

# Graphical exploration of design

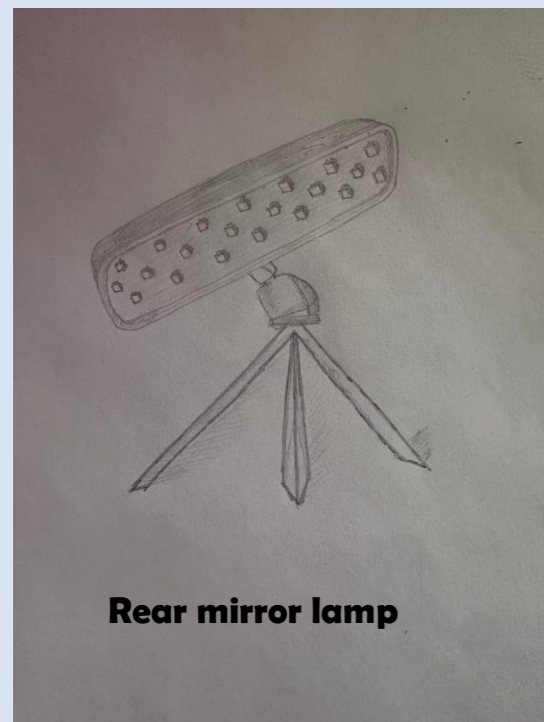
## Brief

JDM cars are cars that have been modified visually as well as technically loved by people that enjoy cars. Design and graphically communicate a new concept design for a desk lamp to be used in/by garage owners including details on efficiency, durability, aesthetics, focused light. It should include a sustainable power source as well as an efficient light source.

## Target Market

The majority of desk lamps involve very basic design and colours and don't have a specific theme. I think that there is a gap in the market for people who enjoy cars and tuning. My target market therefore will be young adults who love cars as me, love jdm. I believe such a theme will bring a new light into the markets of desk lamps and jdm cars

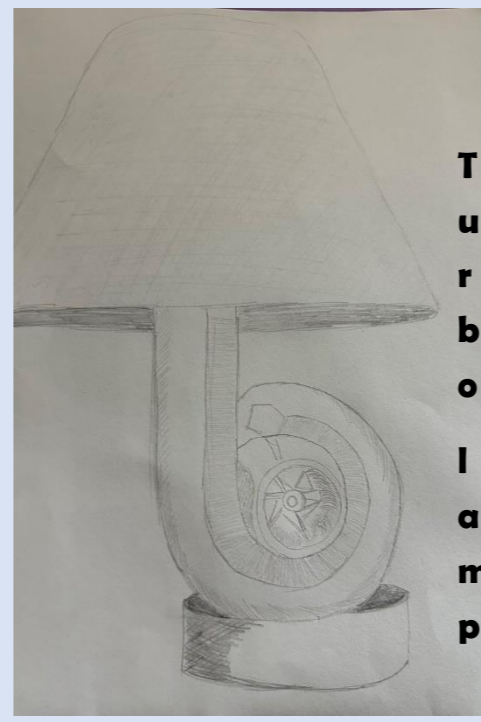
## Possible concept designs



Rear mirror lamp



Car headlight lamp



Turbo lamp

## Sustainability

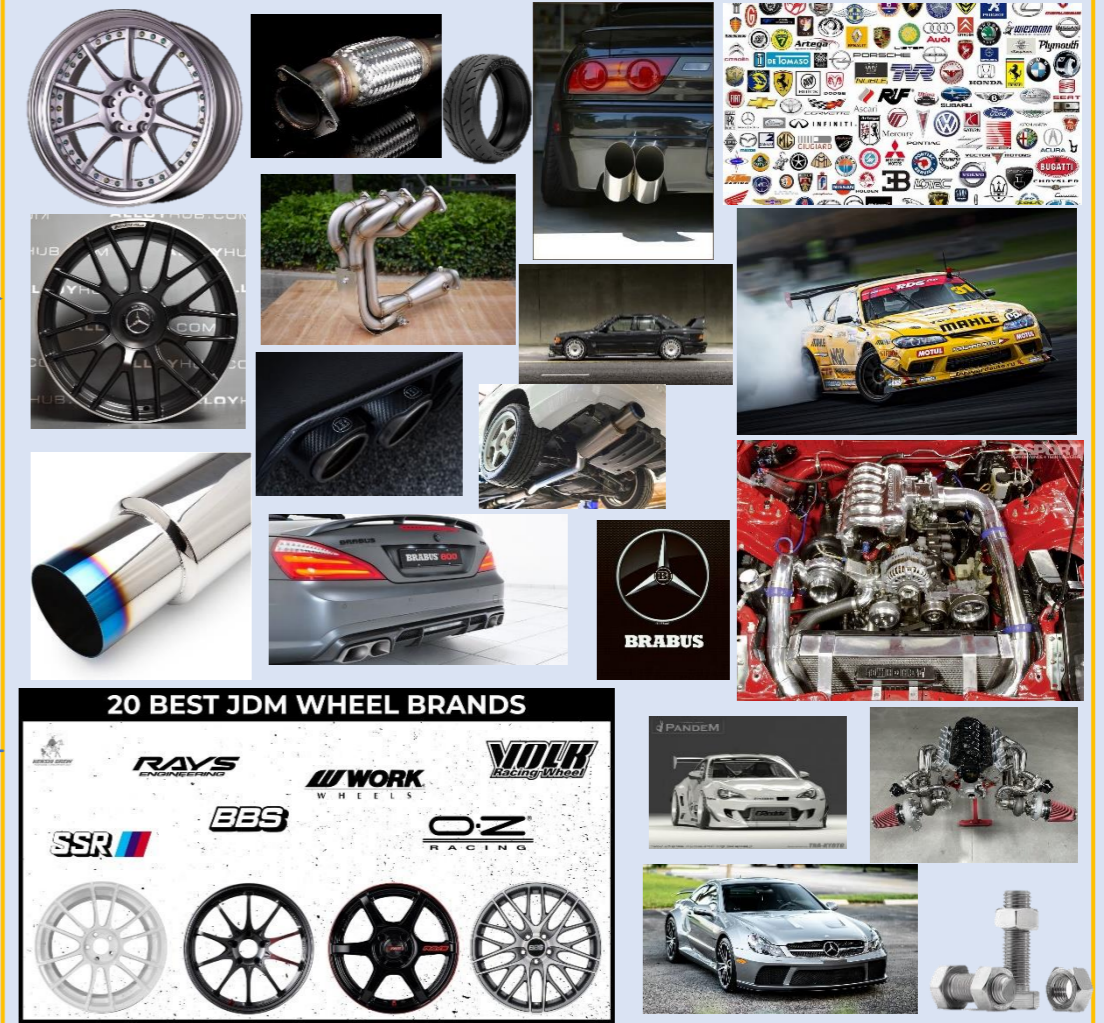
The lamp uses batteries that can be rechargeable as well it's made out of environmentally friendly materials, such as recycled and are non-toxic and have a low impact on the planet. It uses efficient energy by using LED bulbs, this helps reduce energy consumption. The lamp comes in an eco-friendly packaging that minimizes waste. The longevity of the lamp also impacts sustainably the world as its make from durable materials that encourages a longer lifespan of the product, reducing the need for frequent replacement.

## Materials

The base of the lamp will be made out from sustainable plastic with a metallic coating, which will be durable and affordable. The neck is made out of aluminium to be more durable and have a longer lifespan. Any buttons will be made out of wood for the aesthetics and sustainability.



## Mood Board



## Functionality

The car theme lamp features a direct illumination by using a LED light. Like any lamp it has a switch on/off which is made in a form of Mercedes logo in the middle of the rim which allow to turn on and off the lamp. It also implies sound effects of an exhaust when the lamp is turn on, the sound effect enhances the overall theme of the lamp. The functionality is not only about providing light but also about incorporating design elements that appeal to car enthusiast and to complement a room or garage, creates a unique decorative lighting solution.

## Shape and form

The desk lamp has a circular base because it implies the look of an alloy resemble the theme of cars and as well it adds stability to the construction. A round base will also allow for a more minimalistic look. The round button is located in the centre of the rim as it's an easy place to reach for and looks aesthetic, the button adds to the ergonomics. The neck of the lamp has an exhaust look where the bulbs are located. The manifold neck allows for a place where batteries can be places.

