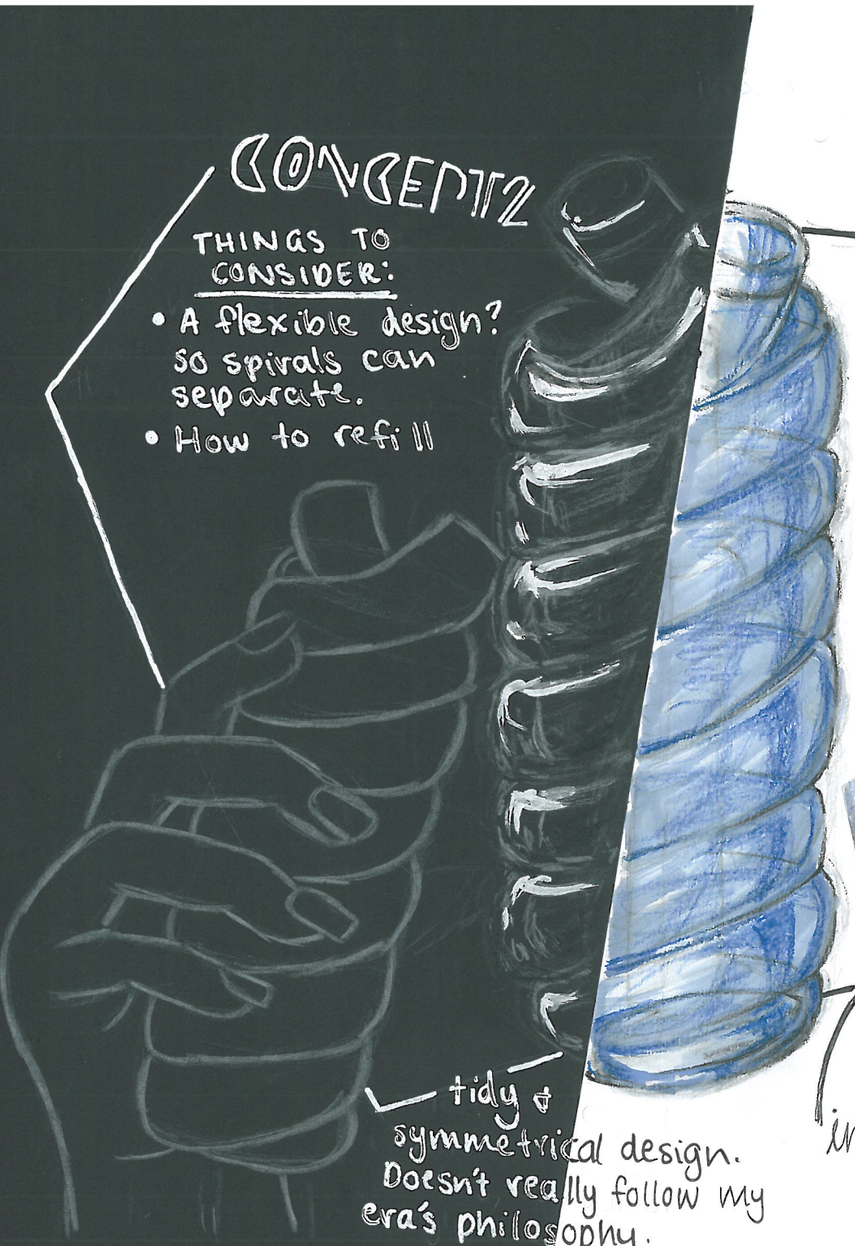
IDEATION

initial ideas

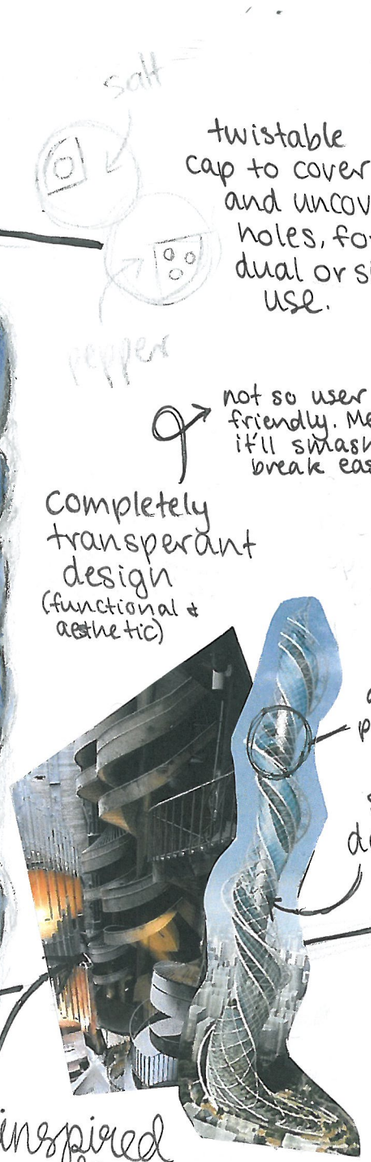
CONCEPTS

THINGS TO CONSIDER:

- A flexible design? so spirals can separate.
- How to refill



tidy & symmetrical design. Doesn't really follow my era's philosophy.



inspired by:

salt

pepper

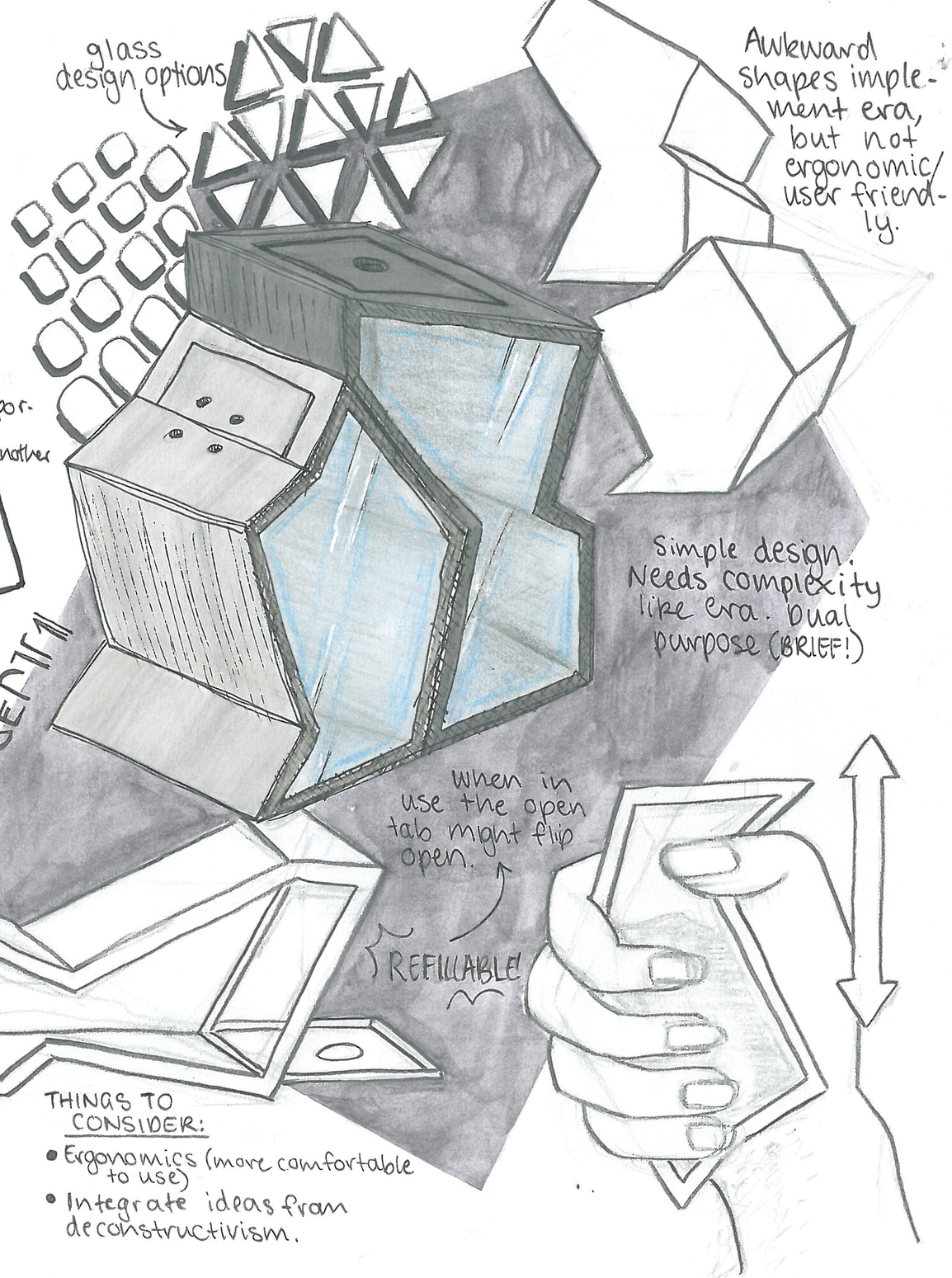
twistable cap to cover and uncover holes, for dual or single use.

not so user friendly. Means it'll smash & break easily

completely transperant design (functional & aesthetic)

could incorporate gridded pattern. Adds another element

spiral designs



CONCEPTS

THINGS TO CONSIDER:

- Ergonomics (more comfortable to use)
- Integrate ideas from deconstructivism.

CONCEPTS

+ rendering

similar design to a basic grinder, needs more development.

Fits the brief, dual purpose (contains and grinders)

Develop window to integrate era more

Sliced up shape, considers ergonomics

No exposed mechanisms, user friendly and safe to use.

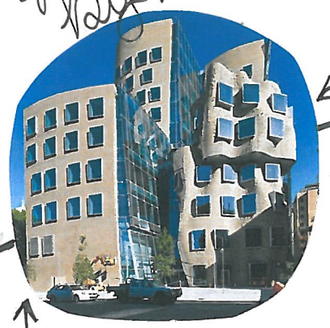
THINGS TO CONSIDER:

- Impliment my era more.
- Consider user and location.

CONCEPT 3

CONCEPT

inspired by:

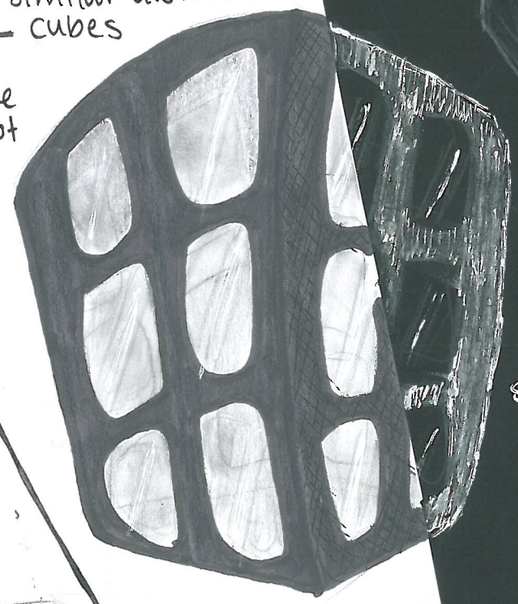


simple shaker needs to be dual purpose

grid/window pattern.

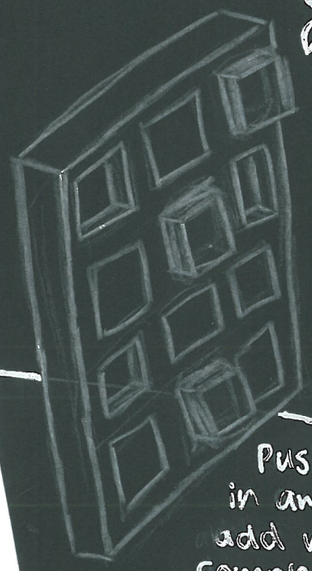
similar distorted cubes

shakers come in a set, not one unit, means two people can use it at once. Adds value.



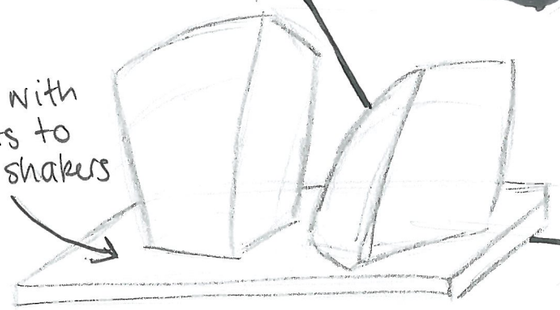
Basic shape. Could bring in a wrinkled surface shown in inspiration.

CONCEPT 4



Push squares in and out, to add more complexity to design.

tray with insets to hold shakers



THINGS TO CONSIDER:

- complexity
- dual purpose (BRIEF)
- ergonomics (USER)

How can this be more comfortable for my user?

grinder

How can I imbed deconstructivism more into my design?

main body

DEVELOPMENT

ORIGINAL

DEVELOPED

My new developed design is more user friendly, ergonomic, and reflective of deconstructivism. It expands away from the basic grinder design and incorporates my era's style more.

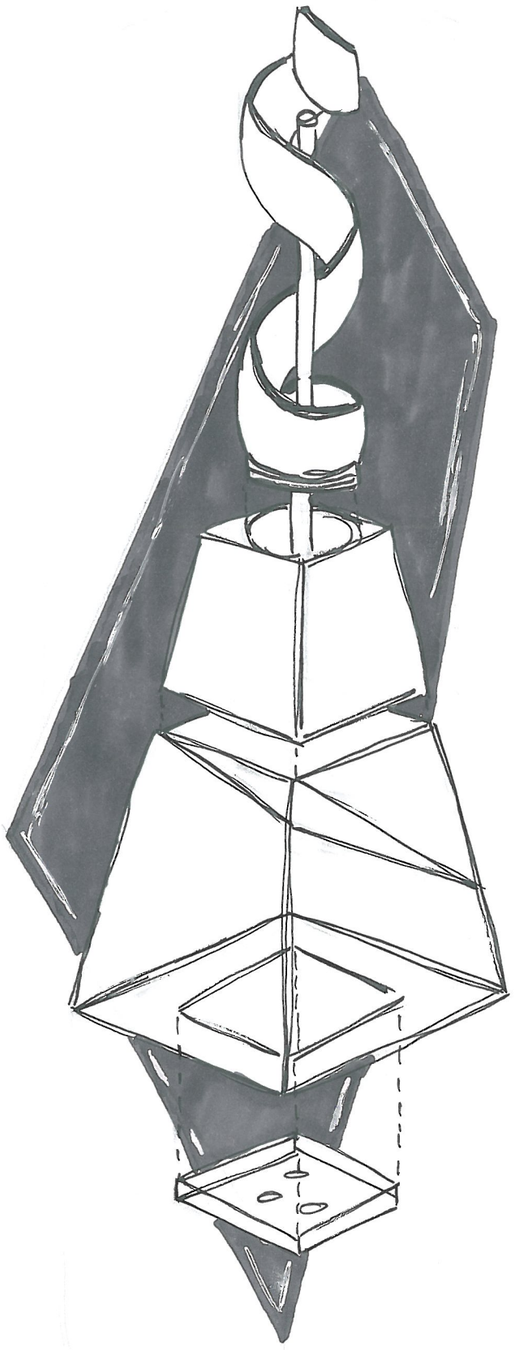
How can I make my design more functional & ergonomic?

containment

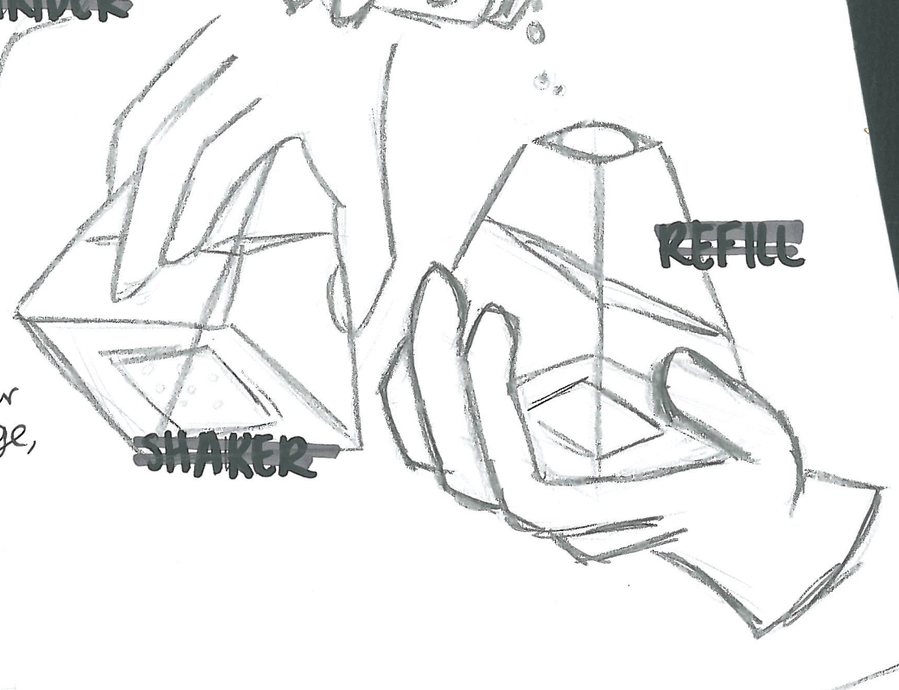
refillability

POP!

How can I make my design more practical and user friendly?

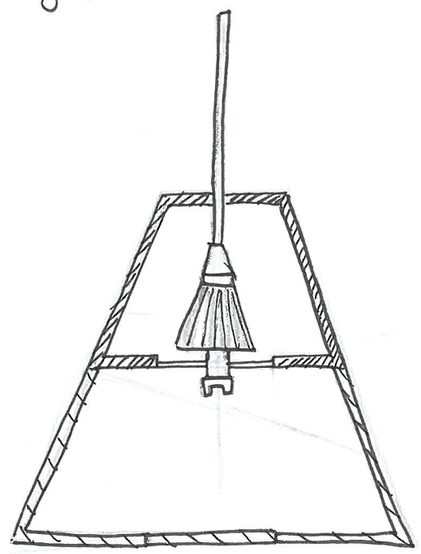


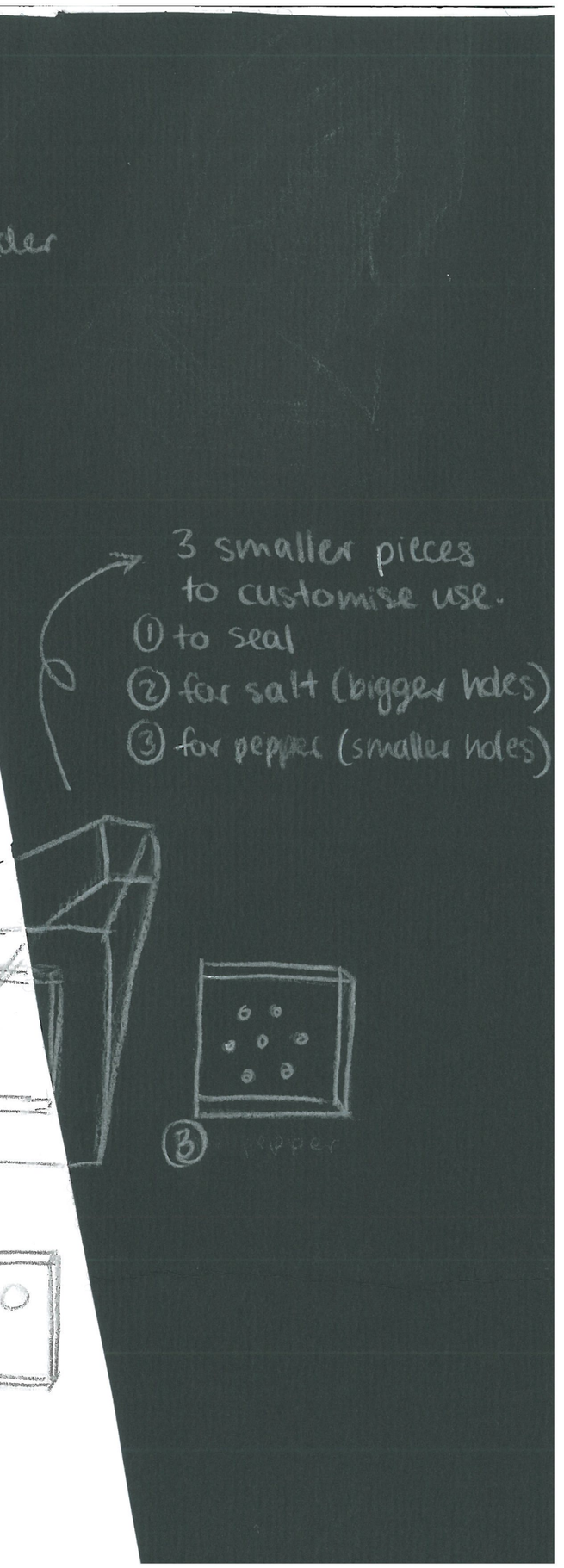
My design breaks up into 3 main pieces. This will make it easier to clean, and package, also easy to refill



DUAL PURPOSE

covers brief
My design is a shaker and a grinder





CONSTRUCTION + FUNCTION

FINAL DESIGN

I have designed a dual purpose grinder and shaker, influenced by the ideaology and philosophy of deconstructivism, for a modern, upscale kitchen. The specifications in the brief stated that my design must be dual purpose, safe to use, consider ergonomics, and integrate ideas from my era. My design is dual purpose as it is a grinder and shaker. My design, I believe, is also safe to use, as the main grinder mechanism isn't exposed. However the grinders pole is exposed and seen inside the spiral, so fingers could get jammed inside. My design also considers ergonomics, as the top part is a coned spiral designed to curve with the user's hand. However the bottom part is more geometric, but is still is square in shape and will fit nicely in the palm of a user's palm. Aesthetically my design uses materials, colors, and shapes inspired by deconstructivism, and functionly is inspired by modern, existing designs, and products. I think my design ticks off the specifications, and was differcult design, as in keeping practicality in mind. Especially using deconstructivism as an influence, anything works, and designs are often out-of-the-box. It was hard to narrow down ideas and pick and develop the best functionally and aesthetically. Not to mention keeping user friendliness in mind.

Assessment Schedule – 2019

Design and Visual Communication: Use visual communication techniques to generate design ideas (91337)

Achievement Criteria

Overall level of attainment for 91627	Achievement	Achievement with Merit	Achievement with Excellence
M	*Use visual communication techniques to generate design ideas.*	*Use visual communication techniques **skilfully** to generate design ideas.*	*Use visual communication techniques **effectively** to generate design ideas.*

Evidence

Not Achieved	Achievement	Merit	Excellence
Visual communication techniques (visual modes and media) are poorly applied or limited in conveying design ideas. Insufficient design ideas shown where aesthetic or functional qualities are not recognisable, not present, or not visually communicated.	Use visual communication techniques to **explore functional and aesthetic qualities** means examining different design ideas (that could be variations of a single concept or a range of concepts in response to a brief). **Explore functional and aesthetic qualities** are to be viewed holistically. • **Functional qualities** may include operation, human interface, ergonomics, proxemics, circulation, environmental factors, construction, materials, components, assembly, mechanisms, dimensions, etc. • **Aesthetic qualities** may include colour, tone, texture, pattern, shape (2D), form (3D), balance, proportion, surface finish, style, etc. Generated **design possibilities** are different design ideas that are simple alternatives which are predictable, obvious, superficial, or derivations of existing ideas.	Use visual communication techniques to **explore in detail** the functional and aesthetic qualities of the design. • **Explore in detail** means that design qualities (functional and aesthetic) are clarified through a range (or families) of drawings that show details from different viewpoints. This could include different levels of visual explanation (e.g. overall and closeups, external and internal information, sequence drawings for showing movement, showing design ideas in situ, etc.). Generated **divergent** design possibilities means design idea variations that are challenging, creative, unexpected, experimental, unusual and / or quirky.	Use visual communication techniques to **comprehensively explore** the functional and aesthetic qualities of the design. • **Comprehensively explore** means that design qualities (functional and aesthetic) are highly informative and easy to follow. **Extended** divergent design possibilities show evidence of design thinking that inspires idea regeneration and manipulation (this can be evident in the ideation that leads to the generating of divergent design ideas or the initial development of a chosen divergent design idea).

Note: **Visual communication techniques** could be digital and / or hand drawn (analogue), e.g. sketching, rendering, illustration, instrumental drawing, model making, mock-ups, 3D constructions, collage, overlays, CAD, animation, photography, etc.

Design ideas: Ideas that have functional and aesthetic qualities as opposed to shapes/forms that are essentially sculptural in nature (as is evident in the initial stages of ideation).

Merit Exemplar 2019

Subject	Design and Visual Communication	**Standard**	91337	**Overall grade**	M
	Annotation				
	The candidate begins the submission by exploring shapes and forms derived from architectural inspiration.				
	Page 2 uses these forms to drive the creation of a range of initial ideas that lead into the divergent concepts communicated on pages 4–5. Functional and aesthetic qualities are portrayed in the drawings through the indication of materials and the use of hands to provide scale.				
	On page 5 the design develops through the addition of the spiral, but this changes jumps rather than extends.				
	Page 6 focuses on the functional qualities of the grinder.				
	This is a Merit submission. It has explored the designs in detail through the use of a range of sketching techniques to communicate both functional and aesthetic qualities. The initial exploration was used to create a range of divergent design possibilities.				