

## Product Poster

The templates provided are a starting point. Below is some general advice and example product posters

- Do not feel that you have to strictly stick to the lay outs.
- Change the amount/size/placement of images as you see fit, just make sure they have enough resolution to be crisp images.
- Keep to the general font size provided and resolution of the images as these will look good when printed.
- When aligning images and text, try to line up the borders as this will look neat and professional.
- Please keep the bar at the bottom of the template to put your personal details and to add any logos to.
- Add some colour to your posters if they are looking a little bland. Try to stay away from bright background colours.
- Do not go overboard on logos, use 2 or 3 key ones.
- If your product is aimed at a system (i.e Iphone), get an image of that system using your tech in your poster.

### 产品海报

提供的模板是一个起点。 以下是一些一般性建议和示例产品海报

- ⌚不要认为您必须严格遵守布局。
- ⌚根据需要更改图像的数量/大小/位置，只需确保它们具有足够的分辨率即可获得清晰的图像。
- ⌚请遵守所提供的常规字体大小和图像的分辨率，因为打印时这些看起来会很好。
- ⌚对齐图像和文本时，请尝试将边框对齐，因为这看起来整洁而专业。
- ⌚请保留模板底部的栏，以放置您的详细信息并添加任何徽标。
- ⌚如果海报看起来有些平淡，请为海报添加一些颜色。 尝试远离明亮的背景色。
- ⌚请勿过度使用徽标，使用 2 或 3 个关键徽标。
- ⌚如果您的产品针对的是系统（例如 iPhone），请在海报中使用您的技术获取该系统的图像。

### Poster Examples

# Tea Pot for men

## Primary Objective:

Design a tea pot that meets the physiological wants, needs, and expectations of men.

## Secondary Objective:

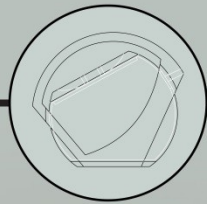
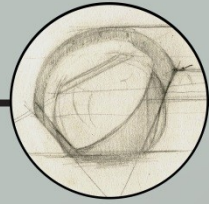
Enhance the sensory experience of drinking tea.

Drinking tea is a sensory experience

**sight:** glass windows allow you to watch the dancing of the tea leaves as they diffuse through the water.

**taste:** compact infusers inhibit the brewing of tea. The purest taste is found when water and leaves are allowed to brew freely.

**smell:** its value is underestimated, but a rich aroma completes the sensory experience of drinking tea.



## Features:

the rigid and coarse quality of the cast iron juxtaposes the tactile quality of the glass while providing a solid and protective casing for the vessel.

light bouncing through the glass walls lets you watch the marvel of the unfurling tea leaves. The glass also cools the water to prevent burning the leaves.

the removable filter makes the pot easy to clean while allowing the tea to steep freely in the vessel.

Laila Steen | Chris Perron | Dave Van Vliet | University of Alberta

# SPY OPTIX

## SNOW-WARE

SPY OPTIX NEW REVOLUTIONARY EYEWEAR FOR EXTREME SNOW SPORT.

THIS NEW TECHNOLOGY CATERERS FOR EVERY POSSIBLE NEED OF THE EXTREME SPORTSMAN OR FANATIC! THIS NEW RANGE OF EYEWEAR CONTAINS HIDDEN FEATURES NOT YET SEEN OR HEARD OF BEFORE.

FROM THE DYNAMIC DESIGN TO THE LATEST IN THERMAL, VISUAL AND AUDIO TECHNOLOGY THIS SET OF EYEWEAR HAS IT ALL!

**THERMAL HEADBAND:** THIS NEW FEATURE ENTAILS CREATING A THERMAL POCKET IN THE USER'S HEAD TO KEEP THE BODY WARM AND FOCUSED WHEN IN COMPETITION. THE BRAIN IS THE ORGAN THAT KEEPS THE USER ALERT AND ALLOWS THEM TO PERFORM THE BEST STUNTS AND TRICKS. OWING TO THE FACT THAT 90% OF BODY HEAT IS LOST THROUGH THE HEAD THIS COMBATS THE SIMPLE PROBLEM.

**EARPIECE AND INFO JACK:** THIS TECHNOLOGY BOASTS THAT THE USER CAN STORE ALL THEIR FAVORITE MUSIC TRACKS IN THESE NEW REVOLUTIONARY OPTIX GOOGLES. THE ONBOARD MEMORY HOLDS AN UNLIMITED AMOUNT OF SPACE TO ALLOW THE USER TO CONTINUALLY UPLOAD ALL THEIR FAVORITE MUSIC AND NEVER BE LEFT BEHIND. THE EARPHONES HAVE BEEN STRATEGICALLY DESIGNED TO BE OF THE UTMOST COMFORT AND NEVER INHIBIT THE USER WHILE RIDING. BEING EASILY ADJUSTABLE THEY CAN BE POSITIONED TO THE MOST DESIRABLE POSITION AROUND THE EAR.

**ADJUSTABLE HEADSTRAP:** A DYNAMIC FEATURE OF THE OPTIX GOOGLES ALLOWING IT TO FIT AND TO BE POSITIONED AROUND THE USER'S HEAD FOR THE IDEAL COMFORT. THE STRAP HAS AN EXACT MEMORY AND ONCE SET WILL NOT LOSE ITS SETTING SIZE UNLESS RESET BY THE USER.

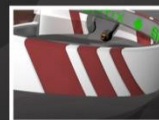
**CAMERA AND RECORDER:** THIS IS THE MOST EXCITING ADDITION TO THIS RANGE. THE SIX OPTICAL ZOOM LENSES WILL RECORD THE USER'S ENTIRE RUN, FAVORITE RUNS AND SECRET TERRITORY. IN ADDITION TO BEING ABLE TO RECORD, THESE LENSES CAN RECORD AND PORTRAY DISTANCES, HEIGHTS, OUTSIDE TEMPERATURES AND THE SPEED IN WHICH THE USER IS TRAVELLING ON THE INSIDE OF THE LENSE. THIS IS DONE BY HOLOGRAPHIC IMAGES BEING PRINTED ON THE INSIDE OF THE LENSES. THEY WILL BE DISCREET SO AS NOT TO DISTURB THE USER DURING HIS RUN BUT WILL BE EASILY ATTAINED WHEN NEEDED BY A SIMPLE PUSH OF A BUTTON.



THERMAL HEADBAND



EARPIECE AND INFO JACK



ADJUSTABLE HEADSTRAP



CAMERA AND RECORDER

Jason Hoffman | Industrial design | 2007

# SS1 - Safe Second Inflator/Regulator

The SS1 combines the functions of the inflator and octopus regulator into a single unit. This reduces the overall bulk and weight of your dive gear; eliminates hoses, and places your back-up regulator in a fixed, familiar location. This time proven concept is a convenient and efficient alternative to the dedicated octopus second stage.



## 3 Fits almost any BCD

The first product of its kind adaptable to a wide variety of BCD hoses and sizes. The SS1 can be fitted to virtually any make or model BCD. (patent pending)

## 4 Easy to use Controls

Large, oversized, ergonomically shaped buttons are easy to find for pneumatic or oral inflation and deflation. They are easy to distinguish and faced with soft, tactile rubber surfaces.

## 6 Unique and Convenient BCD Quick Disconnect System

Simple and easy to use, you can easily detach the SS1 from your buoyancy compensator for travel and storage with your regulator system or even use it on another BCD.

## 7 Seat Saving Orifice

Engraving and wear of the low-pressure rubber seat by the orifice is the primary cause of regulator leaks and performance degradation. This problem is eliminated with the world's only adjustable dynamic orifice design. (Patent # 5,803,072) The orifice is pressure energized and only contacts the seat when it is actually in use, prolonging its' serviceable life indefinitely.



## 8 Titanium Lever

This high-strength metal part is the link to your air supply and will never fail due to rust or corrosion.

## 9 Integrated Purge Cover

One piece flexible cover allows purge of the regulator when depressed anywhere on the cover surface.

## 10 2-Year Service Interval

The highest quality components, Stainless or Titanium construction and seat saving designs mean trouble free operation and an unparalleled 2-year service interval.

## 11 Limited Lifetime Warranty

2 year/300 dive service interval.

Made in the U.S.A.

## 1 High Performance

### Breathes like a primary regulator

High flow demand valve and exhaust to achieve performance that rivals primary second stages. Low friction and corrosion resistant components maintain peak performance over time.

## 2 High Flow LP Hose and Disconnect

This quick disconnect is interchangeable with many other common models yet much smaller in size, lighter in weight and features stainless steel construction.

## 5 Low Profile Elliptical Design

The elliptical shaped body of the SS1 lies flat against the BCD keeping it out of the way and reducing drag.

**ATOMIC**  
AQUATICS

[www.atomicaquatics.com](http://www.atomicaquatics.com)