QView3D

Case Study

Client

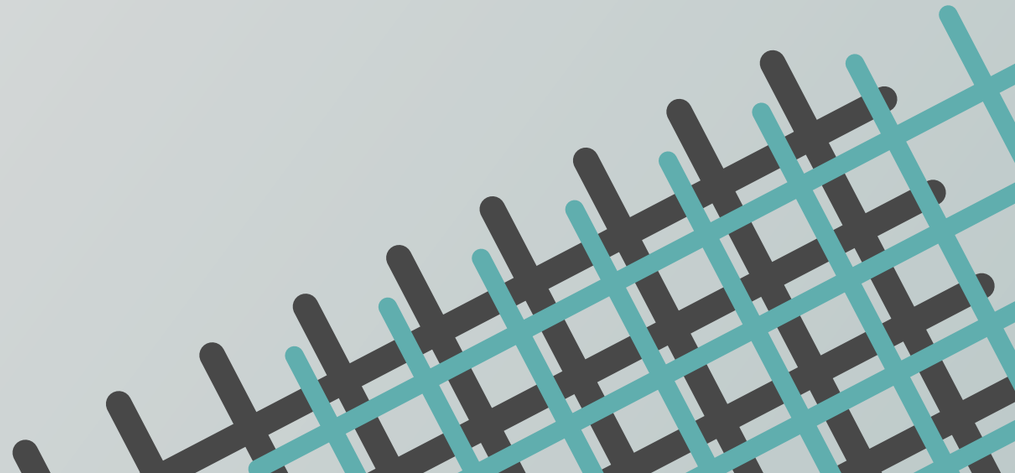
Aaron Nelson

Aaron Nelson is a Professor of Digital Design and Fabrication at SUNY New Paltz and works in the Hudson Valley Additive Manufacturing Center (HVAMC). He wants to make the process of 3D printing multiple objects at once more efficient.

Project Goals

My main task was to team up with a group of computer science students and professor Michael Curry to create open-source 3D printing software that would be used by the Hudson Valley Manufacturing Center.

As the design lead for this project, I would be creating a logo, a unique visual identity, and digital wireframes that would be used as a reference while the rest of the team is coding the software.

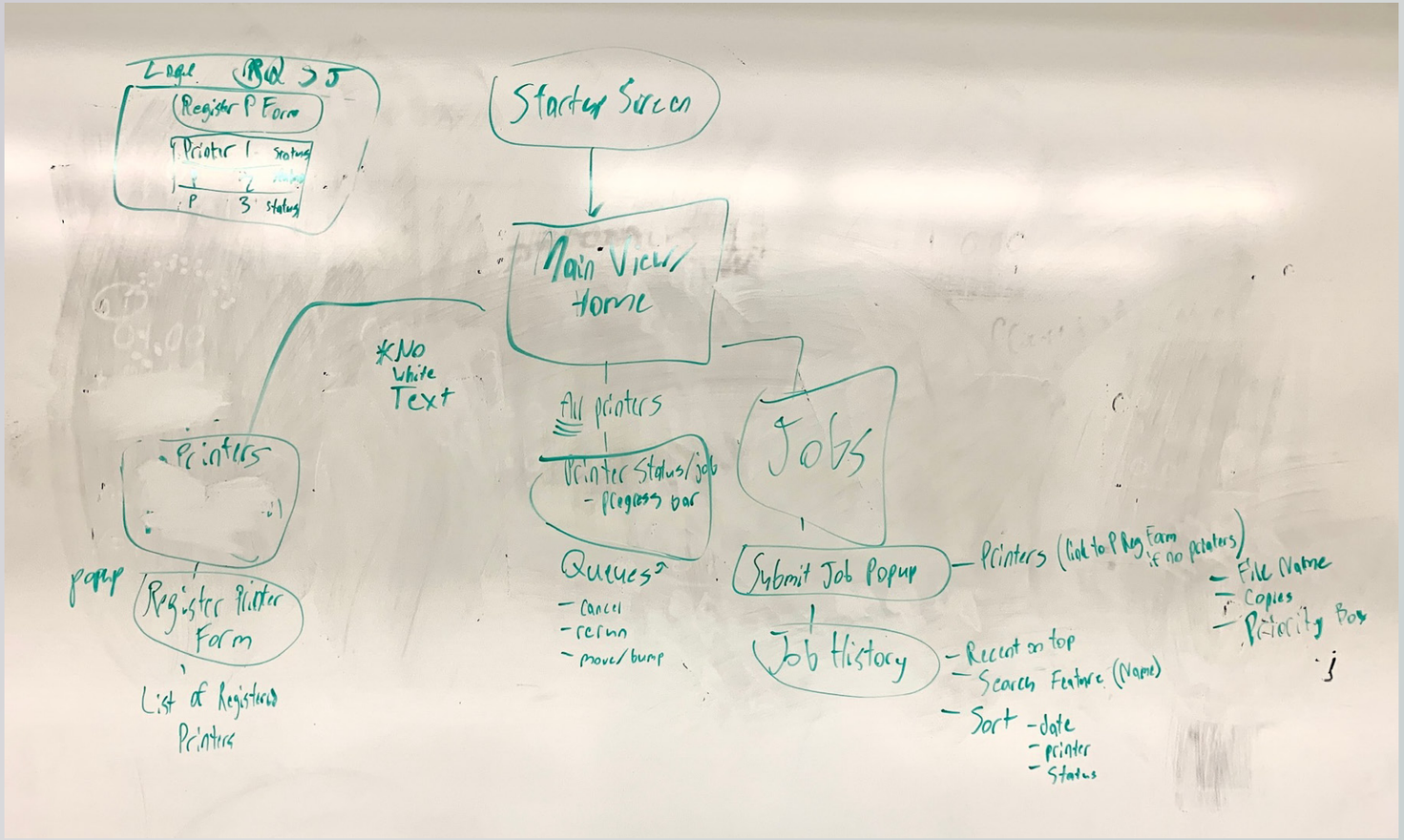


Initial Process

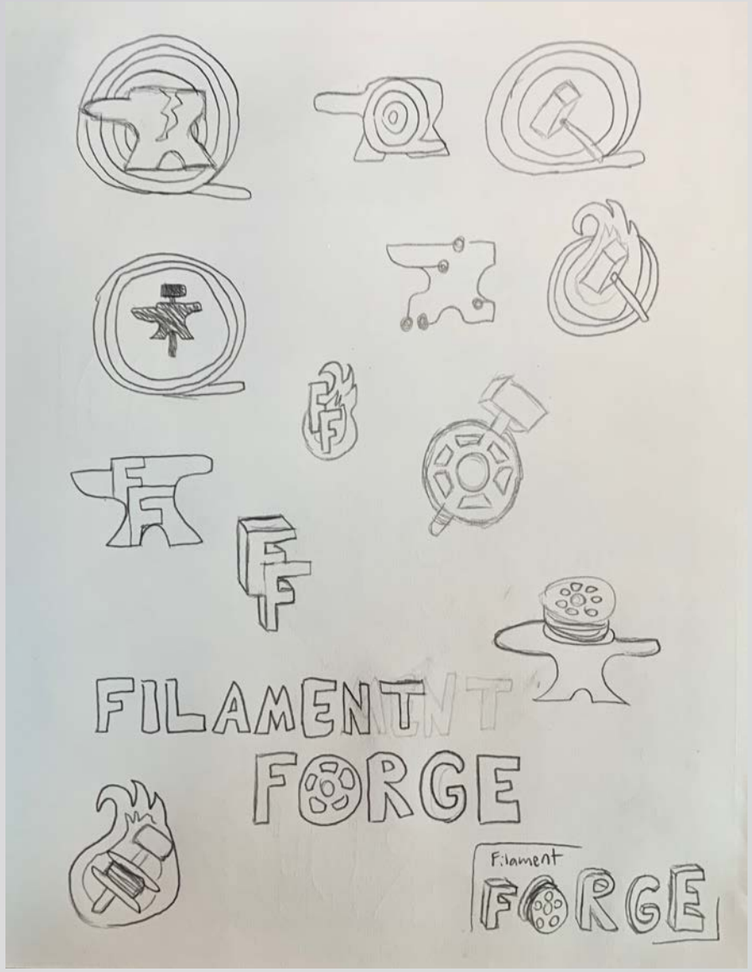
At first, I gave my team and the client a few color palettes to choose from. We also started to narrow down potential names for the software. All of us settled on a purple and teal color scheme, and the name FilaForge. The name would be changed later to QView3D due to copyright.

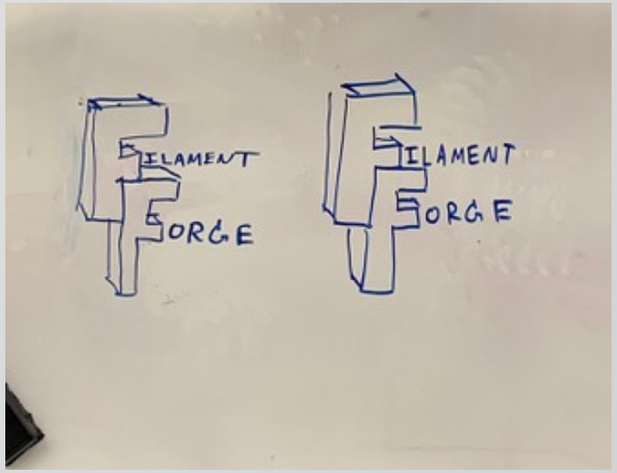
The team and I made a very rough software flow chart on a whiteboard the first day we met, which helped simplify the software and not overwhelm its future users.

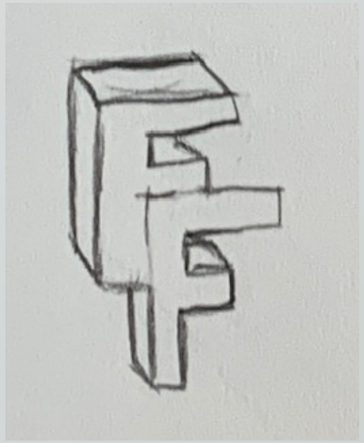
Software Flowchart



Initial Logo Sketches







Initial Logo Drafts

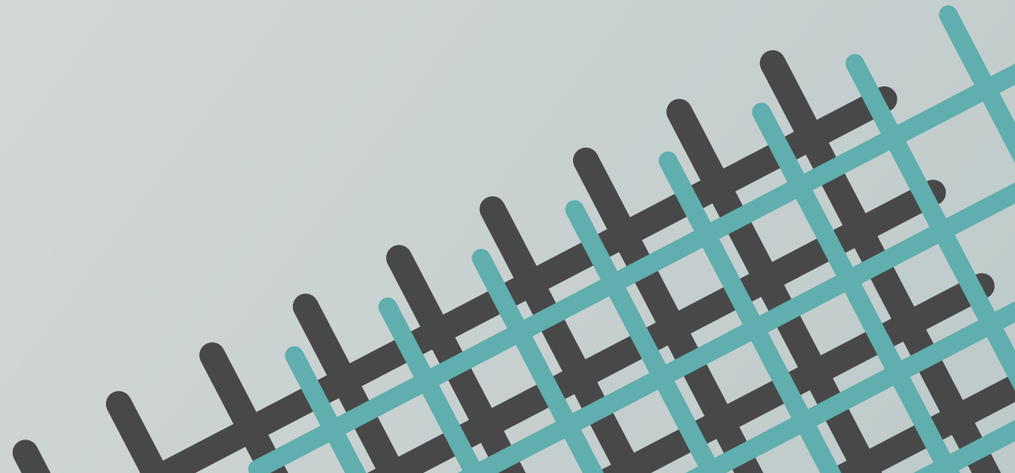
Initial Logo

FILAFORGE

Logo Inspiration

In the end, we thought a simple logotype looked best, however, we wanted to have something in the logo that would show that the software is for 3D printing. I was inspired by the filament wheels that would be put into 3D printers, so I made the “O” look like a filament wheel.

The original logo heavily inspired the final logo with the new name of “QView3D”. The filament wheel was made to look like the letter “Q” instead.



Final Logo

Colors

Teal
#60aeae

Purple
#7561a9

Typography

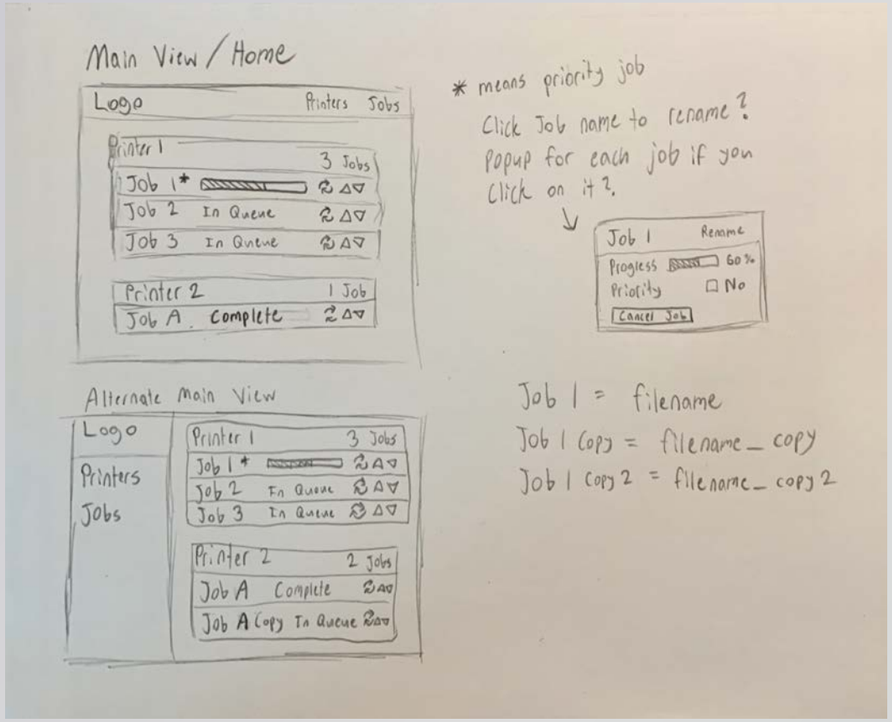
LOGO TYPE — INTERSTATE BLACK

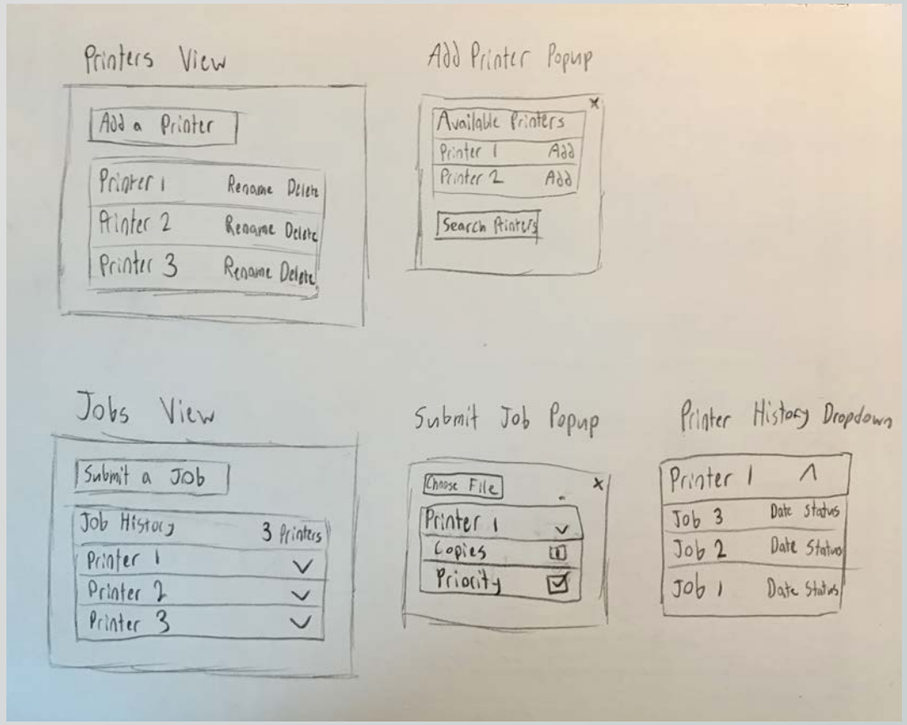
Headings —— **Public Sans Bold**

Subheadings —— Public Sans Semibold

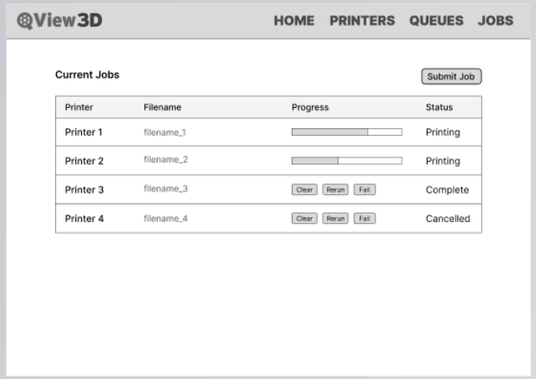
Body Text —— Public Sans Regular

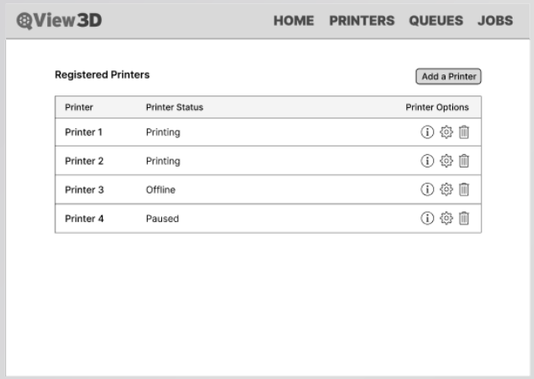
Wireframe Sketches

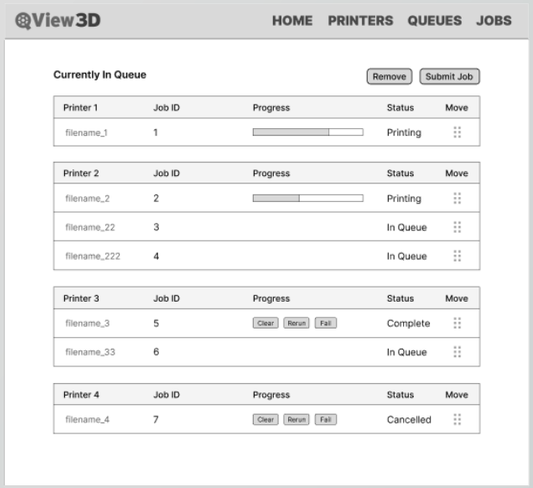


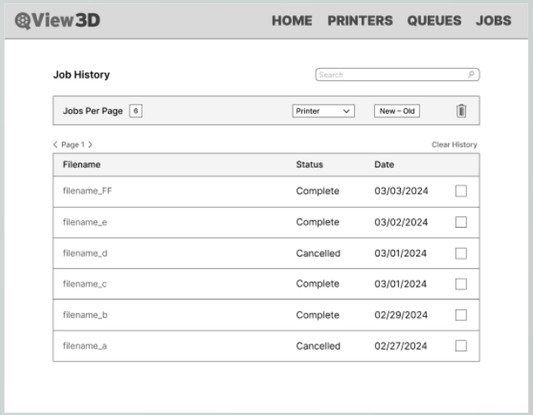


Digital Wireframes









Challenges

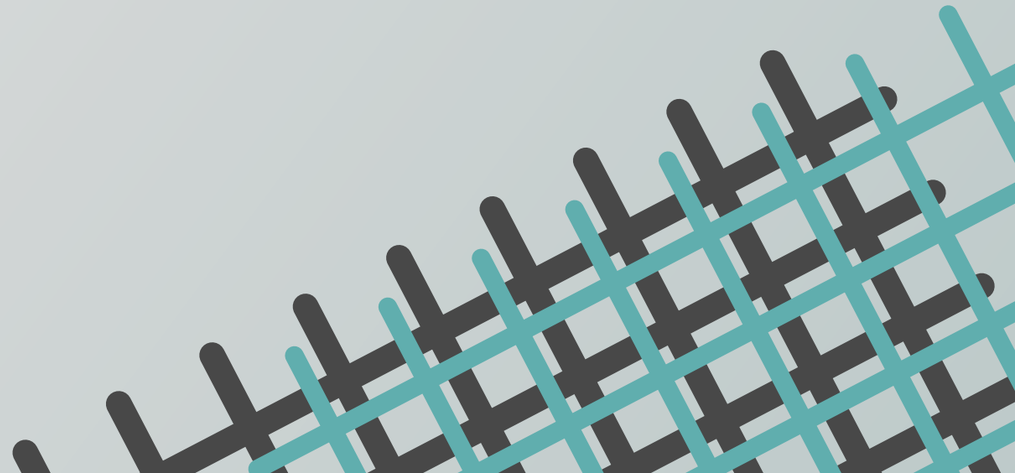
One of the main challenges of this project was trying to balance my time between this project, my senior thesis project, and the other classes I was taking at the time. Despite it being difficult some weeks, I made it work, and I made everything in time for each deadline.

The other big challenge I had was that I had to learn how to work with computer science students who were great at coding, but had little to no design experience. We had to compromise on a few things, but I think we were all proud of the final product.

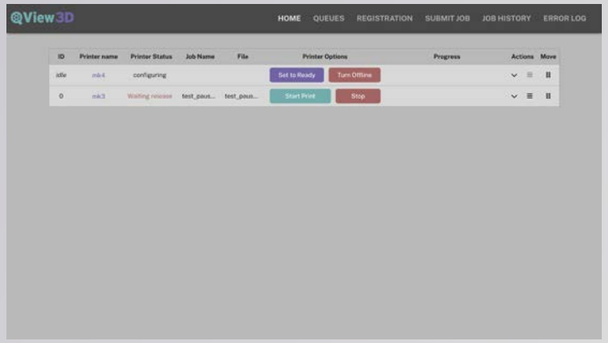
Outcomes

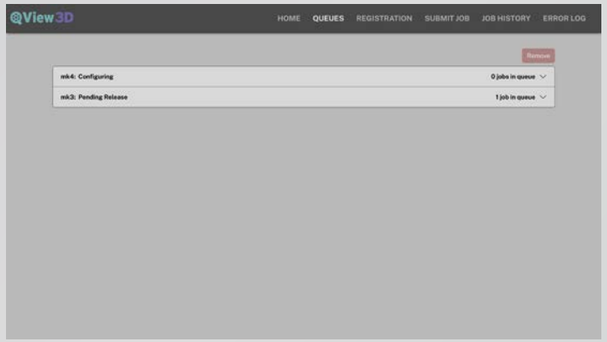
After a whole semester of working on this project, we got the software to work properly, and we were able to make it efficient while looking clean. The Hudson Valley Additive Manufacturing Center is now using QView3D to print and manage multiple files at once in their large facility.

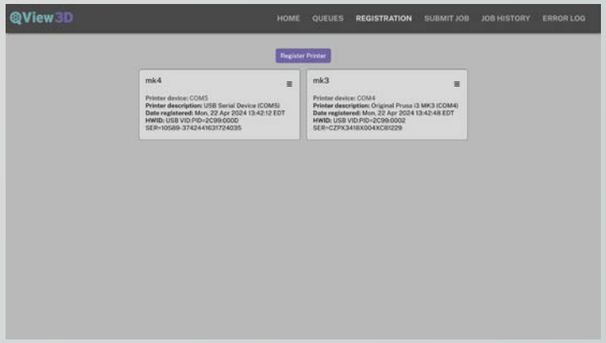
While there might be a few bugs here and there, these bugs can get fixed. Overall, the software works, and it’s a great success!

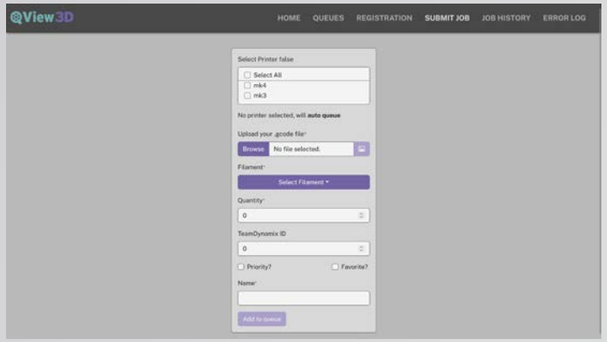


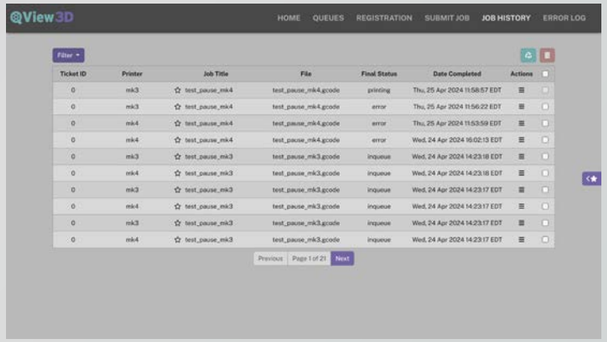
Software Screenshots

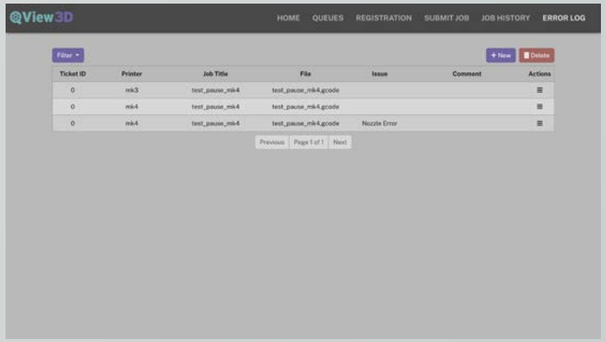












Response

Overall, the response I got from both my client and other designers was very positive. My team and I even had the opportunity to present QView3D during SUNY New Paltz's Spring 2024 Design Week. I even got to connect with some local designers after the presentation.