

Andrija Stankovic

Industrial design

• **Portfolio**
•
• 2021



Hello, my name is Andrija and I enjoy seeing products come to life. From research, ideation, sketching and prototyping to realization I believe that every good design can improve our experience with it.

Education

- **BSc Industrial Design – Faculty of Architecture (School of Design)** (Oct 2018 – Now)
 - Elective Figure Drawing 2
 - Elective Motions Graphics Design
 - Elective Basics of Interactive Media 1
 - Elective Photography and Film for Industrial Design (1/2)
 - Elective Introduction to Space Technologies
 - Elective Fundamentals of Digital Game Development
- **II. Gymnasium** (Sept 2014 – June 2018)

Interests

- **Sports**
 - Karate
 - Amateur Boxing
- **Art**
 - School for Art Education, Creativity and Design – Studio Tanay



Supervisors:

Zlatko Kapetanovic

Nika Pavlinek

- **Redesign**
- Oct 2019 – March 2020
- Class assignment
- Individual work

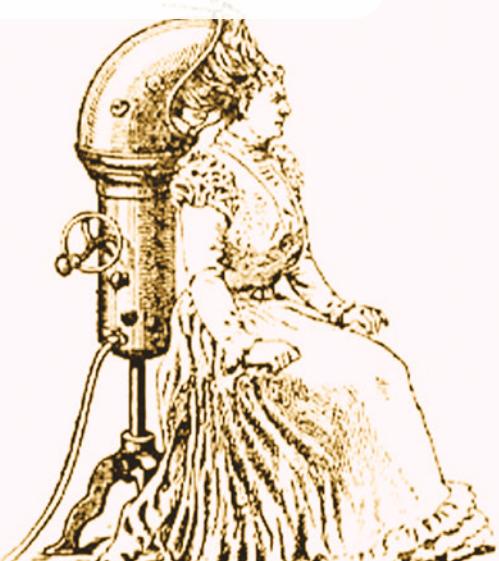
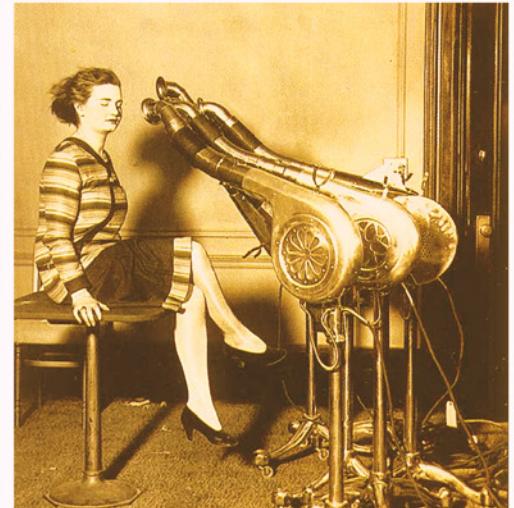
The main aim of this project was to, through surveys and comprehensive user-surroundings-product research, redesign an existing substandard product and offer a solution to its issues.

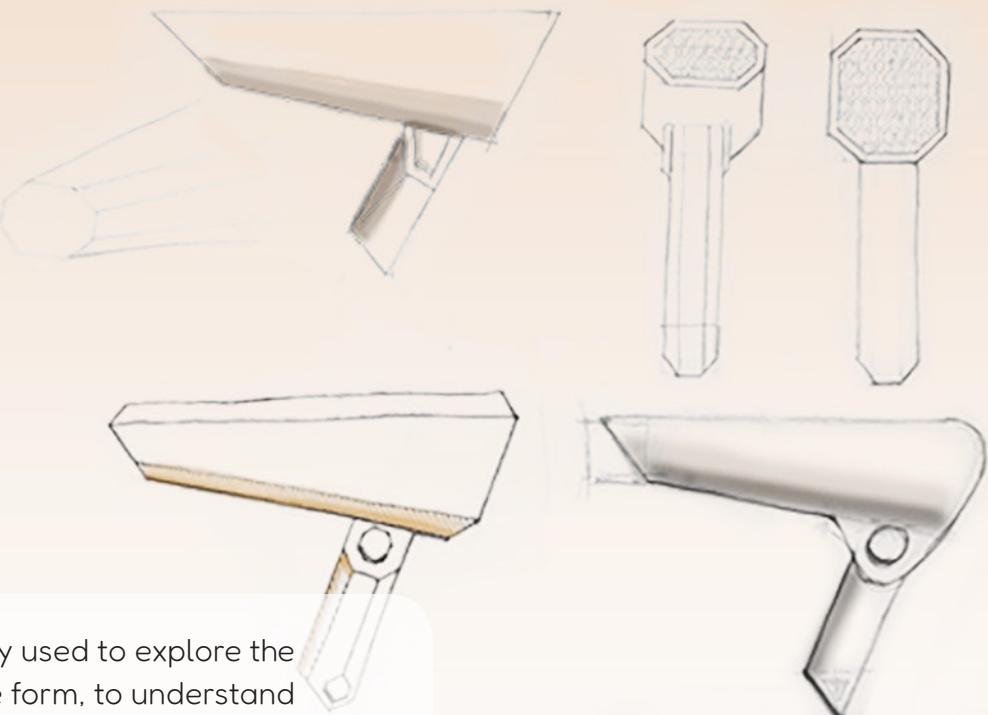
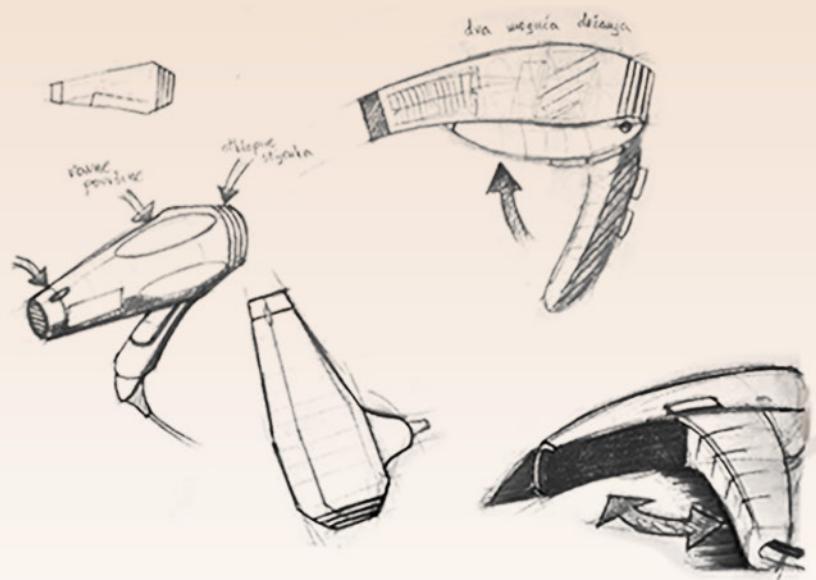
Research

The research aspect of the design process included extensive analyses of the historical development of the product, manufacturing, user–product–surroundings relationship, safety standards, materials, socio-logical, psychological and functional factors. I used various forms of design prioritizations like MoSCoW, 5W1H, different UX maps and senses/motor skills/cognitive capabilites research.

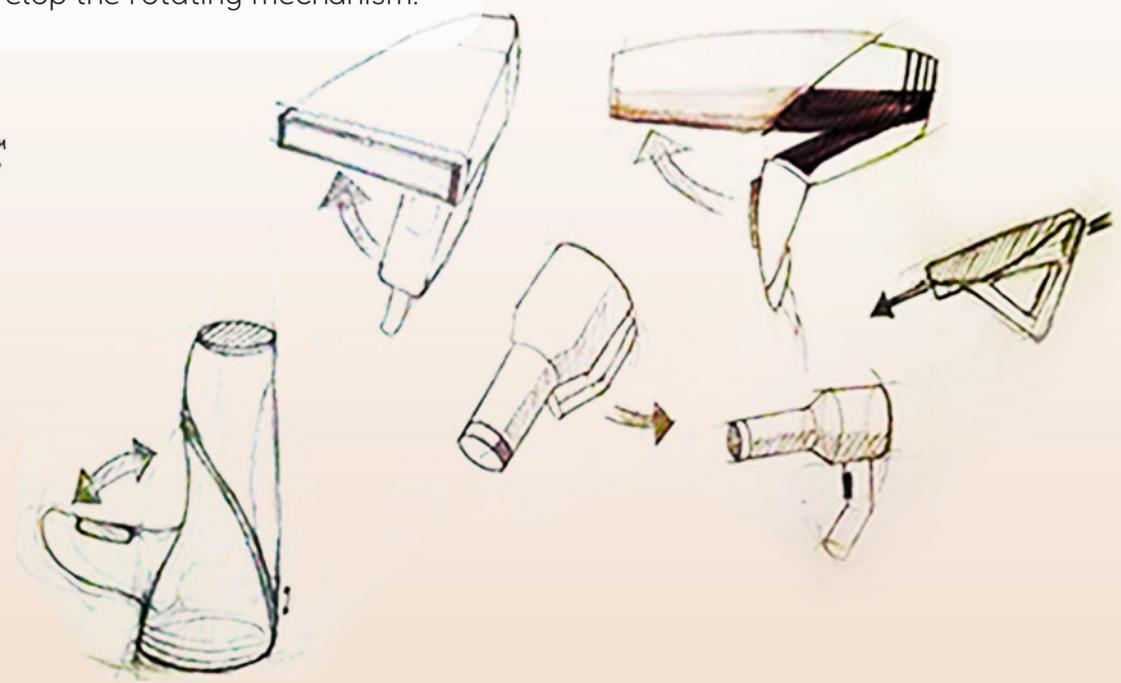
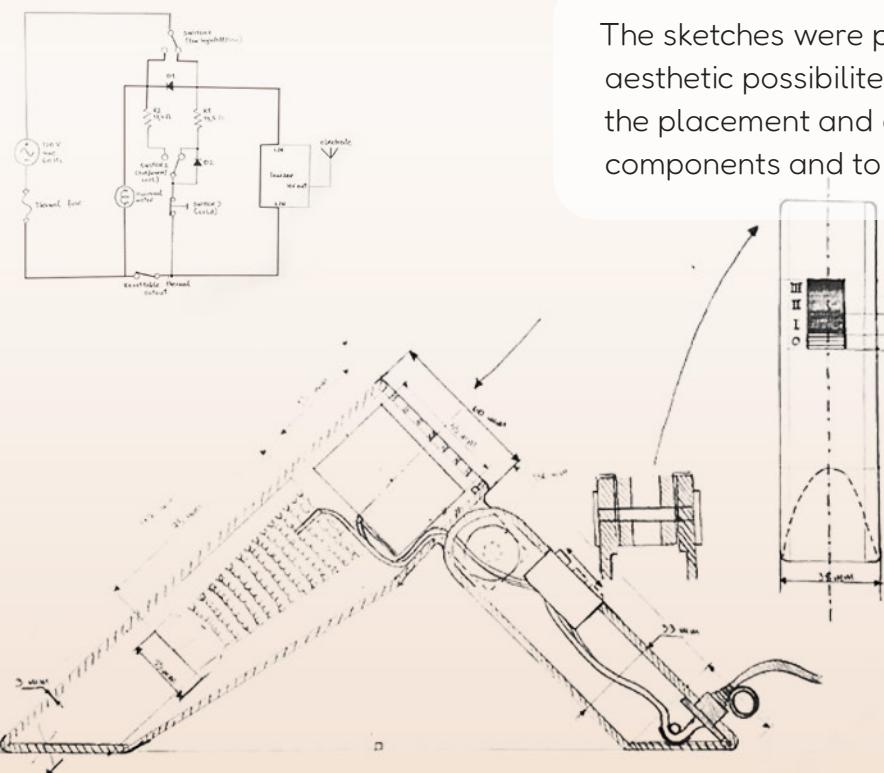
Survey results

Most of the everyday respondents reacted negatively to the experience of using a hairdryer; some found it too hot/loud; some hated to hold it in their hands and were afraid that it was going to damage their hair. Overall, a lot of them were rarely using the hairdryer and/or found it unnecessary or useless.





The sketches were primarily used to explore the aesthetic possibilities of the form, to understand the placement and dimensions of the internal components and to develop the rotating mechanism.





Styrofoam prototypes were made to determine optimal positioning of the handle, to check ergonomic proportions and to better understand the overall form of the future product.

Problems

This hairdryer had many design drawbacks, ranging from **functionality and usability** in the common surroundings ie. bathrooms to materials which could overheat and cause plastic deformations. Moreover, the usage instructions were **confusing**, form was **aesthetically unclear** and the product was **too heavy, large and loud** for the extreme user.



Realisations

The new product got a rotating handle making it more **compact and portable**. Also, other goals that were managed to be realized included **reduction of the size of the product, simplification of the form, clearer usage instructions, better heat resistant materials** and **new resting state abilities** more appropriate for the way the product is being usually used.







Supervisors:

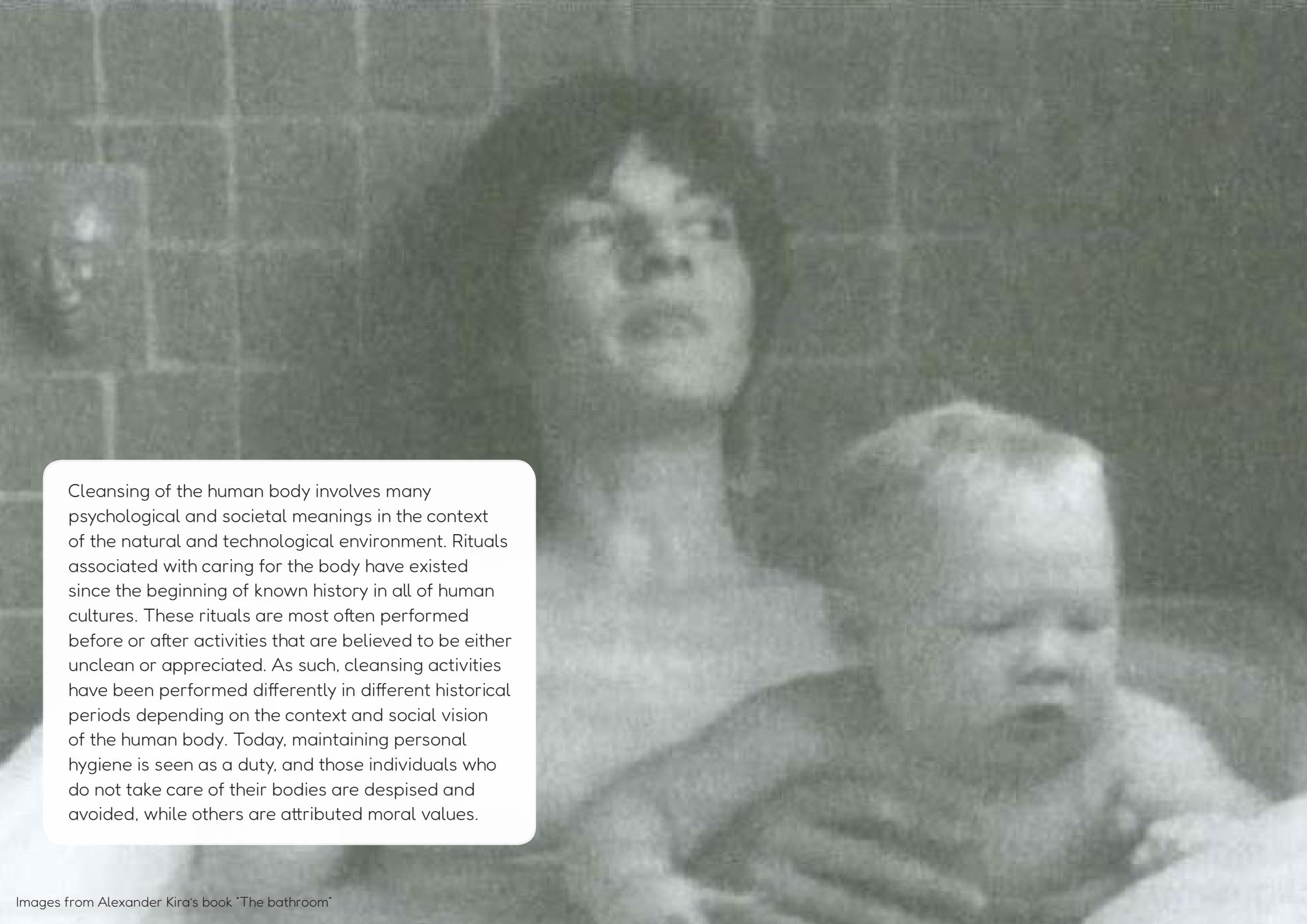
Andrea Hercog

Nina Bacun

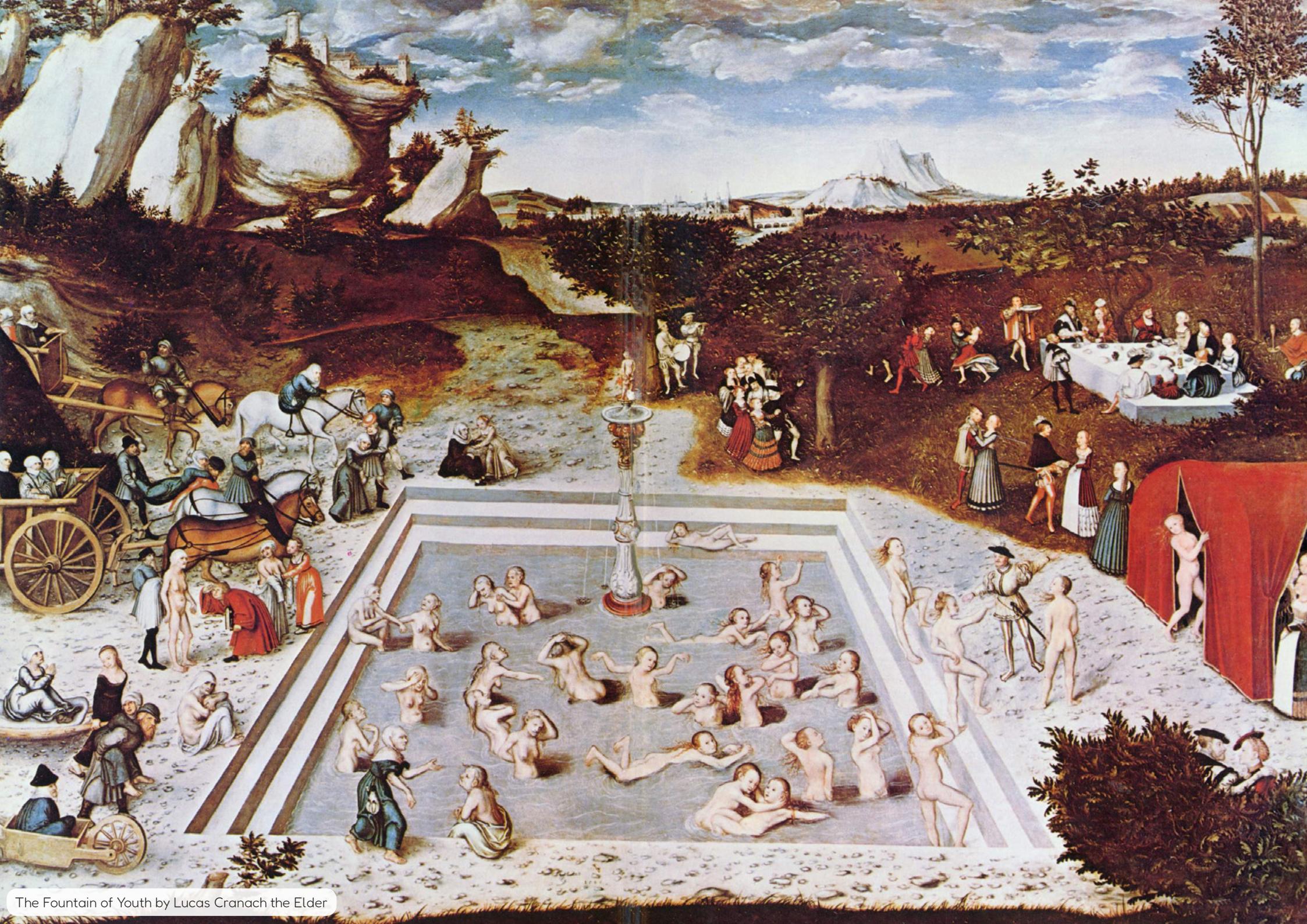
Design of a complex product

- Mar 2020 – June 2021
- Class assignment
- Individual work

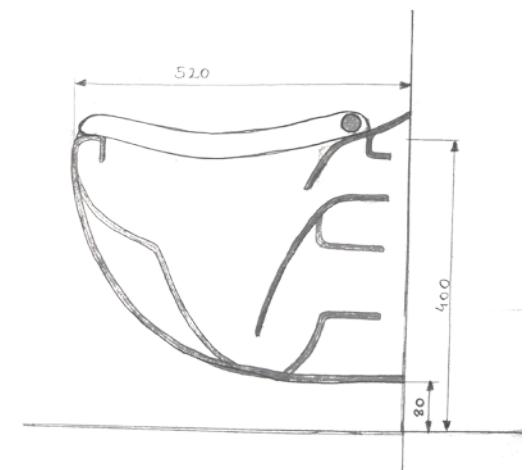
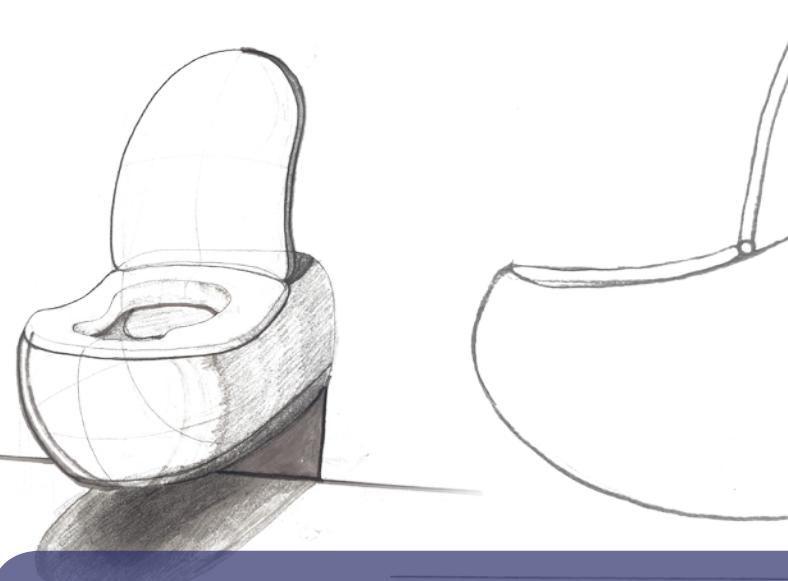
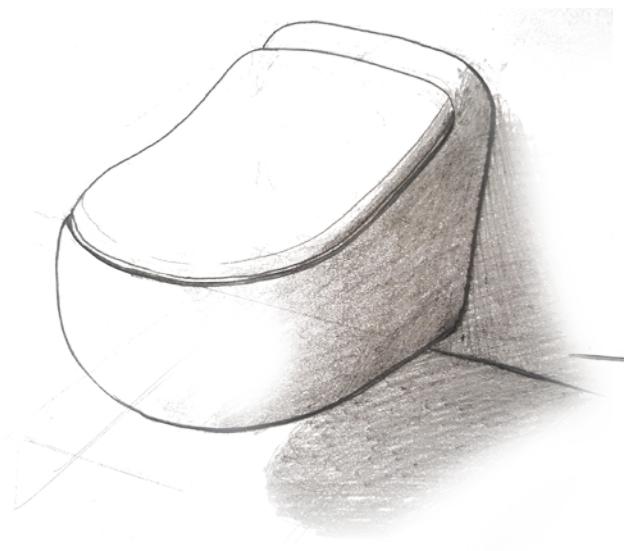
The main idea of this assignment was to deepen the knowledge of the design process by exploring the underlying psychological, ethical, natural and cultural aspects of cleansing the body and basic human needs in the context of a water closet.



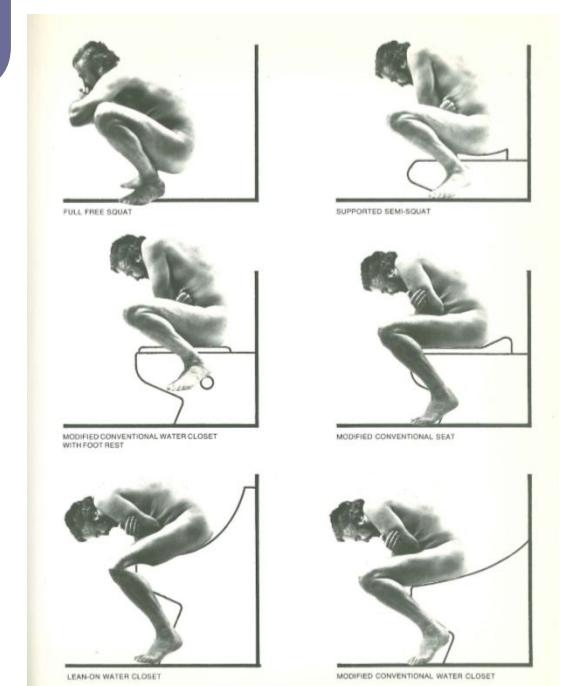
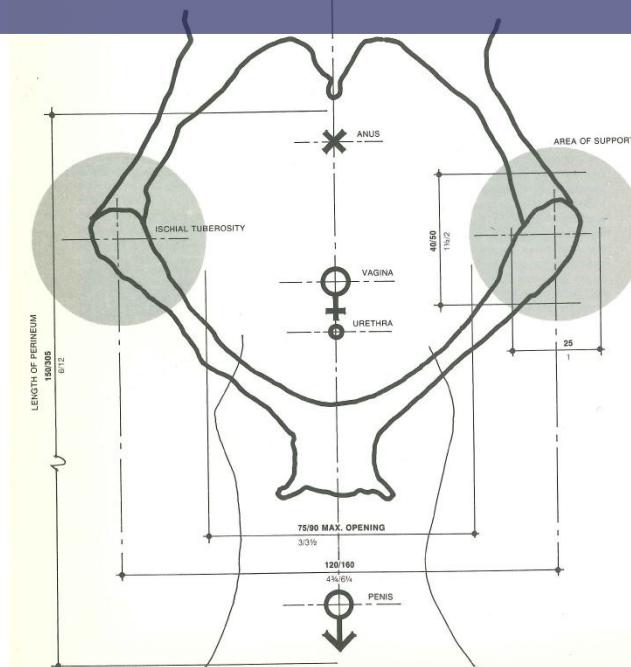
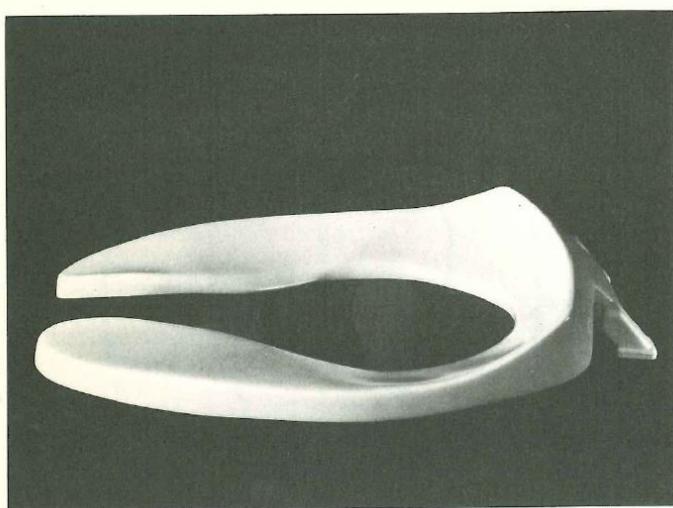
Cleansing of the human body involves many psychological and societal meanings in the context of the natural and technological environment. Rituals associated with caring for the body have existed since the beginning of known history in all of human cultures. These rituals are most often performed before or after activities that are believed to be either unclean or appreciated. As such, cleansing activities have been performed differently in different historical periods depending on the context and social vision of the human body. Today, maintaining personal hygiene is seen as a duty, and those individuals who do not take care of their bodies are despised and avoided, while others are attributed moral values.



The Fountain of Youth by Lucas Cranach the Elder

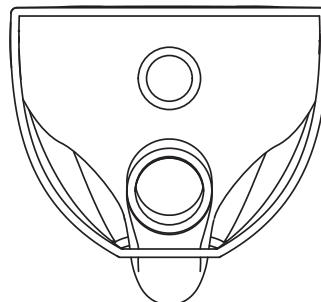
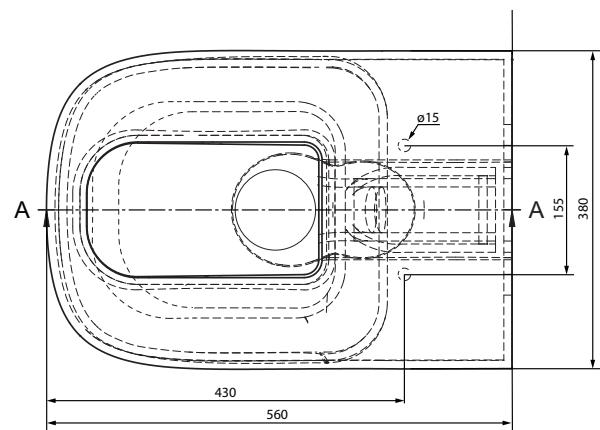
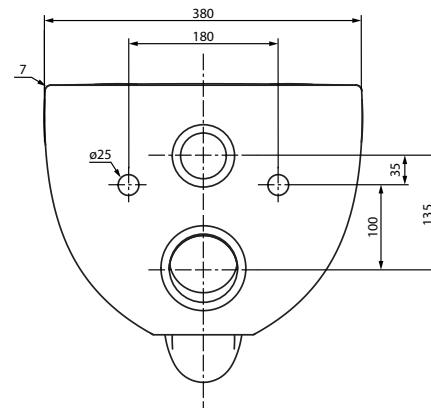
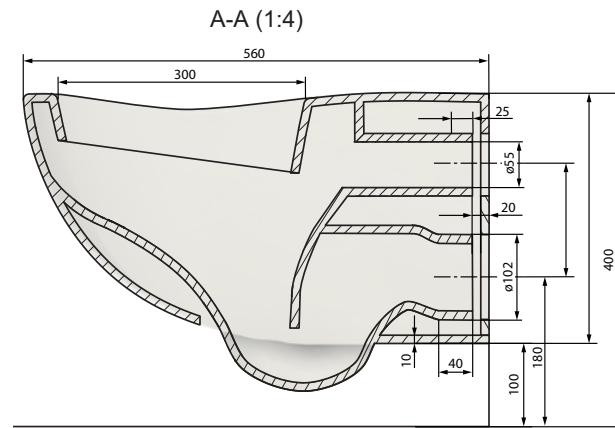


The analyses were focused on understanding the intimate bond between the object and the user. To create an aesthetic experience that will be comforting, soothing, comfortable and to recess the seat so as not to cause blood circulation issues.



Design process

During the design process the supervisors thoroughly familiarized us with the ceramics procurement and production process, its manufacturing limitations as well as with standards for inlets/outlets and width/height practices for the product.







Chancellor's award for "great"
team scientific and artistic
work (more than ten authors)



Public Space System of The Lower Town Blocks

Supervisors:

Andrea Hercog

Ana Sopina

Andrija Mudnic

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- Oct 2019 – March 2020
- Class assignment
- Group Work

The graphic design/industrial design/architecture student project proposed urban renewal of an earthquake affected city centre of Zagreb with conceptual solutions for public spaces. The project deals with themes of social intervention, park and content revitalization and the activation and connection of communities.

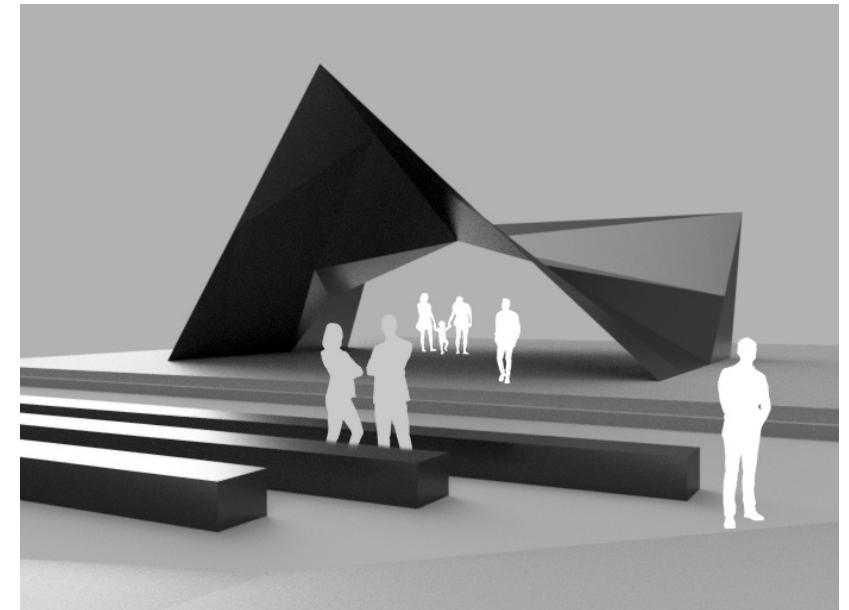
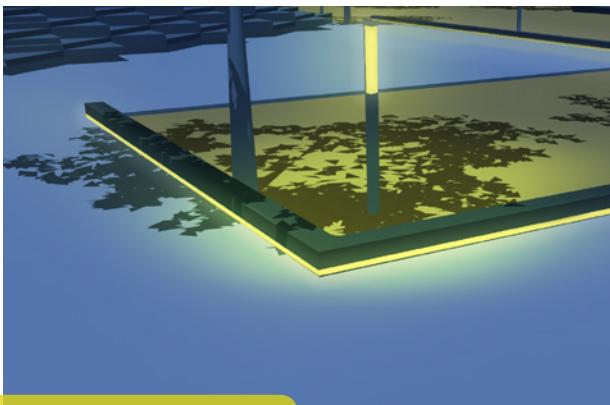
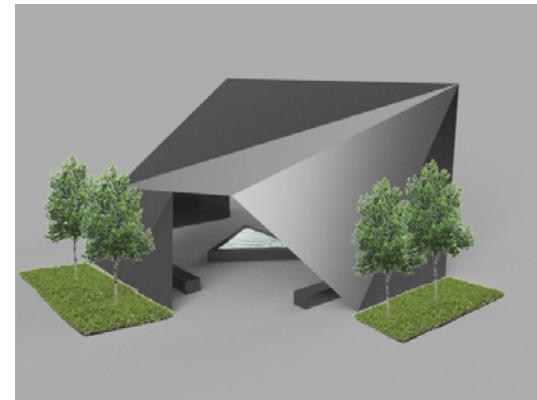
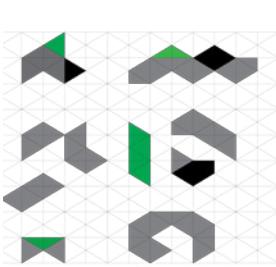


Research

The research focused heavily on understanding the social and cultural elements of the space, its historical relevance in the minds of current neighbouring residents, the abilities of the space on a larger scale and through documentation of its visual and spatial characteristics.

Iterations

As this was a group project, the design process tried to find a common ground and to synergise to different views and provide others with relevant information as to how to expand their views on the project. The goal was to find a unifying modular character that will create a total experience.



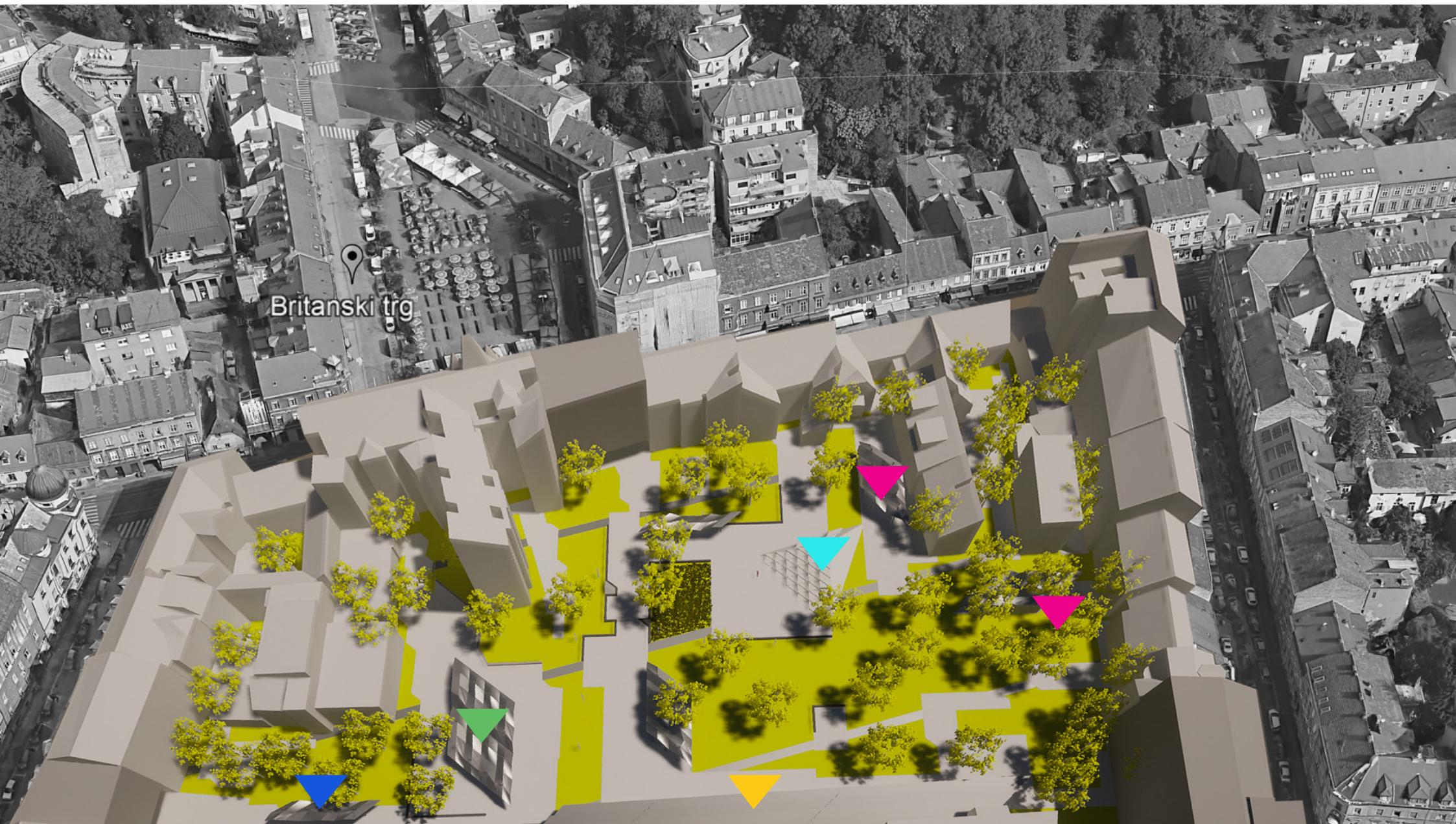
MARKET

CATERING FACILITIES

ATELIER

GRANDSTAND

SHOPS

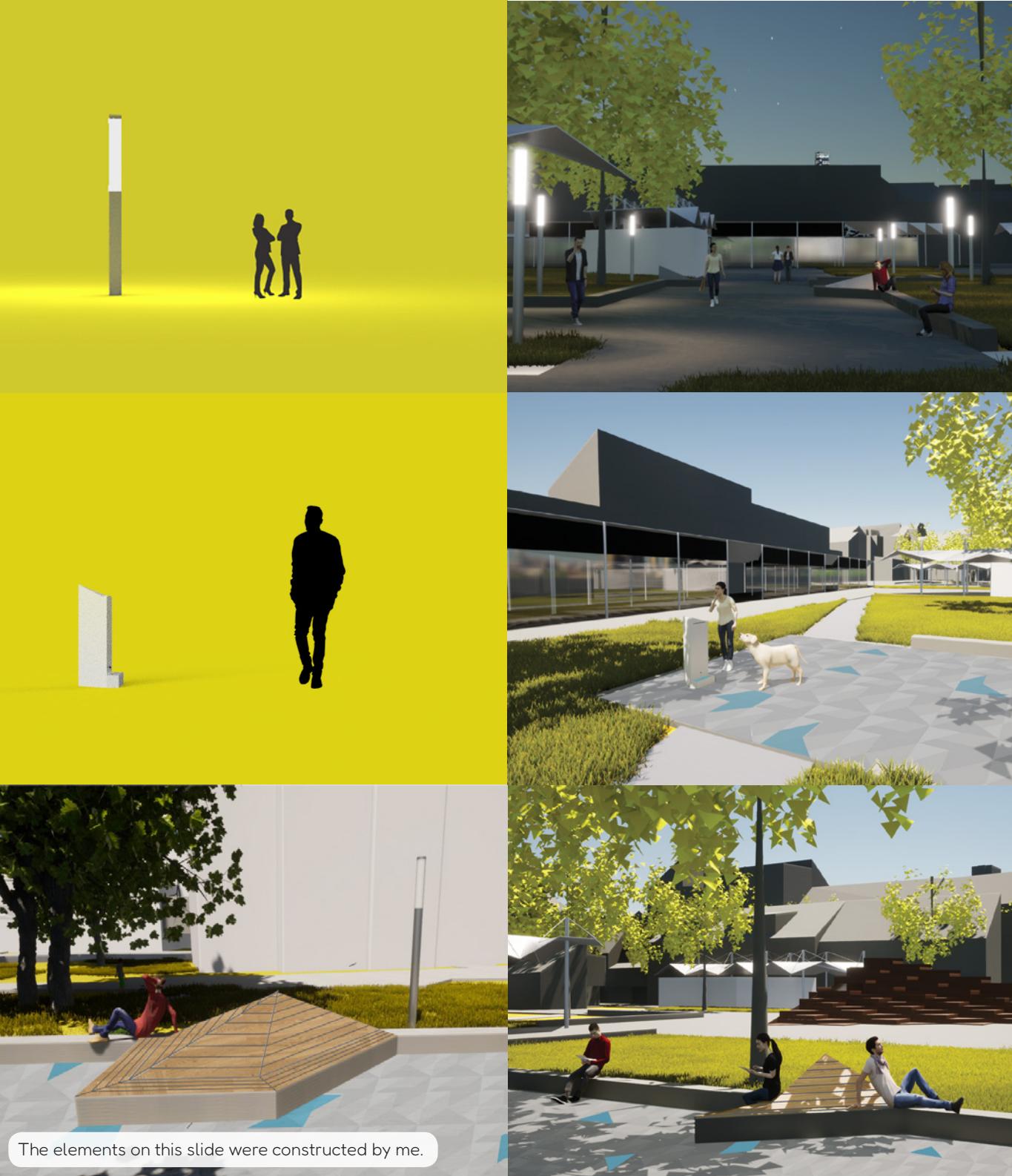




The project aimed to reaffirm the existing imprint containing the memory of space. By researching the relationship between stakeholders, everyday commuters and needs of the various groups within the block, it has set up content that will gently revitalize the abandoned space. Pavilions are structured relative to human size, not wanting to impose themselves onto other structures. The program wants to diversify and encourage the various intertwining of individuals, interests, groups and performers. Moreover, the area has been restructured in terms of sustainability and vibrancy, the interweaving of various programs and ambiguous movements gives the space a dimension of active research and use.



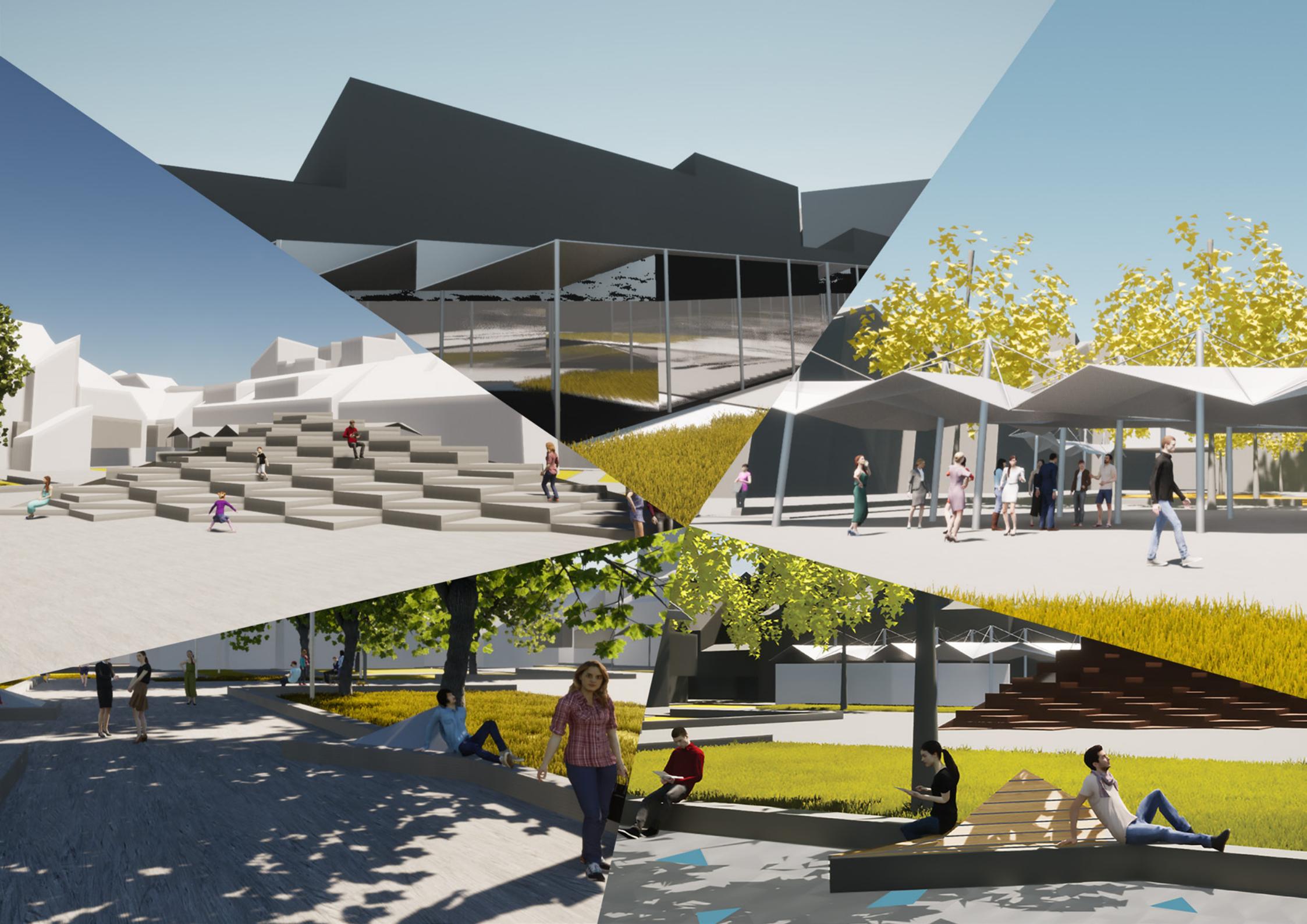
The pavilions were predominantly done by architecture students. I was actively involved with the construction of the grandstand and with design advice on other structures/space/materials.



The lights were used as a tool of guiding the passerby to his destination, to provide a sense of security and clarity. The cross section of the light post is triangular to merge with the modular and spatial requirements.

The triangular shaped fountains were created to, combined with trees and green surfaces, provide a natural, humanizing element in the space for everyone's refreshment.

The flowing-along-the-paths system of modularly varying benches aimed to accommodate all of the human movements possible while being aware of the wear factor of materials in the public space. It uses concrete and is plated with wood to deliver a seemingly natural experience.



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