# Project Overview

# Role

Product designer; Prototyper; Maker

# Team

Individual

# Timeline

Mar2020-Apr2020

# Ideation

Quick sketches is always a good way to start ideating. I choose orthographic view to experiment with the composition of the boards

What to consider:

- How to show the book

- The direction of the book

- The balance of the whole structure

- Aesthetics

# Sketch Model

In order to evaluate the ideas, I selected four ideas that I wanted to pursue and made them into four foamcore 1:4 models. The final idea I want to pursue is the last model.

Based on the feedback I got on my form, I found several problems with my form.

1. Symmetry: The whole form is too symmetrical that makes it appears less dynamic and aesthetic.

2. Emphasis: While the book is put on the shelf, the emphasis of the who form shifts right, which makes it appear unbalanced.

3. Fragility: The middle panel will be very fragile while being fabricated with wood. This is because the shape of this panel will be “H” which may cause breaks in the middle.

# Variations / Iterations

1. For this iteration, I made the form asymmetrical, which makes it more dynamic. In addition, such asymmetry makes the form more balanced while the book is placed inside. However, a pitfall of this form is that it may appear too blocky when viewing it from the front (shown in the second picture). In order to solve that, I plan make this face narrower and less symmetrical.
2. For this iteration, I mainly improved the details of the shelf by utilizing the wood grain. For example, in the second picture, I cut the front panel to reveal the end grain of the piece behind it. As the end grain has a unique texture and color, it will be more aesthetically pleasing and intriguing.
3. For this iteration, I wanted to reduce the material in each panel in order to make them less bulky and more dynamic. As I’m not sure how to cut the material, I decided to model it in Solidworks and try out different ideas. However, what I need to improve is to have a more valid utility rationale for making the cut on top of the aesthetics choice.