

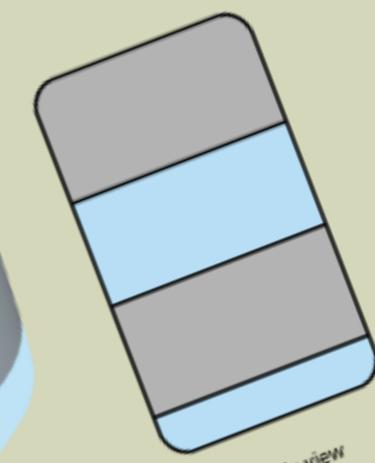
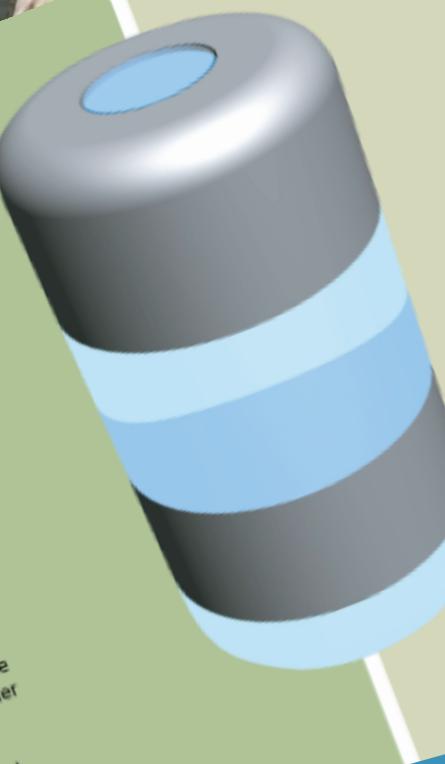
Inspiration



3D Models.

I am An aesthetic model to represent the look and function of my second year lighting project It is made from aluminum and acrylic and was pure model final piece for my final year contextual design project. It was cast out of solid silver and hand finished. The model is a 3D representation of the look. As well as the key there is also a base which it rests in in the first two pictures. Bottom The final model is a rendering of the information in one clean design so that the system is as easy to use as possible.

Rather than use mains or replaceable batteries we have decided to use high-density lithium polymer batteries that are permanently attached to the case. They will be charged using an induction charger. This works by creating a magnetic field that forces the electrons from the earth to flow into the batteries.



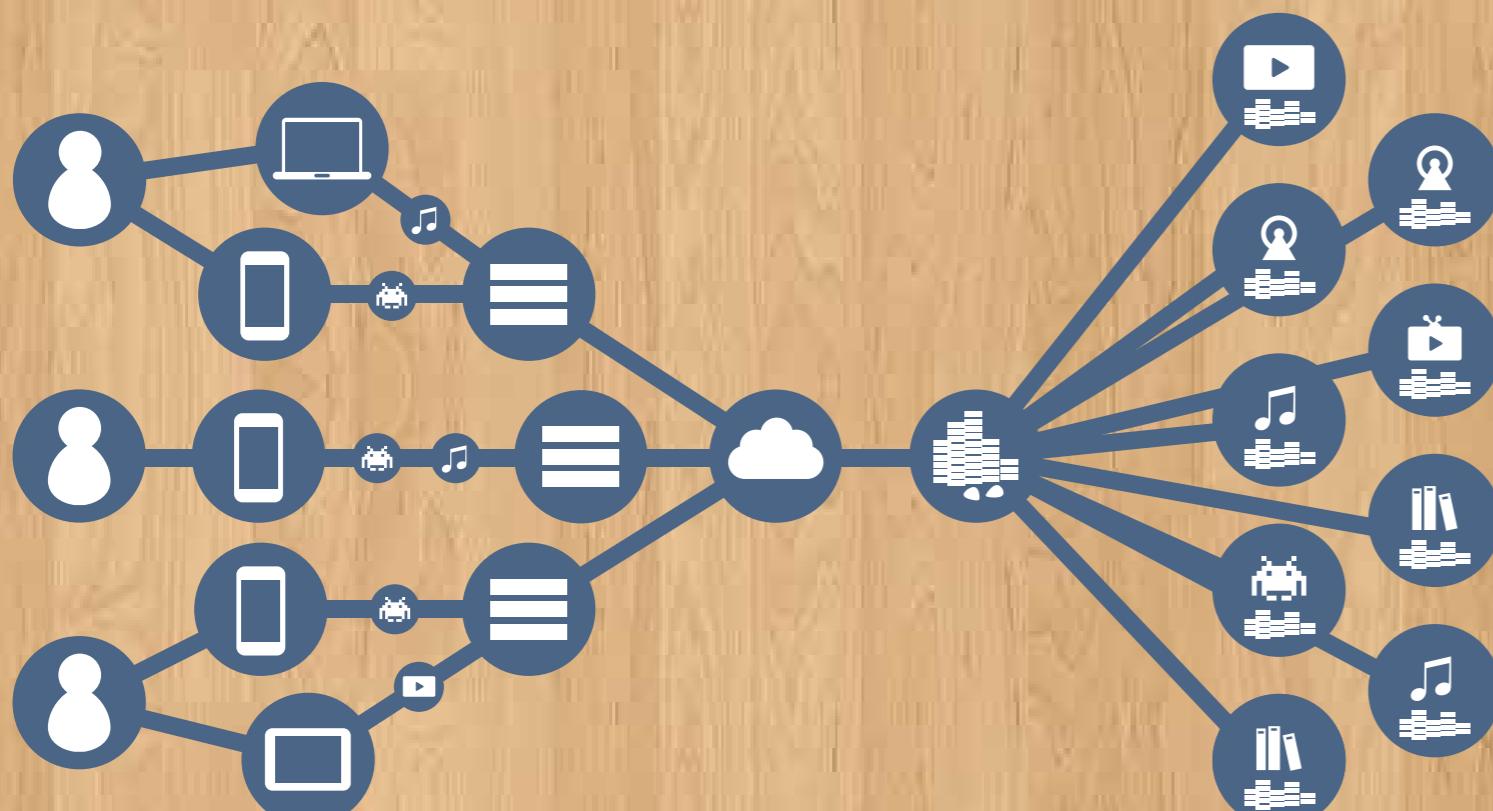
Pikup.com



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Corporate identity Retail outlet guidelines

Use this document to assist you in getting your centre looking its best.

01.b Flagship centre Typical elevation



HiQ
Highway Tyres

Flagship centre signage Central centre layout



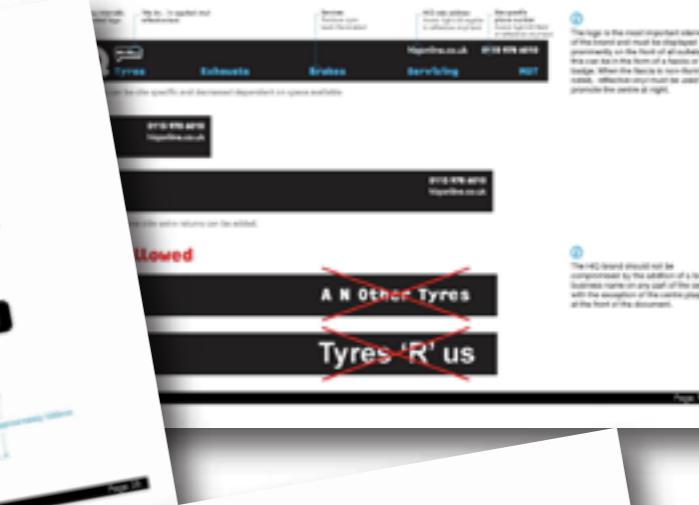
02.a Directory signs Price menu board



02.b Direction signs



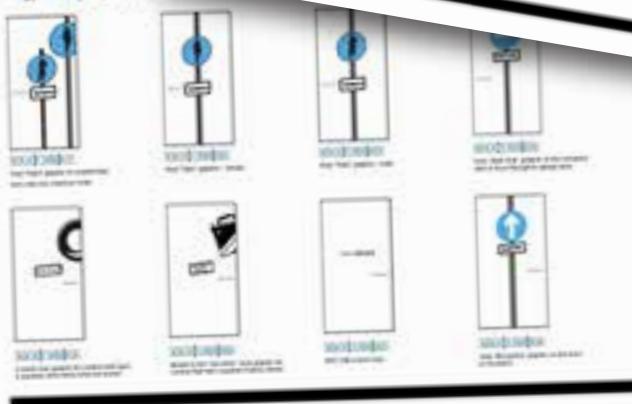
01.f Signage Layout Examples Flagship service centres



The logo is the most important element of the brand and must be displayed above the bay name. This can be in the form of a fascia or badge. Where the fascia is non-flush mounted, the logo may be placed below the centre at right.

The HiQ brand should not be compromised by the addition of a local business name on any part of the centre with the exception of the centre people at the front of the document.

02.c End points Typical flagship labels



01.f Distance Marketing As viewed from railway, shopping centre, motorway or similar

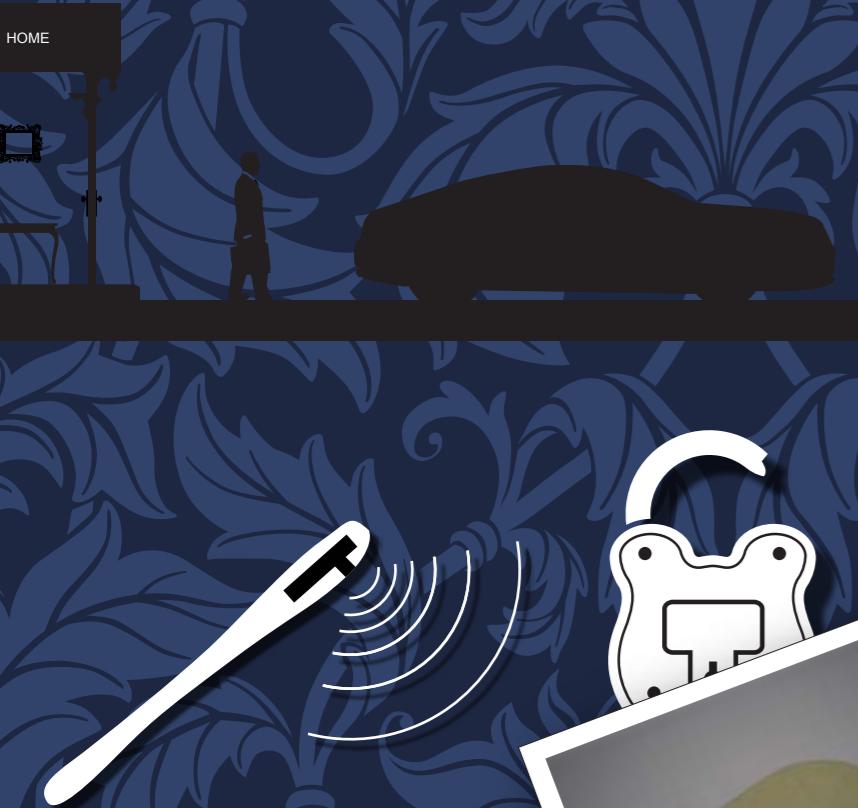
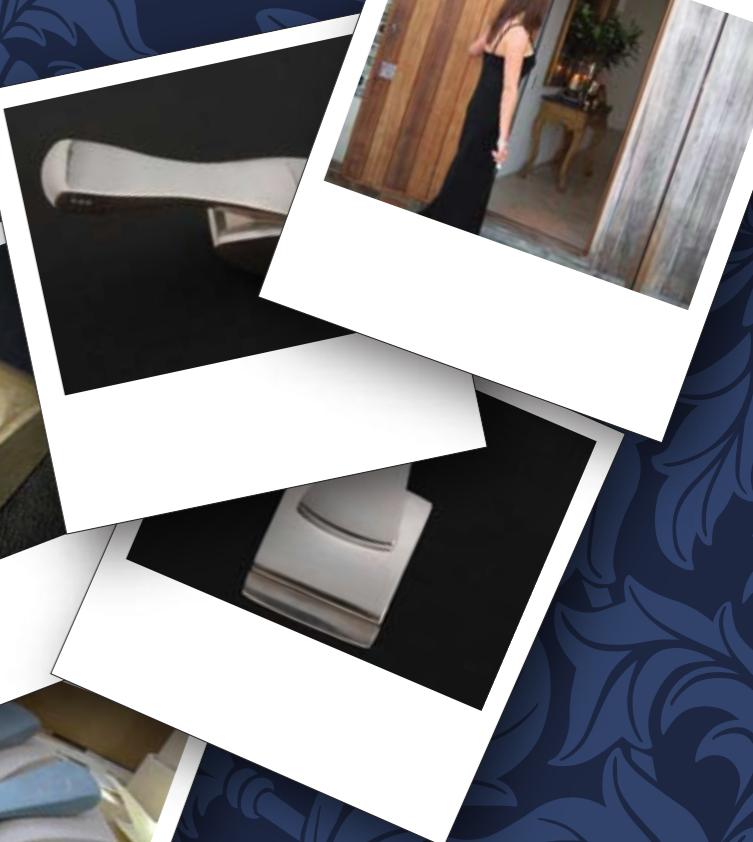


02.e Communication signs Building exteriors



02.e Communication signs Functional products





PRADA



01

Abstract

This report is the result of an investigation into the fashion company Prada. The report analyses the identity of Prada; how the brand was created, how it became so successful, who its consumers are and most importantly defining 'Prada-ness.' For this report to be successful it must also look, feel and be Prada. This report will give us a knowledge base and provide a design brief for the development of future Prada product concepts.

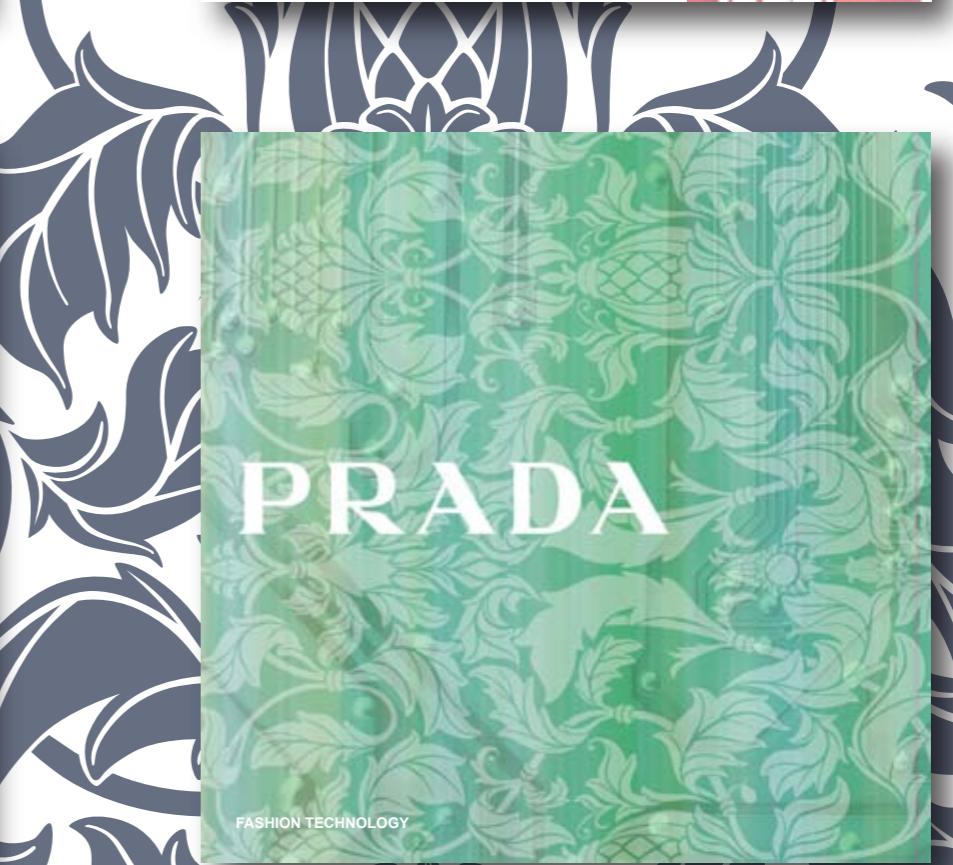
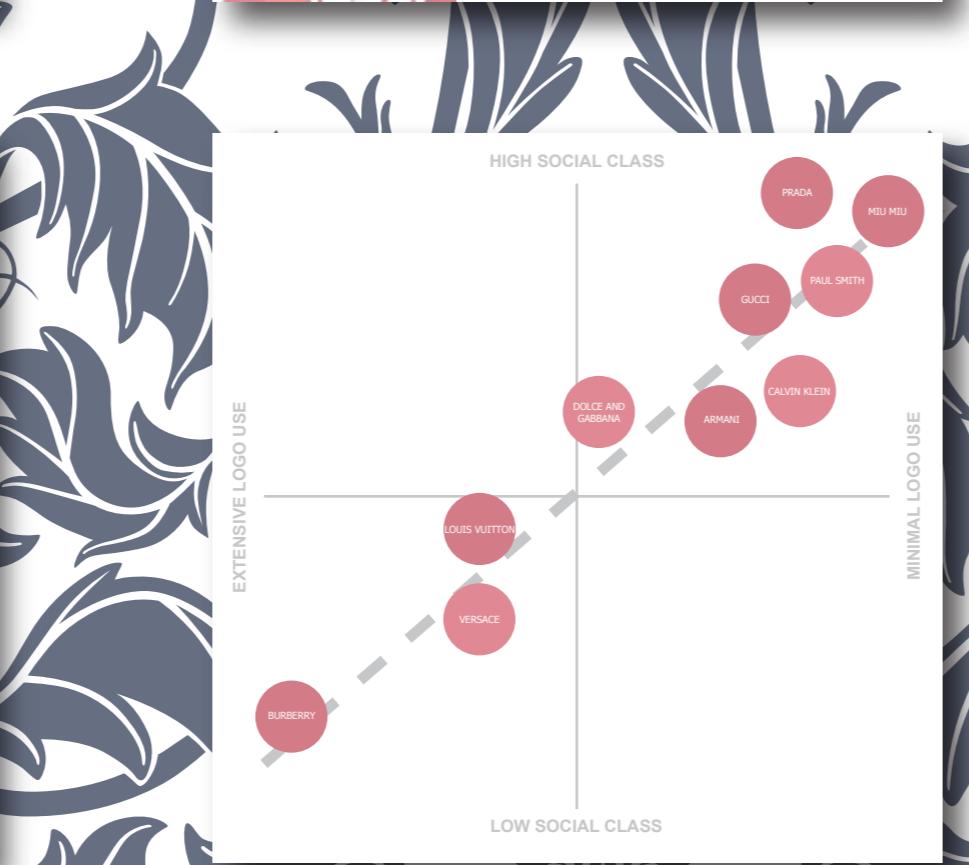
The Team Members

Luke Pannell
Daniel Nonon
Lloyd Schroeder
Eleonora Simonotti

02

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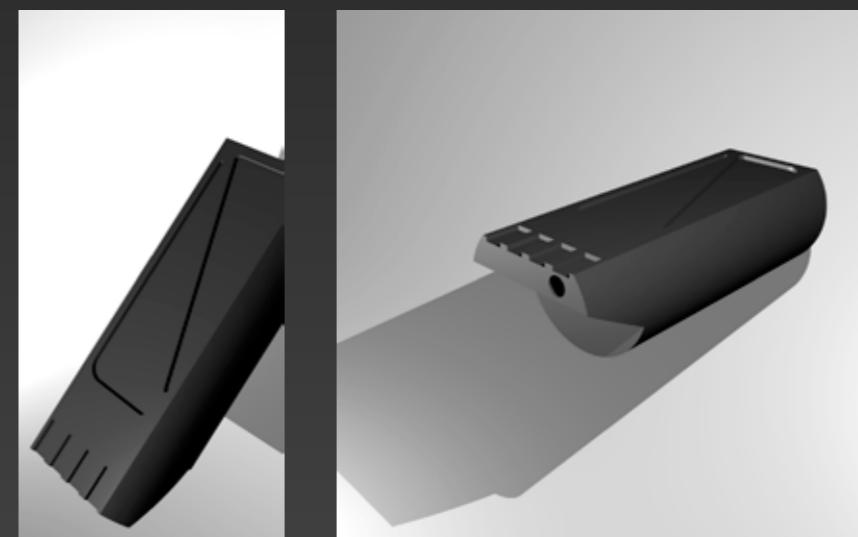
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3D Models.

Left An aesthetic model to represent the look and function of my second year lighting project It is made from aluminum and acrylic and was purely turned on a lath. Top This is a model final piece for my final year contextual design project. It was cast out of solid silver and hand finished. The model is a 3D representation of how a wireless key for Prada would look. As well as the key there is also a base which it rests in shown in the first two pictures. Bottom The final model is a rendering of the ink cartridge for my final year major project. The cartridge is designed to fit in a hand held device and because of this it has a been shaped so that it is easy to locate in its slot. The design combines the ink, battery and information in one clean design so that the system is as easy to use as possible.

Light Relief/ Prada/ ink-ling





Strata

During the day unit is idle.	At night the up light turns on.	When hand is waved over, light comes on.	Main light stays on for one hour.	If not in stand the bottom light comes on.
No. 1	Strata - Noonan			

We are aiming for the upper middle range of the market. We want our products to be desirable yet affordable with a distinct sense of refinement.

As a company Light Relief is intent on making high quality garden lights that blend in with the surroundings. We noticed early on that the out door lighting market is underdeveloped. There are a large number of very cheap rather tacky lights and then there are the expensive lights that are extravagant. As there was such a huge gap in the market we set about filling it.

My light is based around a traditional lantern, a small portable source of light. It turns itself on at night and emits a small light from the top. This stays on for five hours unless the user waves their hand over the top of it. In which case the main light turns on.

The light is triggered by a passive infrared sensor that detects movement near to it.

When it does the main light illuminates the area. The bulb is a custom made ring that contains LEP's (in liquid form) or OLED's as they are sometimes known. These are polymers that when a current is passed through them, they illuminate.

The bottom light is activated when the unit is moved. This is done by using a tilt switch in conjunction a LDR, so that this function is only available at night.

The price of the unit is quite high but considering the market that we are aiming at I think it is still reasonable.

When we asked garden designers and a few members of the public they emphatically told us that there was a huge lack of good quality and attractive lights and I feel we have filled this requirement.

Light Relief

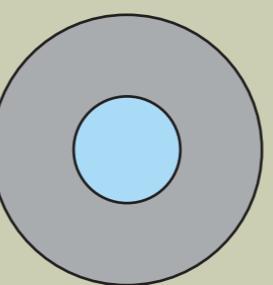
Rather than use mains or replaceable batteries we have decided to use high-density lithium polymer batteries that are permanently attached to the case. They will be charged using an induction charger. This works by creating a magnetic field that forces the electrons from the earth to flow into the batteries.

The scientific effect has been known for a long time but the technology has only recently been put into practice. A company in Cambridge called 'splash pad' is set to release a universal version and this will be the basis of system. It will be styled differently but it will look similar; a flat object about the size of an A4 piece of paper.

The cost of this unit is quite high but I think that considering the market that we are going for and the finish that is required I think it's a reasonable and feasible price.

Components

- 1 Frosted glass cap
 - 2 LED + PIR + LDR
 - 3 Top aluminium section of casing
 - 4 Circuit board
 - 5 Tubular frosted glass mid section
 - 6 Mounting section
 - 7 Lower aluminium tube section
 - 8 Lithium polymer battery
 - 9 Luxion star + difaction lens
 - 10 Rounded frosted glass, bottom of casing
 - 12 LED ring



plan view



side view



back view

DESIGNER	Daniel Noonan
PART COLOURS	
POWER CONSUMPTION	min - 10 W and max - 20 W
MATERIALS	aluminium, frosted glass and wood
DIMENSIONS\ WEIGHT OF UNIT	Ø 80 mm x 150 mm
DIMENSIONS\ WEIGHT OF STAND	Ø10 mm x 120 mm (rod section), Ø 100 mm x 35 mm (wooden section)
LIGHT TASK	Portable outdoor light
RECHARGING FACILITY	Induction coil base recharging
MARKET LEVEL	Upper middle end of market,
BATTERY INFO	6000 mAh lithium polymer battery
BATTERY LIFE	min - 17 hours and max - 4 weeks
MANUFACTURING COST	
ALLUMINUM	£16.00
GLASS	£2.00
ELECTRONICS	£3.00
OLED	£5.00
PRODUCTION + 100 %	£6.00
FULL MARK UP + VAT(117.5%)	£32.00
	£75.20

FEATURES

The top section will be made from a single flat piece of aluminium that will be using

The aluminium mid section is simply a section of aluminium tubing that will have a thread up into it and some cross brasses attached to fix the batteries to.

The glass sections are relatively basic and merely need a thread up in and some shaping done to the lower section.





Inspiration

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