

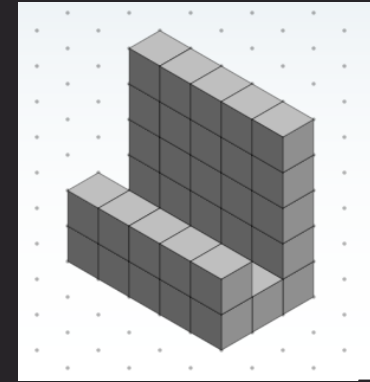
Concept Sketches

[Please see powerpoint]

Leo T Souvenir from a Place of Interest

Design Ideas

01.1 - Birthday Card Holder



Eye-catching

Wall-mounted?

Possibility of curved top

Safe – no sharp corners

Made of MDF

Opportunity for cultural design

Colourful potential

May not stand up

Wall-mounted?

Could be wall-mounted instead of on surface

+ More space

+ More possibilities for inventive designs

– May not want to drill into wall

> Could use adhesive instead of nails?

Curved top & corners

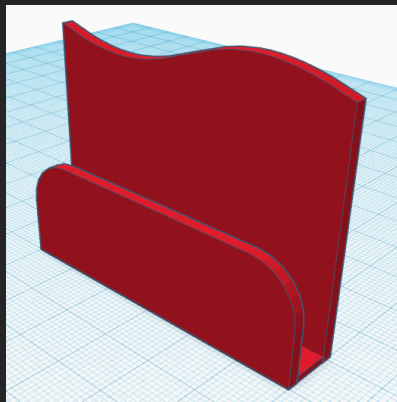
Important to remember safety and design from specification

> Curves and rounded corners increase tactile appeal and aesthetic value as well as safety

Customisability

Needs further development – possibility of using mechanism to change size to fit more products?

Adjustable size?



Lack of customizability

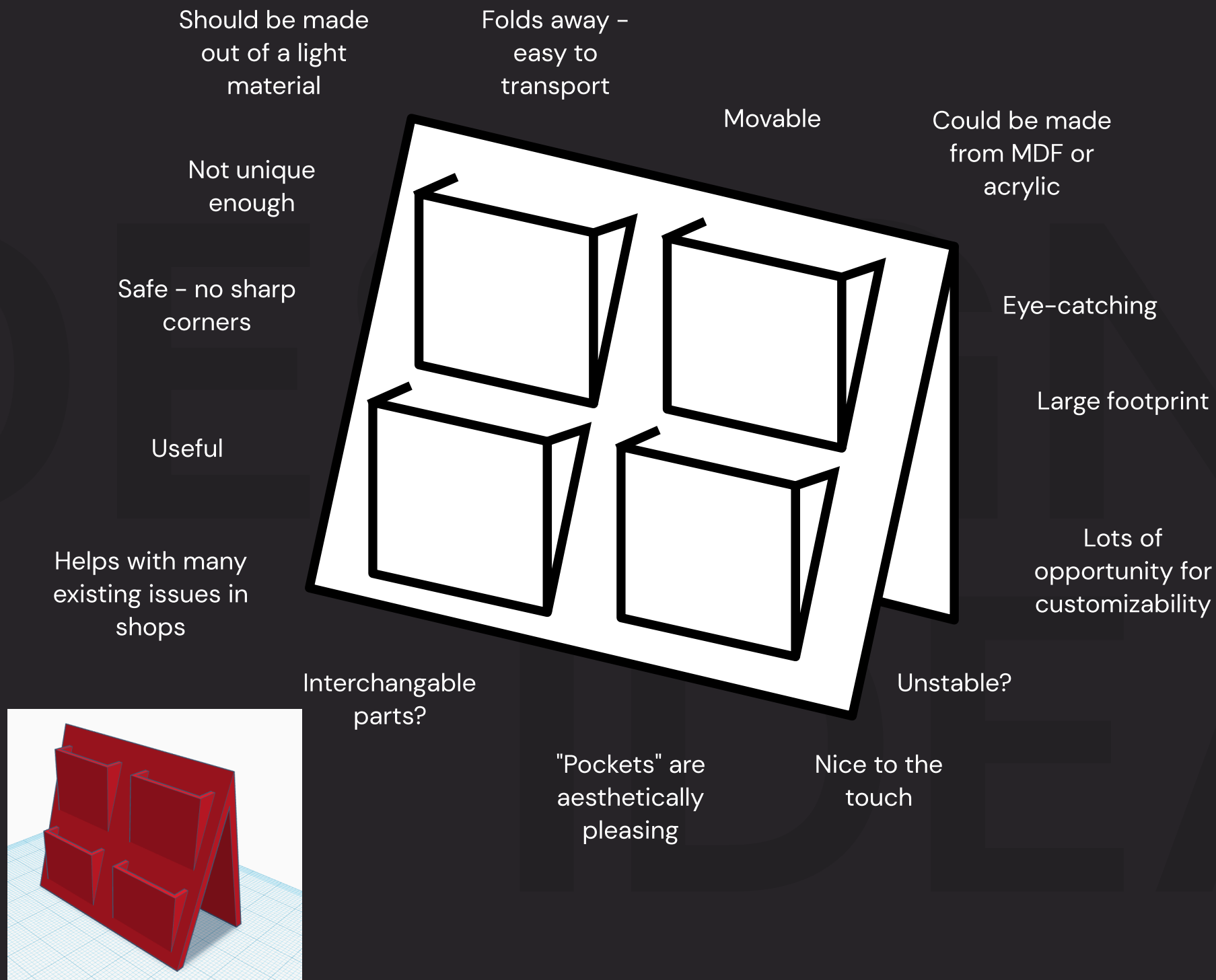
Movable

Corners may be sharp

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Design Ideas

01.2 - Multiple Cards Holder



Folds away

Ideas of versatility - reflected in specification

- + Easy to store when not in use
- + Helpful for moving around - light
- May not be durable or stable (specification states it must be durable)

Interchangeable parts

Pockets could be replaceable?

- > Allows for further customisation (specification states should allow for individual clients to customise product)

Cultural influence

Basic shape allows for Spanish cultural influences to be easily implemented at a later stage

Design Ideas

01.3 - Glass Reflective Product Display Stand

[Working on card model – will paste in
alongside analysis when photos are
completed]

Unsafe

May not be suitable for small children – see
specification point 'Safety'
> Could be made out of different materials

Spanish Culture

Shows Spanish architectural influence
+ Lots of flowing, modern curves
– May not appeal to every shop, lack of
customisability
– May overshadow displayed items

Weight and visual impact

+ Material allows for solid base and lack of unwanted
movement
+ Looks impressive
– Lack of places where it could be situated

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