

**CONRAD COSSIA CASTIGLIONI**

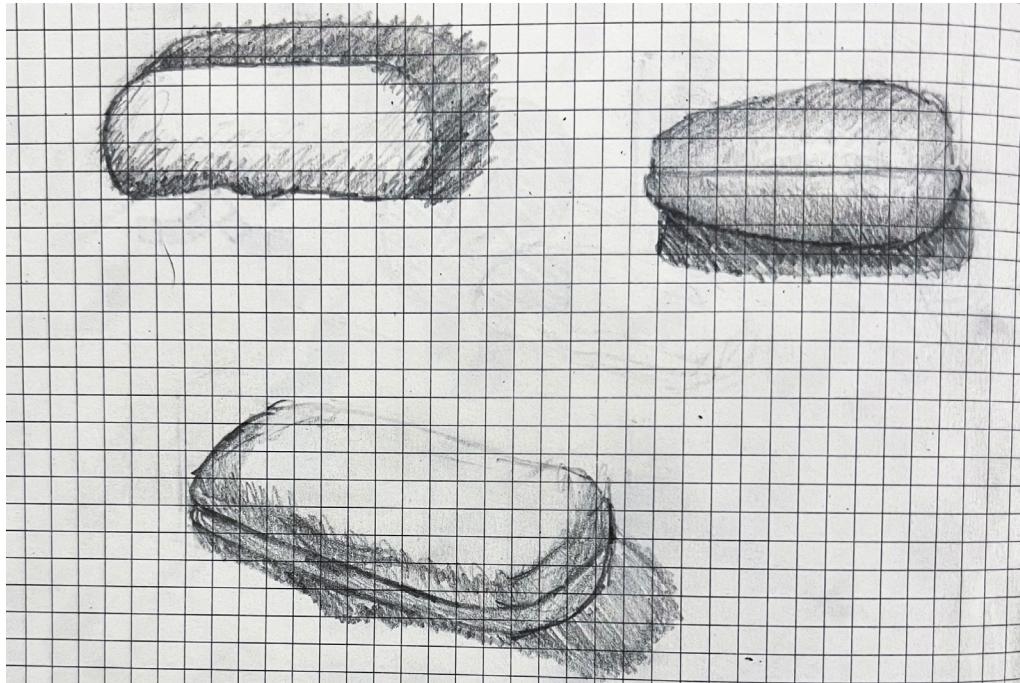
ART-122 · SPECULA

## PROJECT

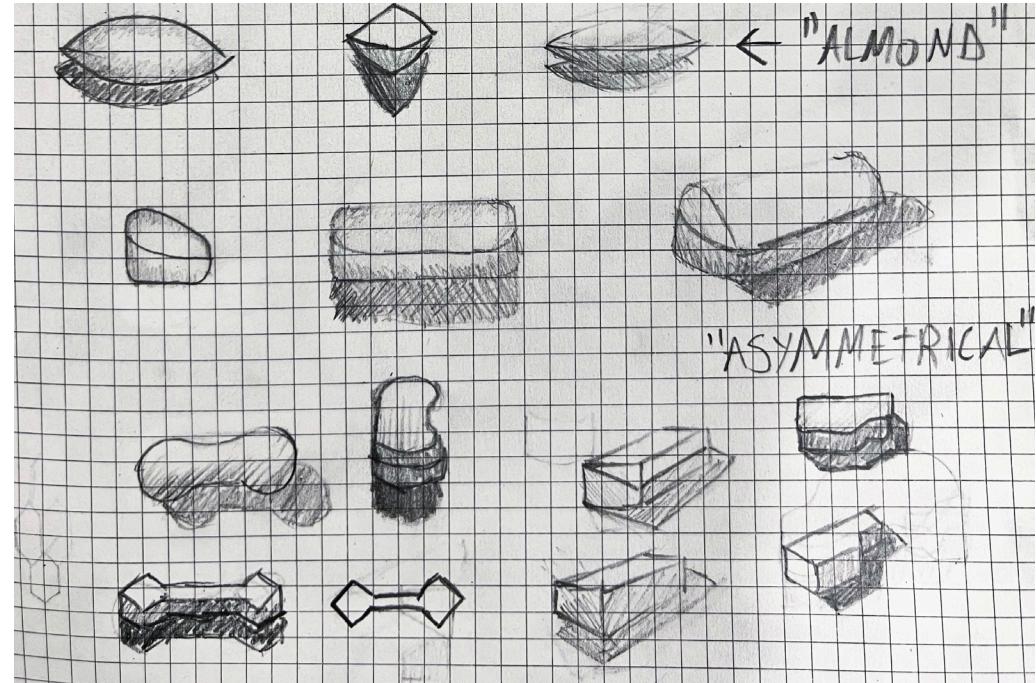
### SPECULA · INTRODUCTION TO PROTOTYPING

As our first assignment for “Art-122 Objects & Space”, each student was asked to redesign a product or object through standard prototyping techniques. For my project, I chose to redesign a glasses case. Through the early ideation phase and clay prototyping I was able to find an interesting design that was both visually appealing and more functional. My project is titled ‘Specula’.

RESEARCH  
INITIAL SKETCHES/RENDERINGS



ORIGINAL OBJECT



NEW OBJECTS

## BACKGROUND

The primary use for my product is to store a pair of glasses of almost any variety and carry a microfiber cloth or any accessories in an adjacent cubby. This product mainly targets affluent customers who care about the status symbol of owning the case and the quality of the craftsmanship. I used my own aesthetic and knowledge of logo design and branding to inform my process. As a result, the case works in harmony with the branding and even features the logo engraved at the bottom. I also thought that a glasses case would be an exciting challenge, especially in terms of the sketching/ideation process.

PROTOTYPING  
SOFT PROTOTYPES · CLAY



PROTOTYPING  
SOFT PROTOTYPES · CLAY



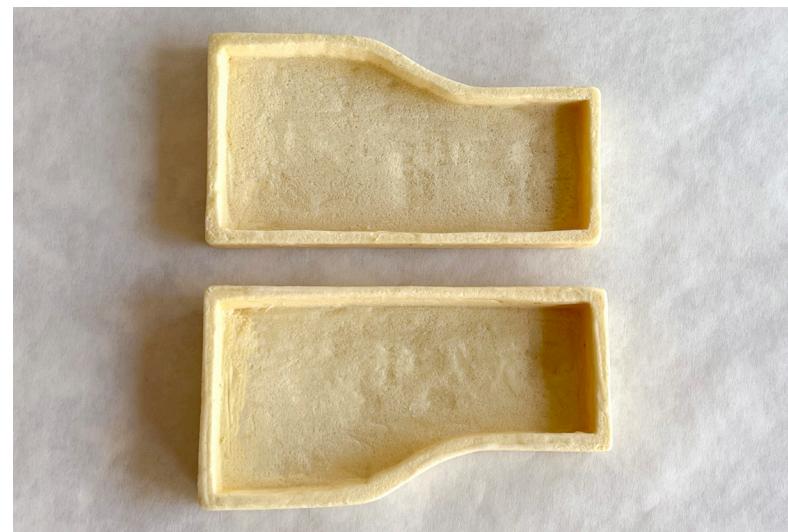
## **USER/TARGET GROUP DEMOGRAPHICS**

The primary demographic is college students and millennials. Students usually range between the ages of 18-22 and millennials between 25-40 years old. This product does not have any strong masculine or feminine connotations and therefore caters to both genders. The main consumer-base is found in the West Coast and California, but the brand is known internationally. The audience is college-educated and has an above-average disposable income. The target demographic also has an affinity to buy designer brands and spend an excessive amount on coffee.

## **USER/TARGET GROUP PSYCHOGRAPHICS**

Based on the target demographics, they have a significant amount of disposable income and would be willing to spend large sums of money for the brand. Given the age range, they are more fashion-forward and enjoy high-quality products with a unique look. They have a very niche fashion taste and an appreciation for environmentally-friendly items.

PROTOTYPING  
HARD PROTOTYPES · FOAM

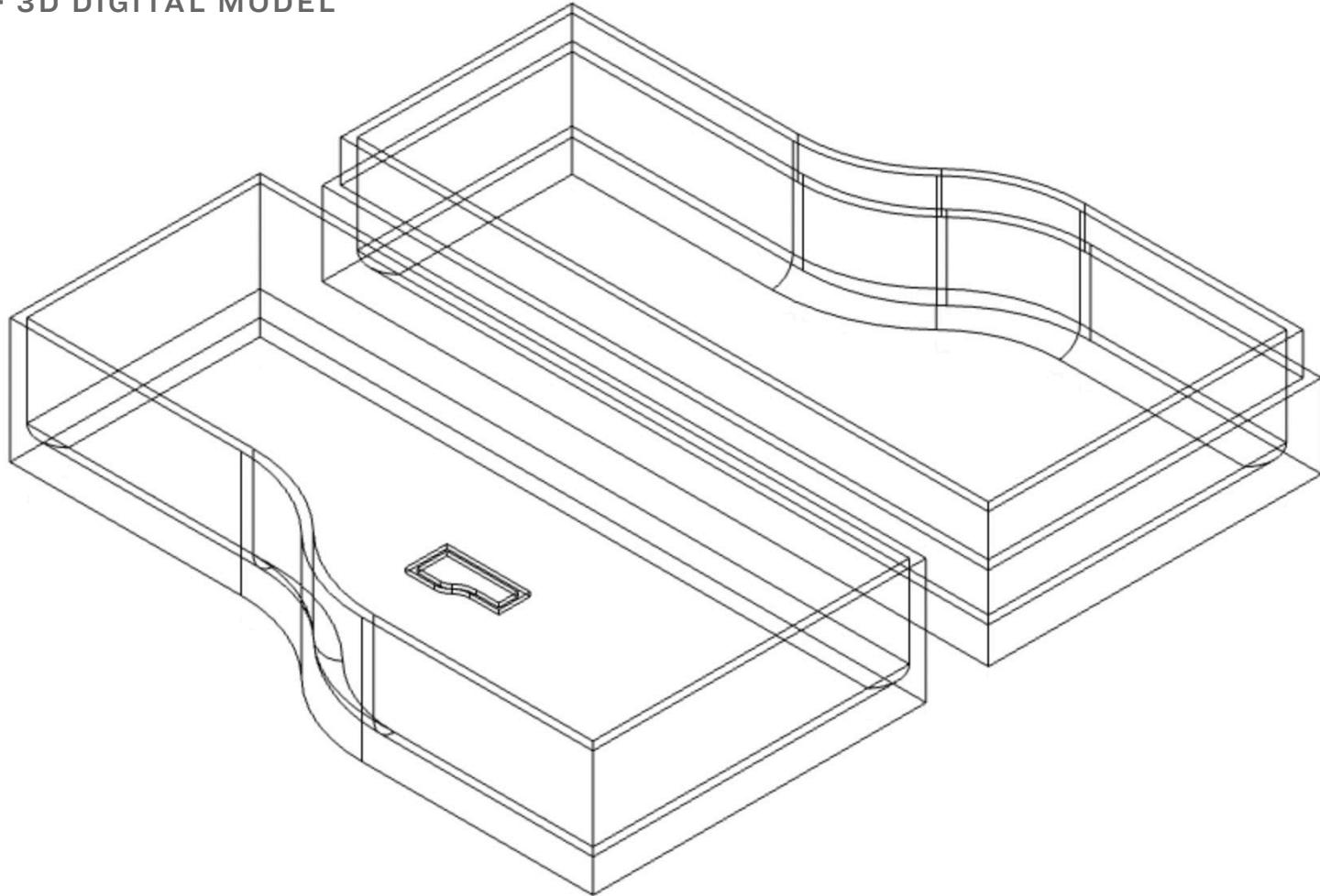


## **CONCEPT**

The idea behind Specula was to deviate from the hyper-stylized and curvey aesthetic of the 21st century and instead revitalize old conventions and use a ‘blocky’ look. In doing so, I also tried to create a more functional shape by including a cubby to place a microfiber cloth/accessories for glasses. Compared to the original form of my object, this allows for a greater variety of glasses to fit within the container without being too cramped. Although it provides more functionality, many of my decisions were driven by aesthetic choices and a desire to create something different. Unlike a standard glasses case, I wanted to use environmentally conscious materials such as wood.

## PROTOTYPING

### HARD PROTOTYPES · 3D DIGITAL MODEL



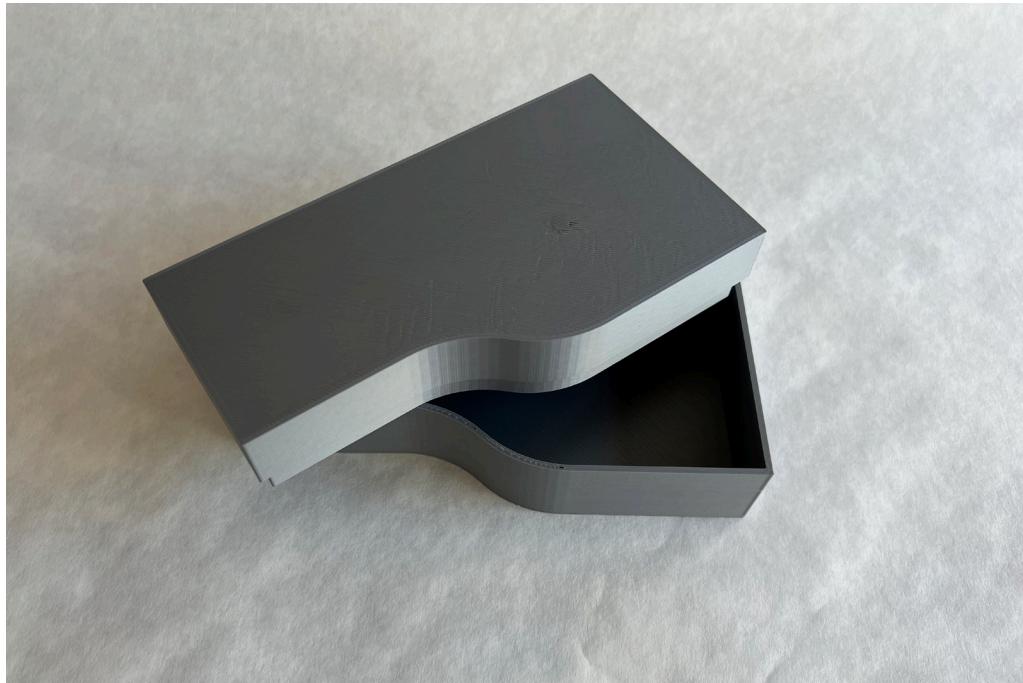
PROTOTYPING

HARD PROTOTYPES · 3D DIGITAL MODEL

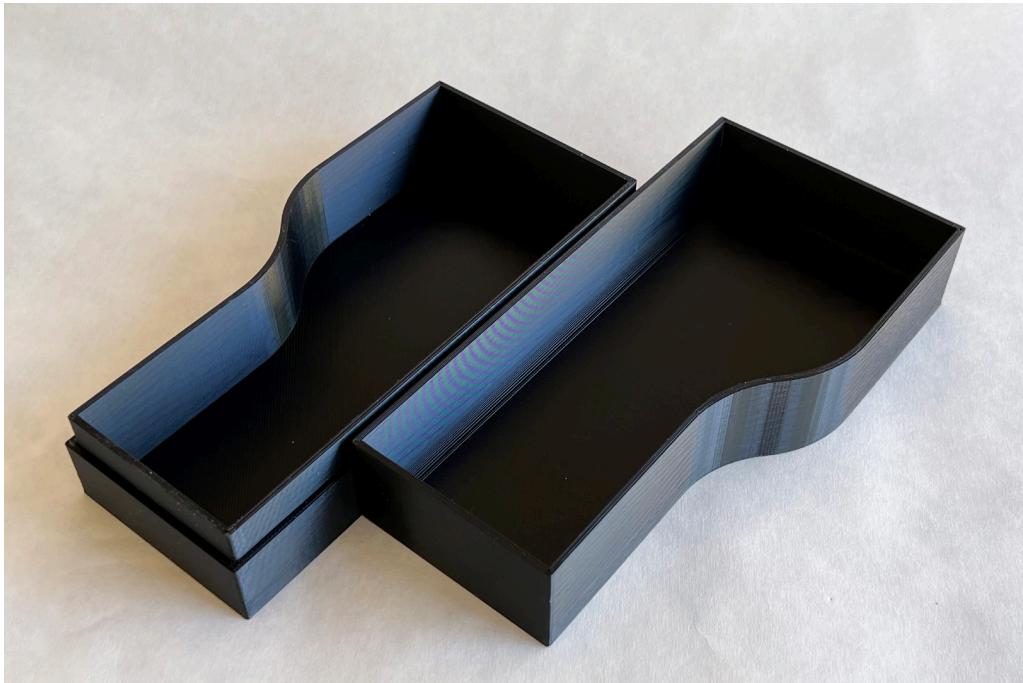


## PROTOTYPING

### HARD PROTOTYPES · 3D PRINT V1



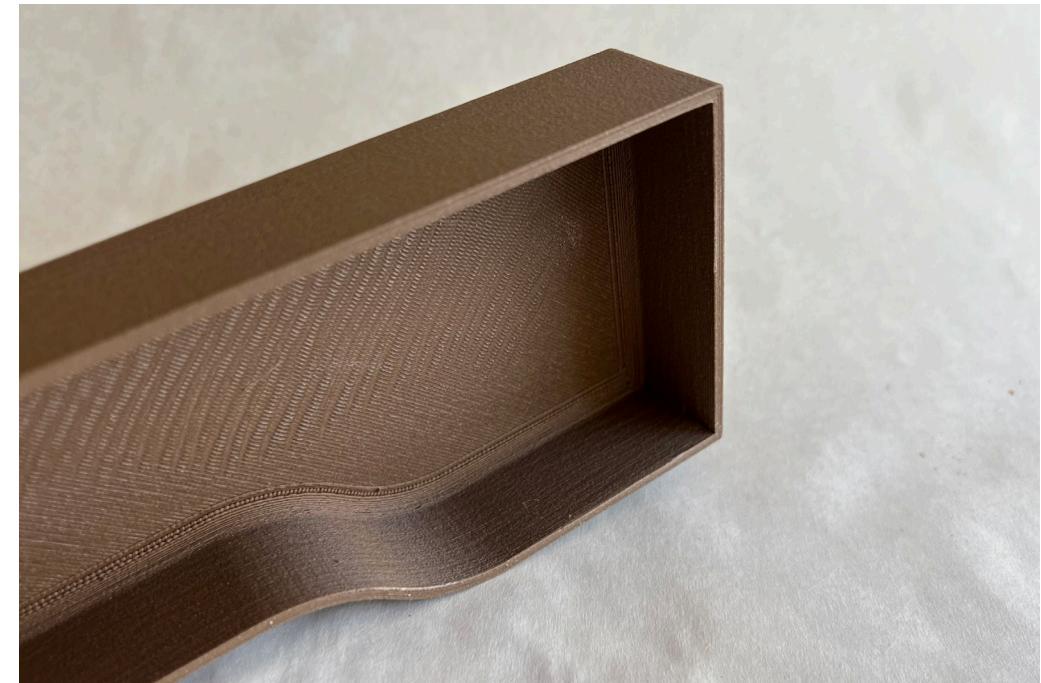
PROTOTYPING  
HARD PROTOTYPES · 3D PRINT V2



FINAL PROJECT  
HARD PROTOTYPES · 3D PRINT V3



FINAL PROJECT  
HARD PROTOTYPES · 3D PRINT V3

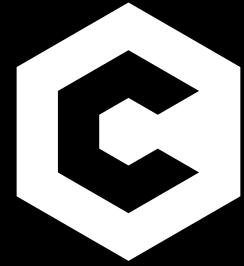


## FINAL PROJECT TIME ESTIMATES

ESTIMATED HOURS	PHASE: INITIAL RESEARCH	ACTUAL HOURS
0.5	Research (object research)	0.5
1	Sketching (object renderings, object variations/improvements)	1.5
5	Clay miniatures (small-scale, soft prototypes)	3

ESTIMATED HOURS	PHASE: INITIAL RESEARCH	ACTUAL HOURS
4	Large-scale clay (soft prototype, full-scale object)	4
3.5	Foam (hard prototype, full-scale)	3.5
5	3D Modelling (final touches, measurements, etc.)	6.5

ESTIMATED HOURS	PHASE: INITIAL RESEARCH	ACTUAL HOURS
8	3D Printing (includes variations, tweaking of the 3D model, sanding, etc.)	9



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