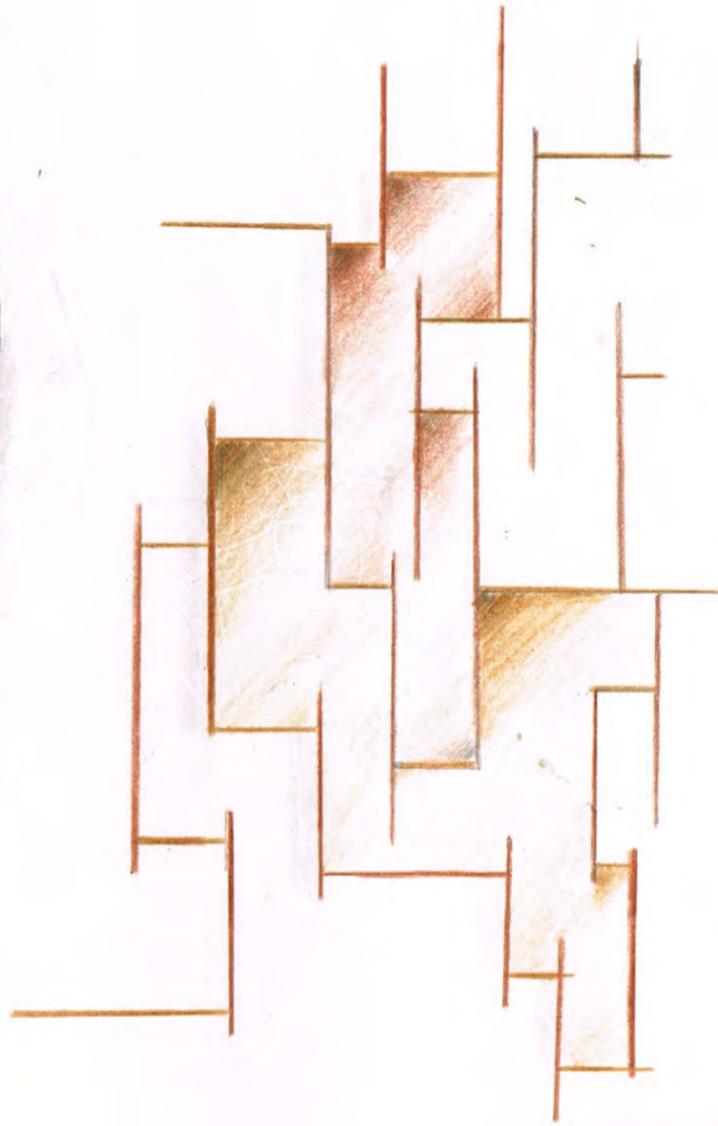
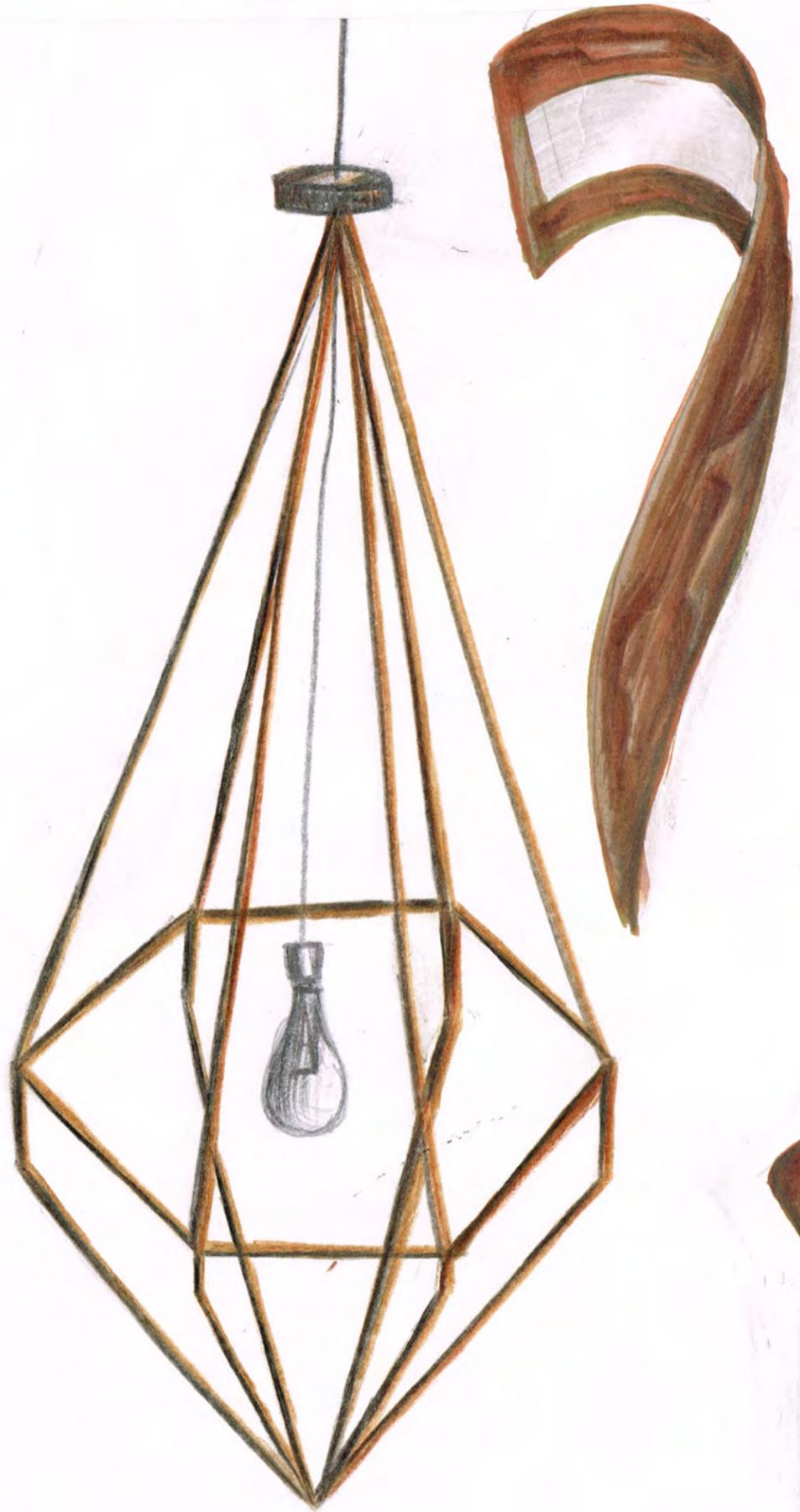
Given Origin



Initial ideas



Ideation



the brief

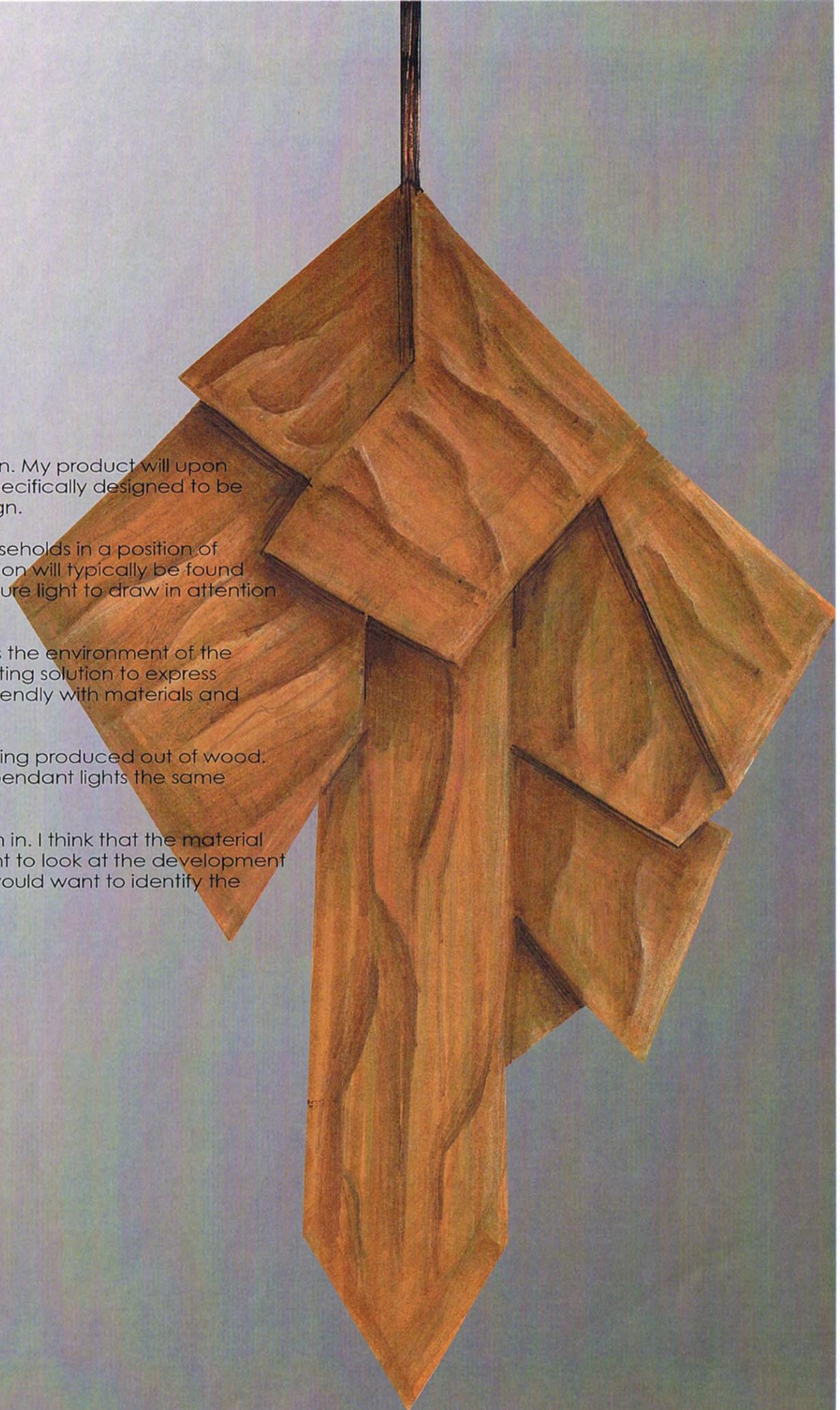
I have been dedicated the task of producing a lighting solution in which I have come to my final decision of design. My product will upon the range of pendant lightings, and be a feature light containing a chiseled look, striking but particularly formal. Specifically designed to be made of wood it will have a natural aspect and looking ahead I intend to keep a natural but contemporary design.

My product will be targeted at the high class residential envelopment categories, in which the majority will be households in a position of curiosity of new, contemporary ideas and have the intention to purchase such a lighting solution. The lighting solution will typically be found within a general household Full kitchens also always, the idea is to design a pendant light which also acts as a feature light to draw in attention or flow with the style of the internal finishing's.

My pendant light will functionally have to provide light! and have a clear but strong light that purposely enhances the environment of the room it is in and either work with internal finishing's or be feature of the room. It will be an efficient and low cost lighting solution to express the presence of the pendant and make the room feel more contemporary also making it more environmentally friendly with materials and bulb fitting.

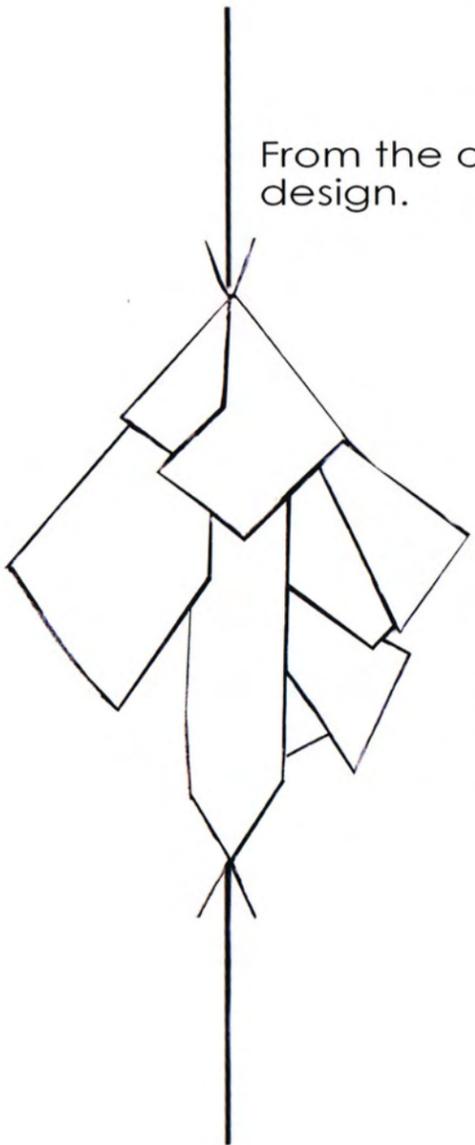
This design is Munich in the sense of being a contemporary and modern lighting solution but with the aspect Of being produced out of wood. I have not seen anything like it and from initial research of pendant lighting solutions I have not found a wooden pendant lights the same as which I am designing.

I intend to have a contemporary and striking aesthetic value, which will capture peoples attention and draw them in. I think that the material is a positive aspect my target audience as well, but there are a few things that can improve on my product. I want to look at the development of the light bulb itself and find out the greenest energy bulb that is durable and wont cost a fortune to run, also I would want to identify the certain type of wood it will be built with.

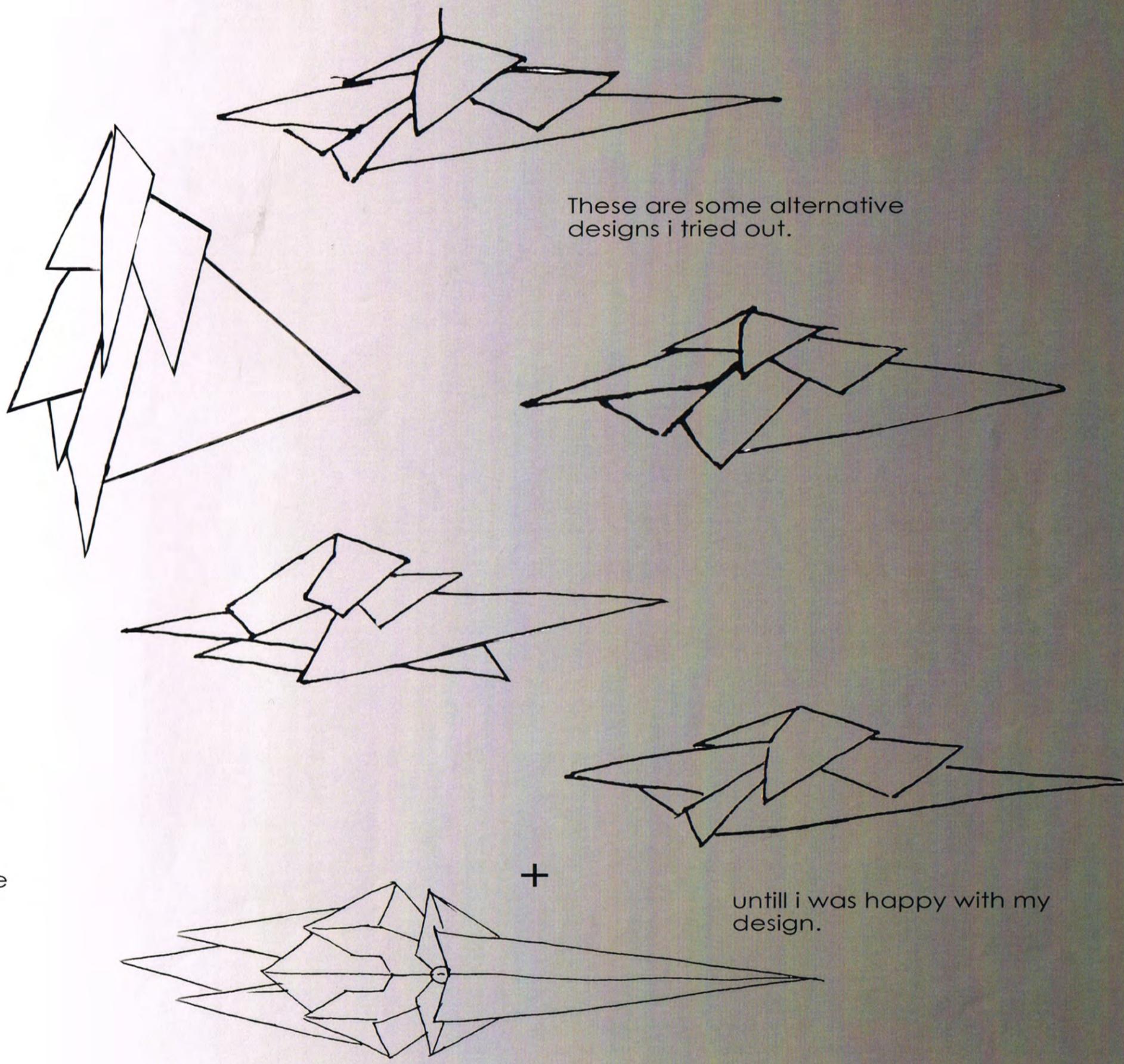


Alternatives

From the original design.



I flipped the design and overlooked the geometric shapes,



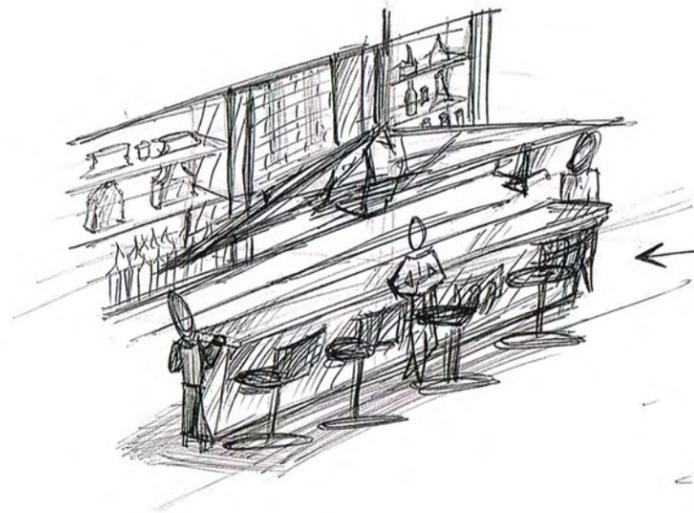
These are some alternative designs i tried out.

Also compacted the original design to create a more elegant deign.

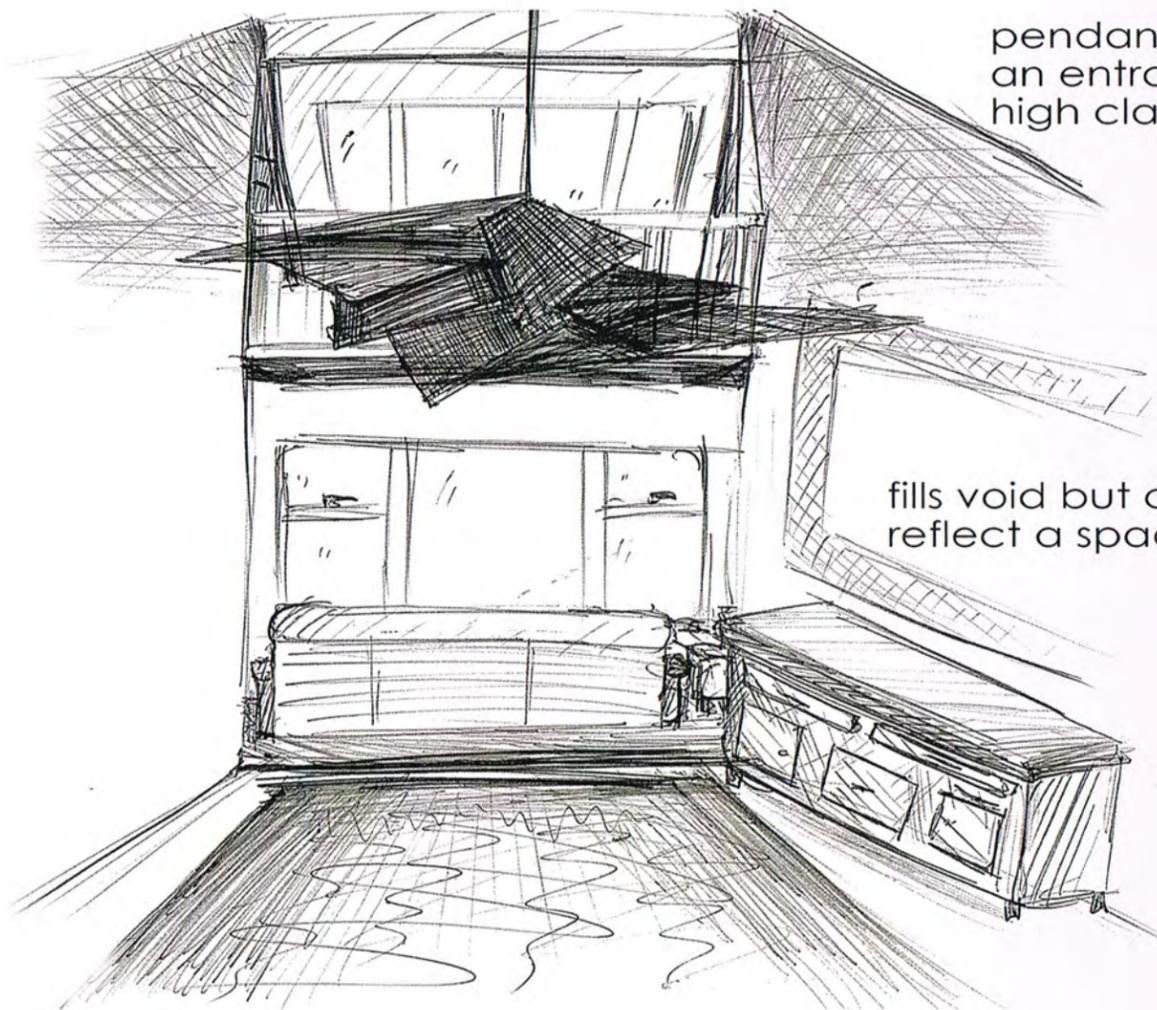
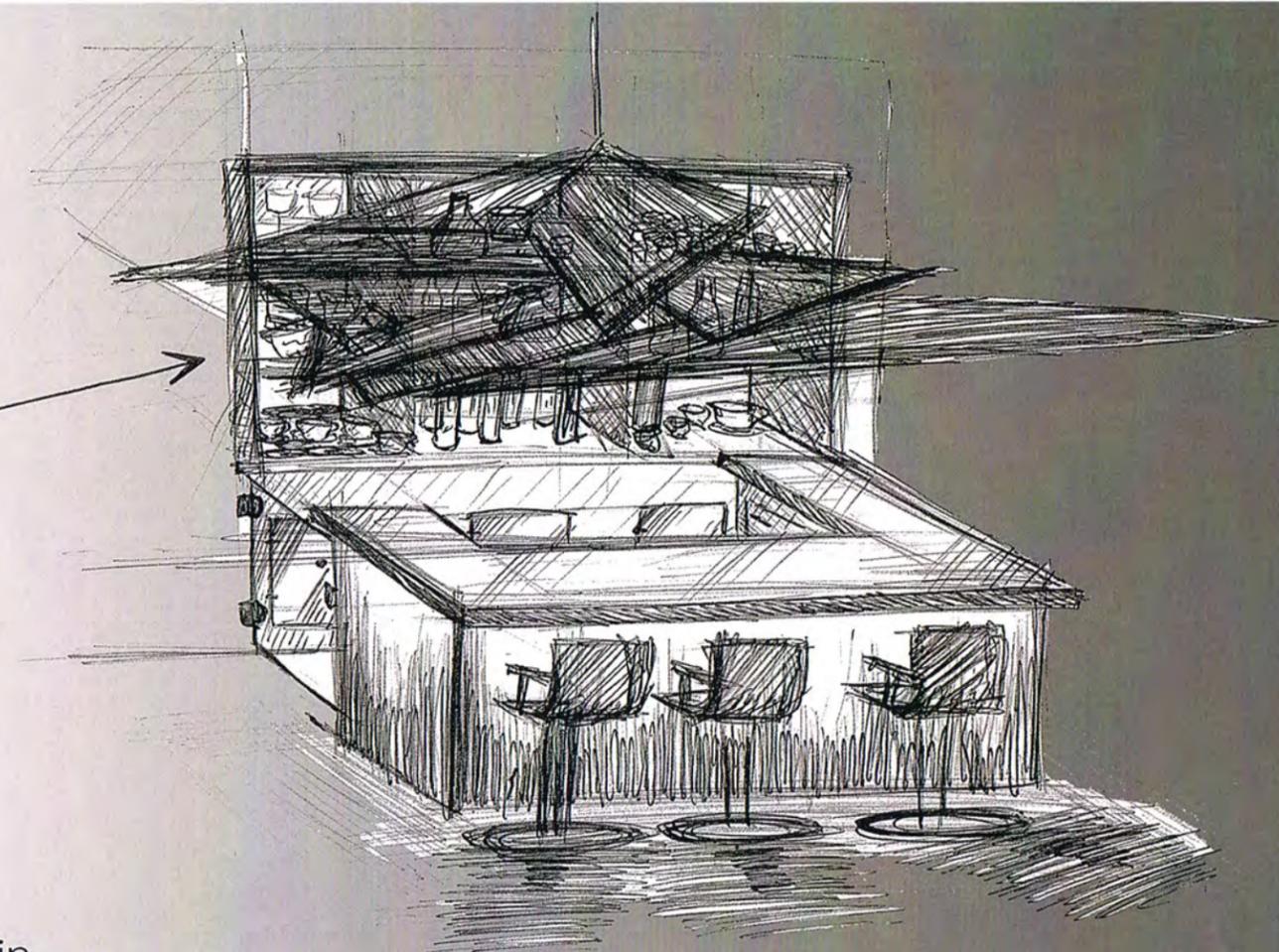
+

untill i was happy with my design.

Ergonomics



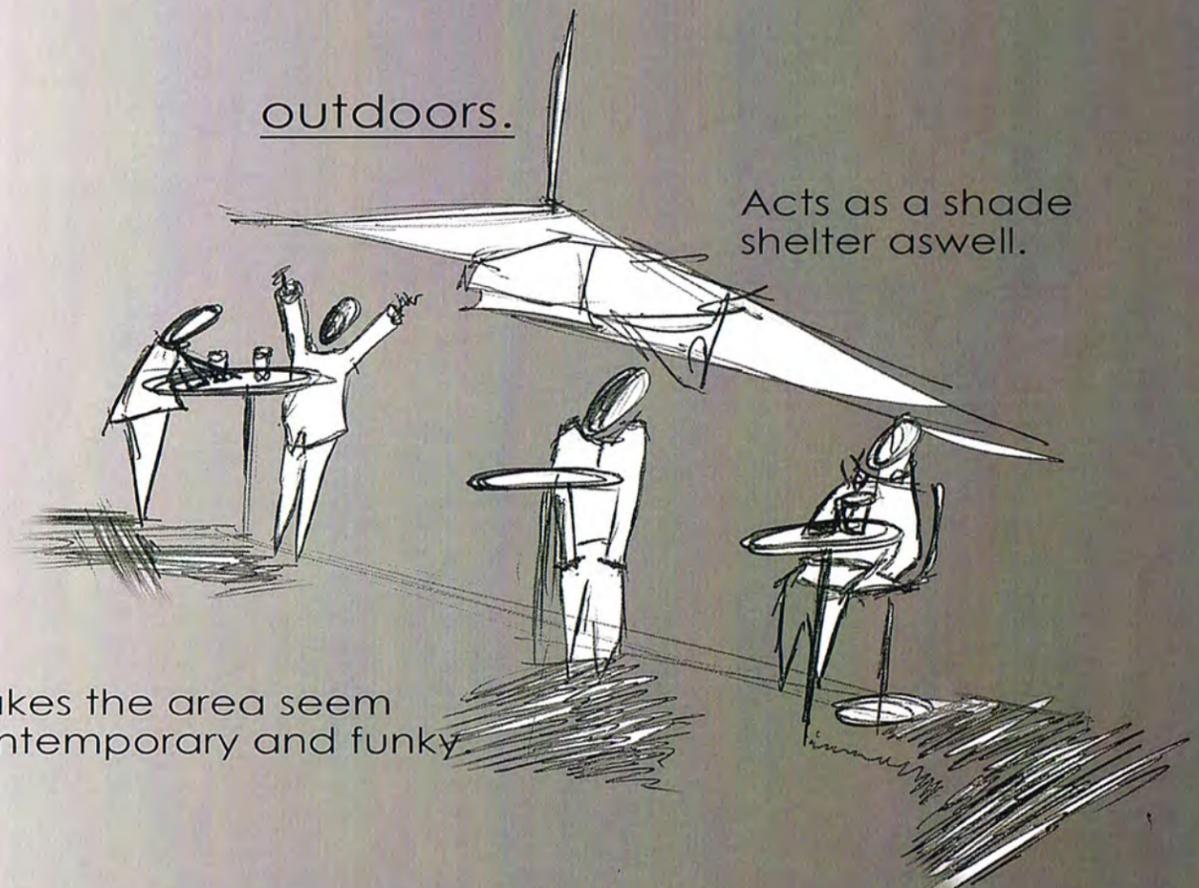
ideas of pendant light
in contemporary bars.



pendant lighting solution in
an entrance way of a
high class residential home.

fills void but continues to
reflect a spacious area.

outdoors.

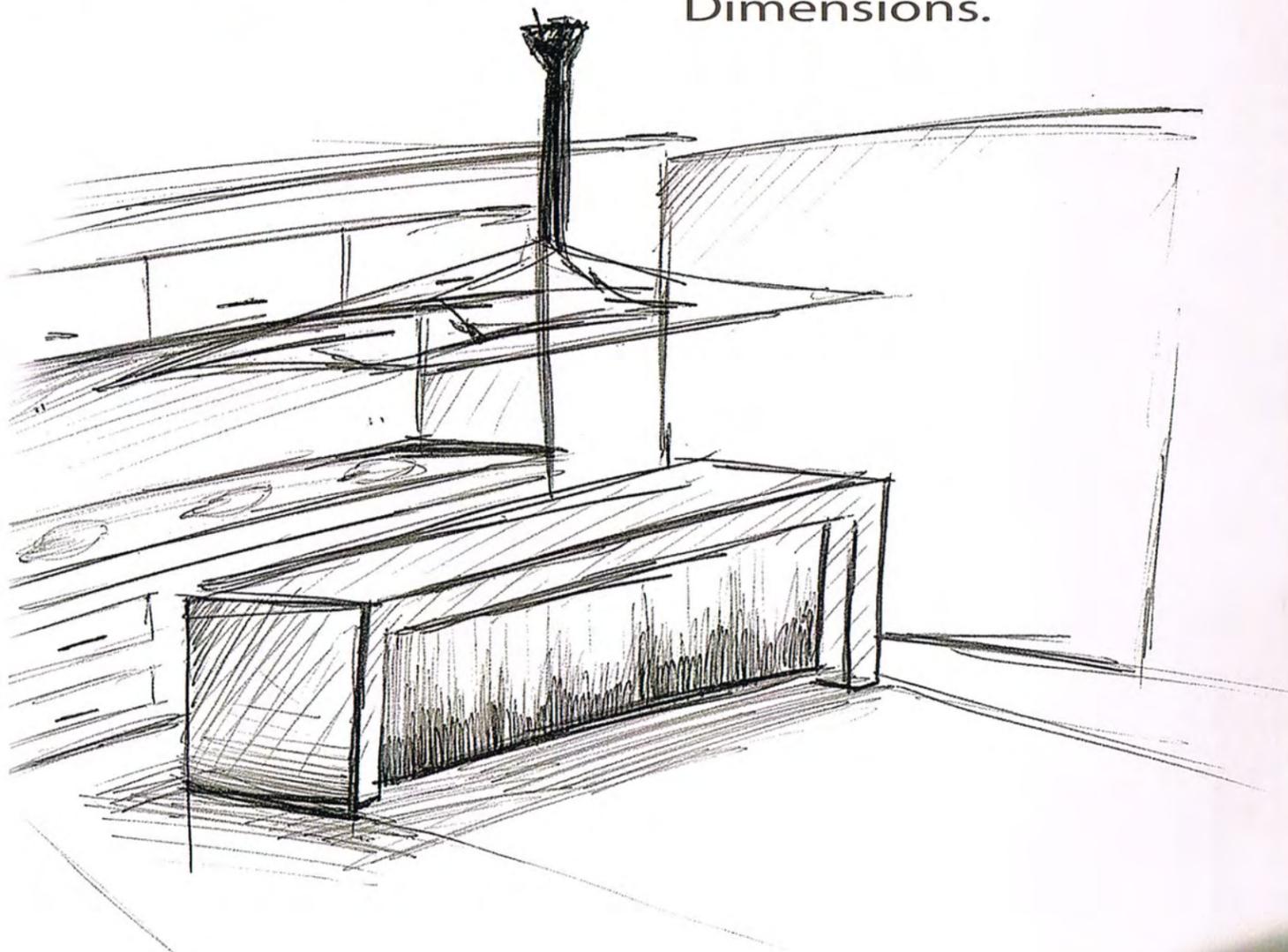


Acts as a shade
shelter aswell.

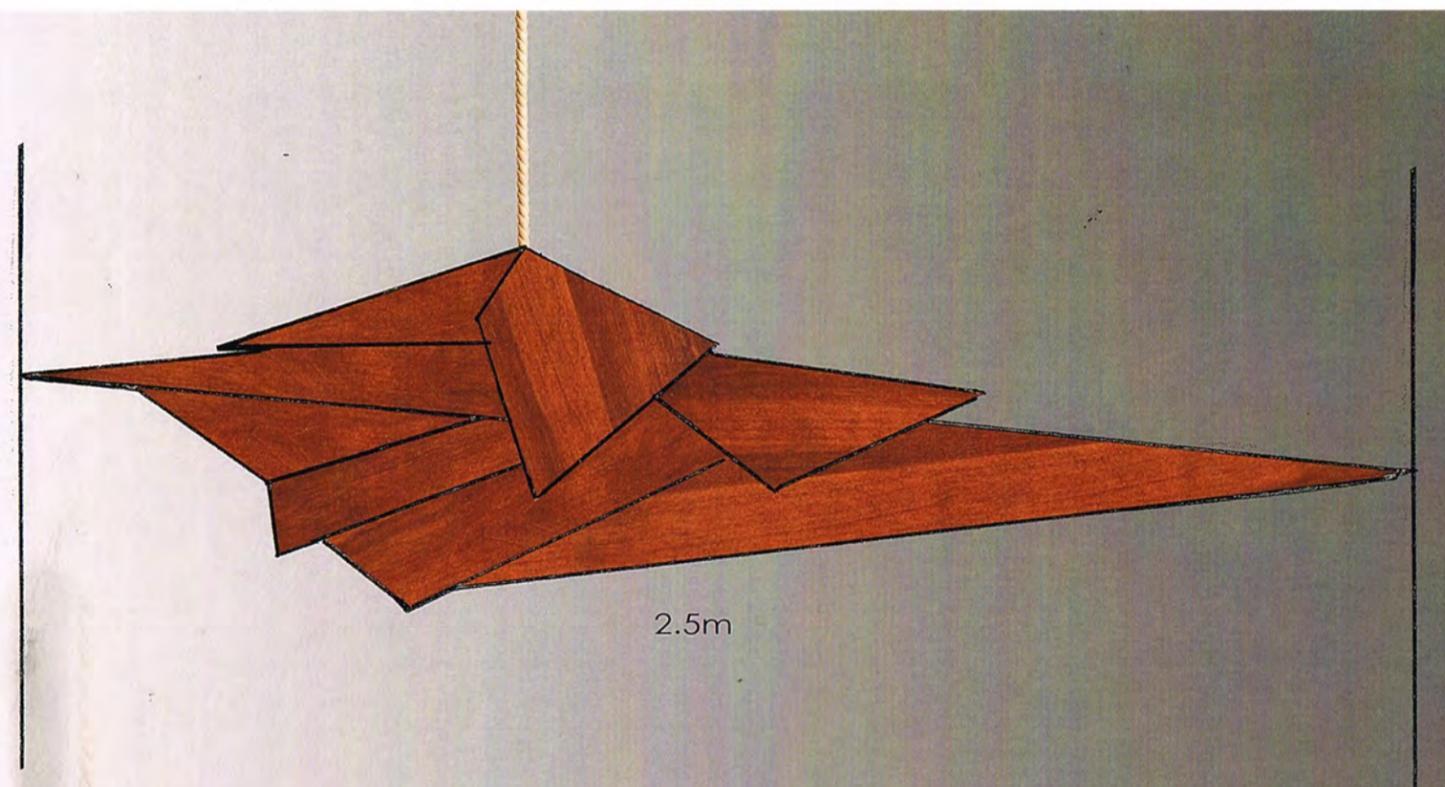
Makes the area seem
contemporary and funky

Ergonomics

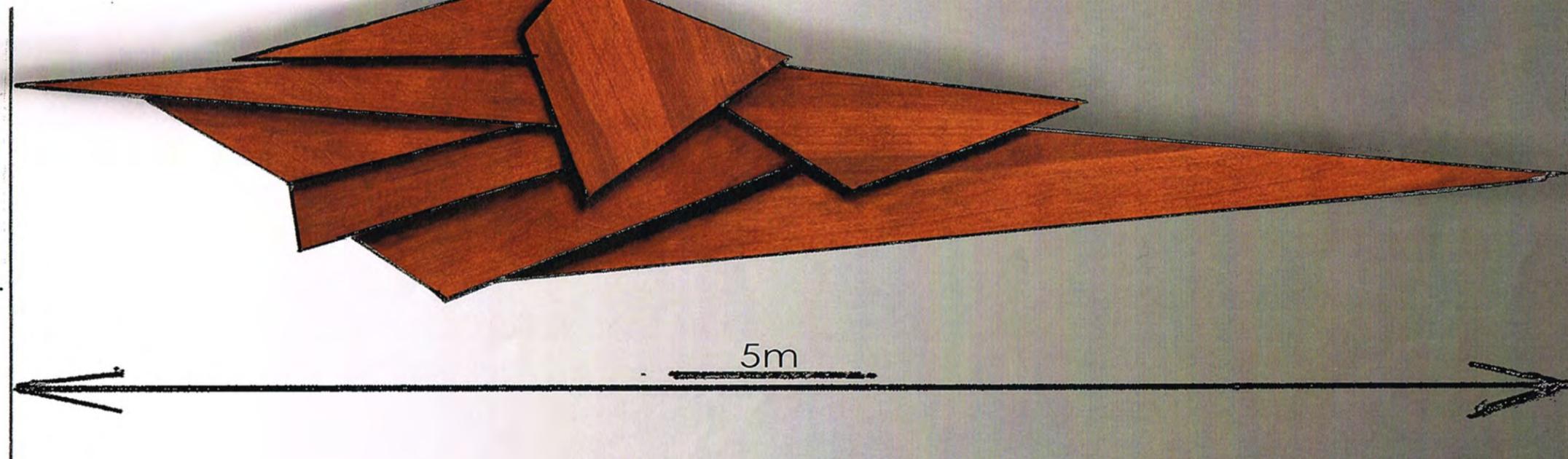
Dimensions.



These lengths will be difficult to produce but rewarding and incredibly pleasing to look at. I think that the product will be worth the while of developing as the end result will look really stunning and perfect as a feature light, therefore people in the right place with enough moneey will demand having this lighting solution.



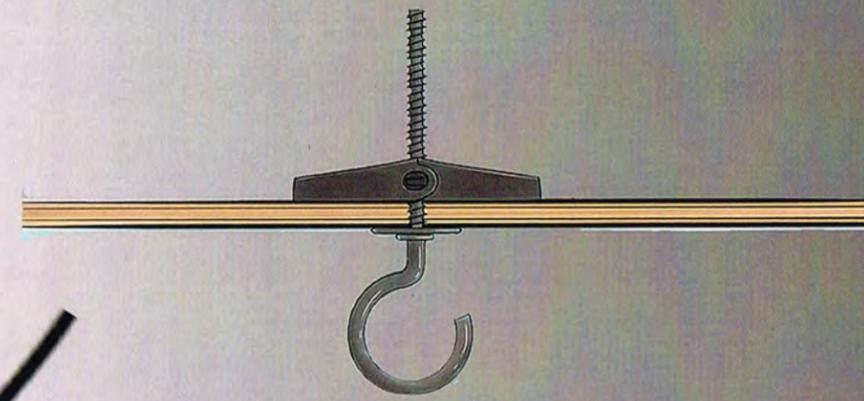
For my lighting solution i have decided to develop the size of 2.5m and 5m.so that the designs will be suited for larger pendants over work bench's in bars, or they could suit a large area in a hotel or higher class commercial suites.



Materials

Light bulbs.

The I.E.D. light bulb is the best solution for no heat and long lasting, durable more efficient light. Its safe saves you money and last longer with benefits like no mercury and its better for the environment

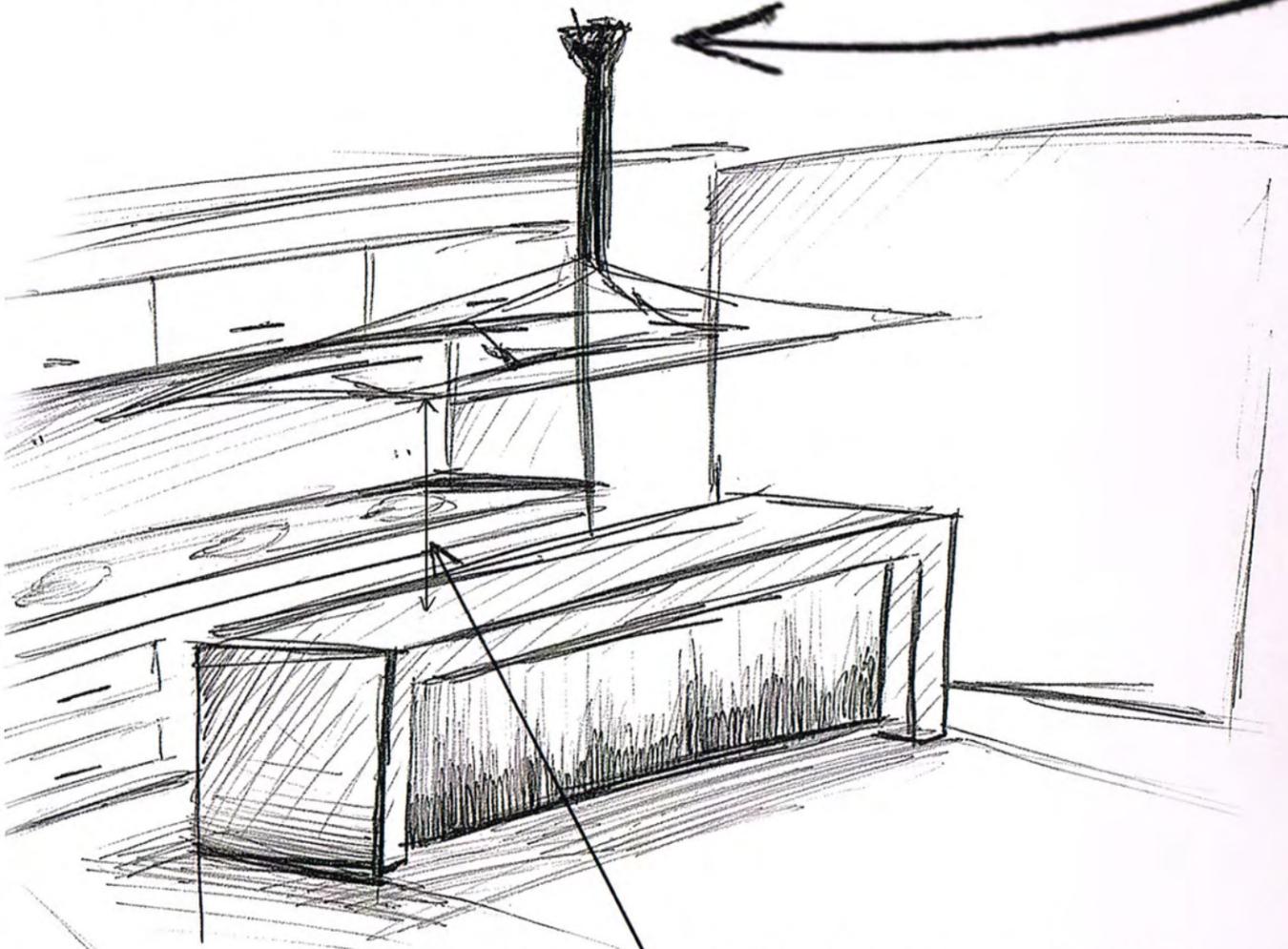


It will be supporting the pendant with a latch hook and a it will require a 30mm secured piece of plywood to act as the anchor for the fitting.

It will be a steel hook to hold a reinforced like the one to the right

the rope in which the light will be hanging by will have to be 36 ply 90mm rope for the 2.5 meter pendant and then 90m nylon for extra strength on the 5 meter pendant.

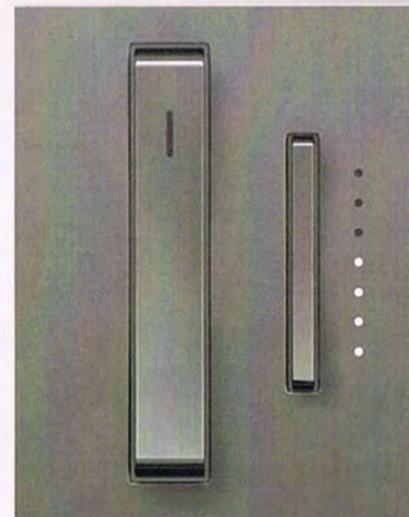
The fitting from the light to the rope itself will be at the point of center balance and will be fixed to light and so it wont fall or the lights will be secure.



The light should sit at 1.85m as it will be suitable for a 6ft people (so they dont get penetrated in the eye by wood)



A thimble will have to be applied to ensure full support of the pendant light.



For the LED's there are many systems on market that provide dimmable capabilities for LED lights.

This is my favourite wall switch for dimming lights and would like to incorporate this into the sale of my product.



Materials

Bamboo boards,
In a MISSION MAPLE WOOD STAIN.



I have chosen to use bamboo wood as it is aesthetically appealing, durable and strong. Although the material is strong and suitable for a pendant light, it is very heavy and therefore it may have to be held up by a stronger possibly reinforced ceiling. The material is very sustainable and durable because it is a hardwood. It will last long and won't warp over time.

Waterlox will be the best heat resistant stain for the wood of the pendant so that any heat emitted by the bulb will not interfere with the wood and will not set alight.

How to stain bamboo,

Wash wood with non abrasive cloth, soap, and water before getting ready to change the colour of the bamboo:

Allow to dry completely

Use fine grain sandpaper to remove bamboo's natural waxy layer.

Use circular motions with a sponge or Rag to stain the bamboo.

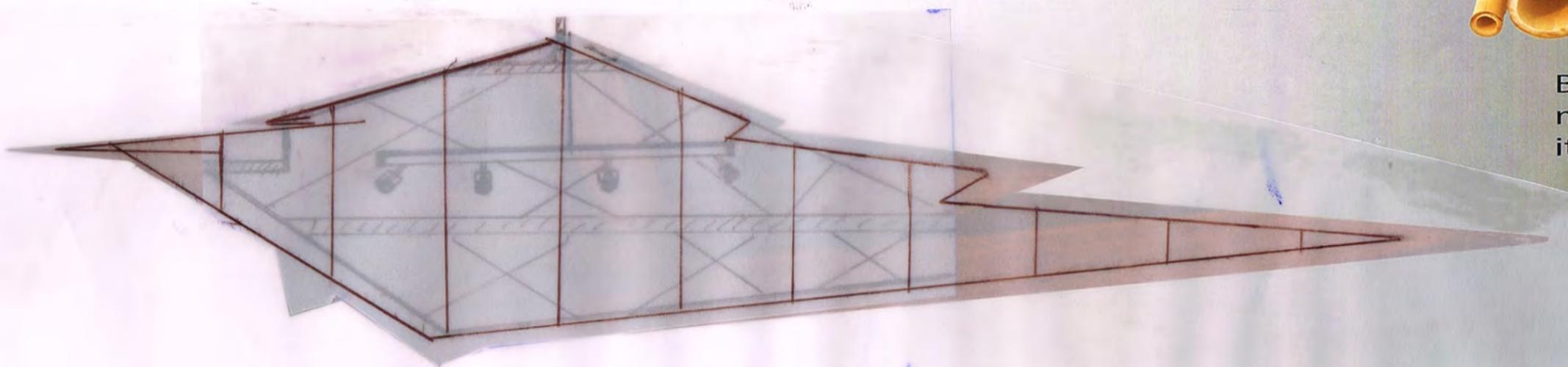
Allow for wood to dry to the specific number of hours recommended by manufacturer.

Finish the stain by sealing with a sealant that will bring back the shine and prevent the bamboo from drying out and becoming brittle.

Treat bamboo with heat to give it a darker and more appealing less tacky look



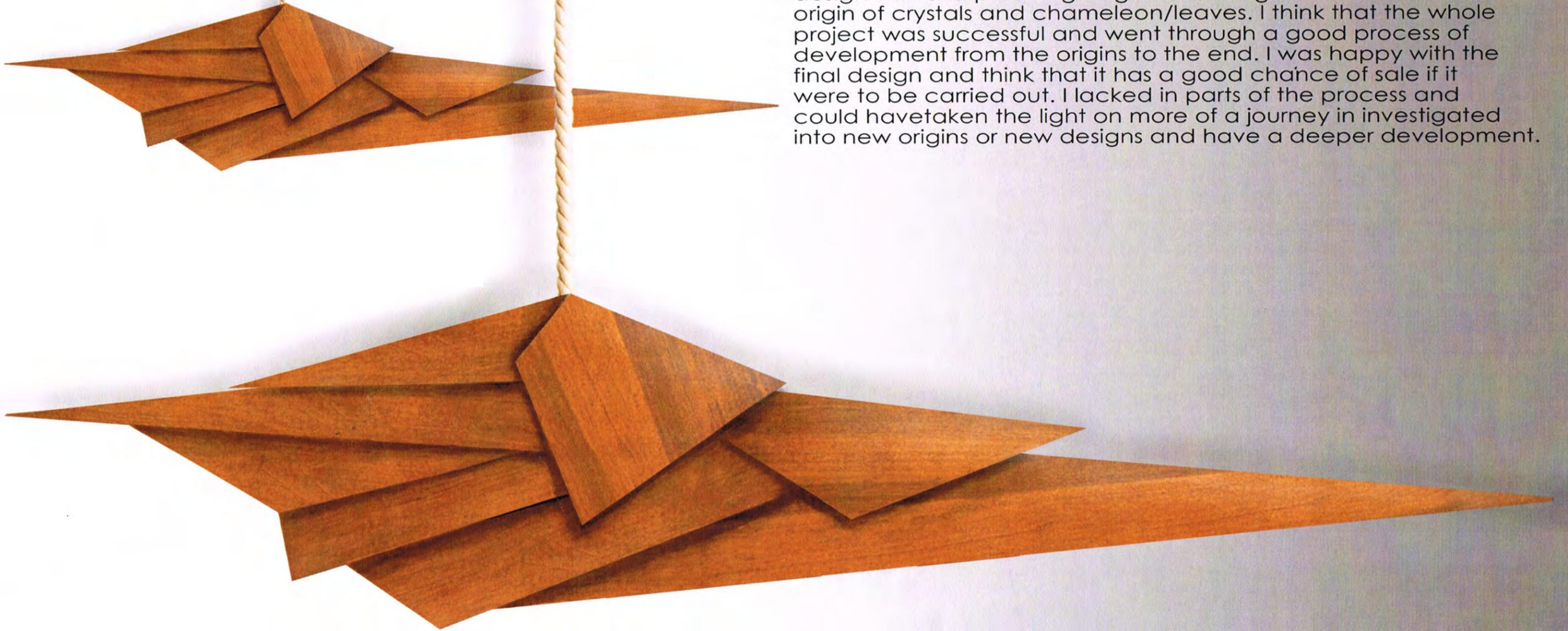
By using bamboo it will be an easy material to manipulate because of its elasticity.



Final Solution

Overall I feel that my lighting solution has met the criteria of the brief in which I had to design a product (lighting solution) and succeeded in doing so. I have come to the point of satisfaction with my design keeping in mind shape, materials, location, target audience and environment. I have followed through with the criteria of my own brief which I wanted to conform to designing a lighting solution (pendant) for high class residential households. I have also incorporated the idea of designing and targeting the industry of bars and clubs as I feel there is a market for lighting and contemporary designs for bars and clubs due to there being less competition of specifically designed lights for bars and high class clubs.

The materials I have used are suitable for the product and are aesthetically and functionally positive also environmentally friendly due to being durable and sustainable. Its geometric design with sharp cutting edges also brings out the second origin of crystals and chameleon/leaves. I think that the whole project was successful and went through a good process of development from the origins to the end. I was happy with the final design and think that it has a good chance of sale if it were to be carried out. I lacked in parts of the process and could have taken the light on more of a journey in investigated into new origins or new designs and have a deeper development.



רוא

רוא **Designs** compete to transform old lighting solutions into completely new and contemporary ideas for commercial and high class residential buyers.

The sleek design which utilises the proper of light weight yet sturdy materials. which also add to its longevity in a modern household its ease of assembly means anyone can have this light become the focus of the home's environment.