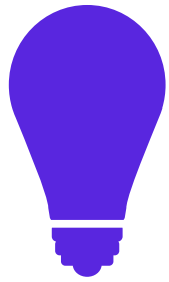
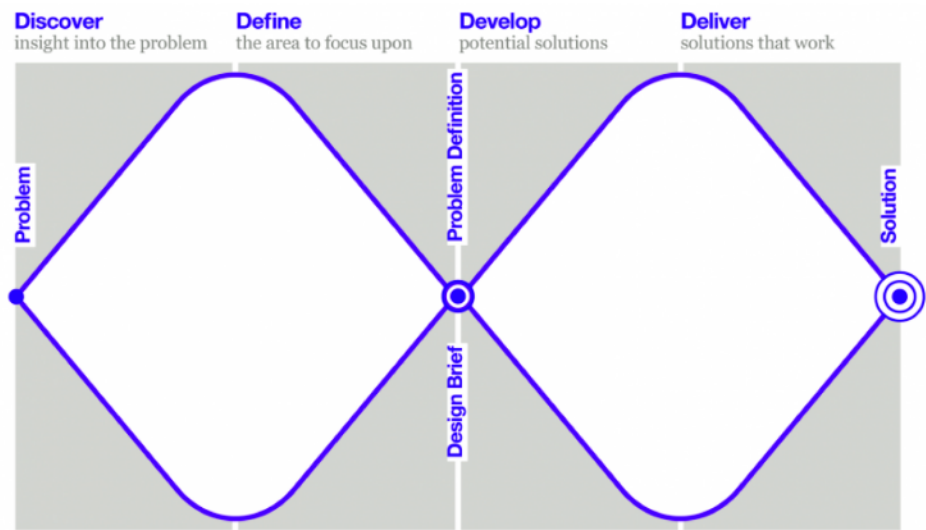


A3 Product Design Portfolio

PAGE 1: Activity 1



Discover
what is the
Problem?

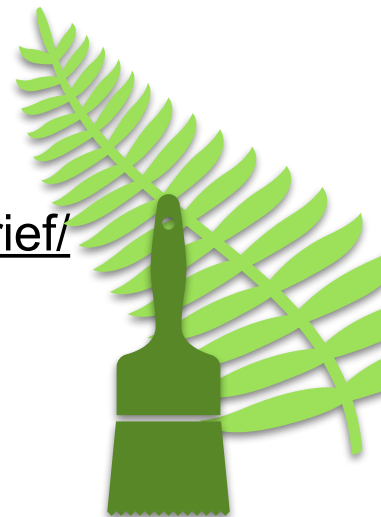


**What problem in Product Design needs solving?
Re-Brand vs Adaptation.**

Case Study:

<https://11atardesign.edublogs.org/unilever-design-brief/>

Green Vs Green Wash V Rainbow Wash
Ethical and Sustainable?



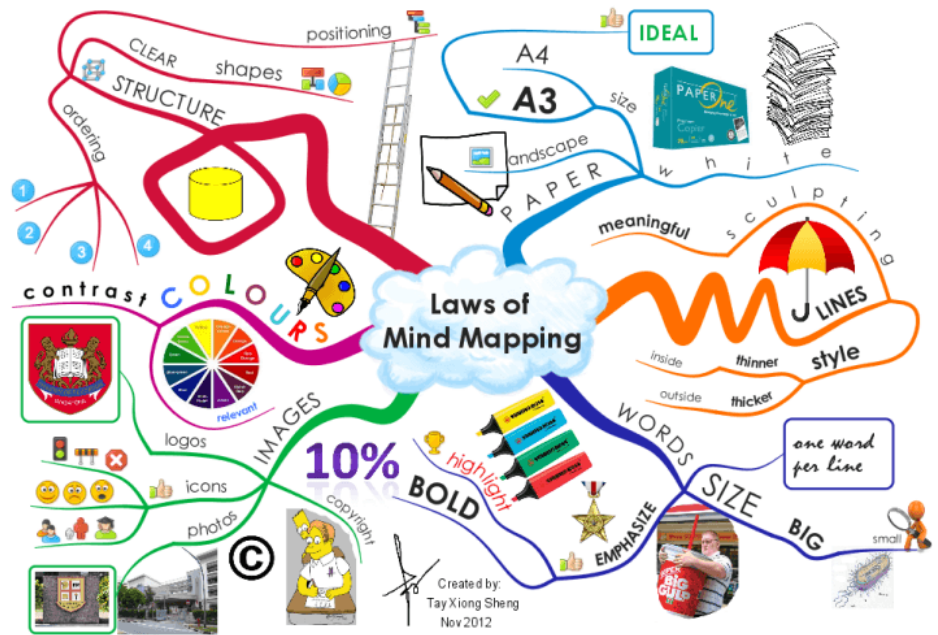
Constraints & Deliverables



Identify a client and their problem. Unpack the brief.
Use a mind map for your first 'brain dump'
Consider Sustainability as a theme and Gen.Z as a potential audience who will benefit as a guide.
Completely new or use the Example brief?
What deliverable will you select?
E.g. Social Media Campaign Photo, New Packaging Concepts.

what is a mind map?

<https://www.studentartguide.com/articles/how-to-make-a-mindmap-creative-ideas>



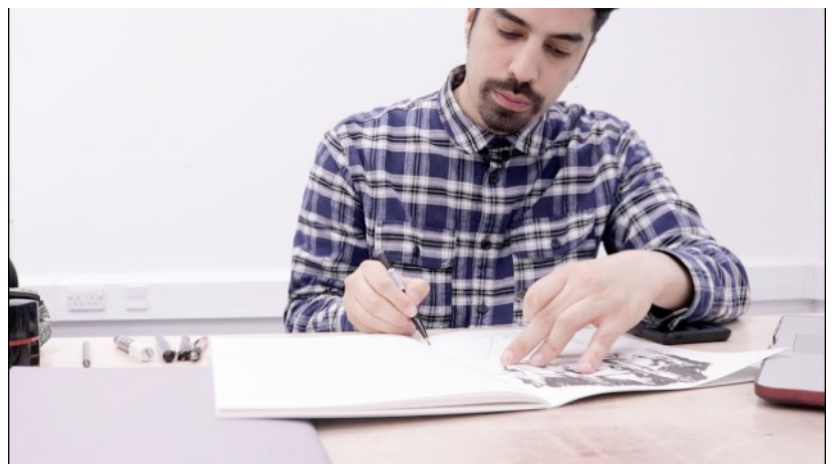
If you would rather list or bullet point that is fine. What is essential is you document your thoughts, ideas, findings on Sustainability and/or other themes.

E.G

<https://youtu.be/tbZbySlni1M>

<https://youtu.be/yAidvTKX6xM>

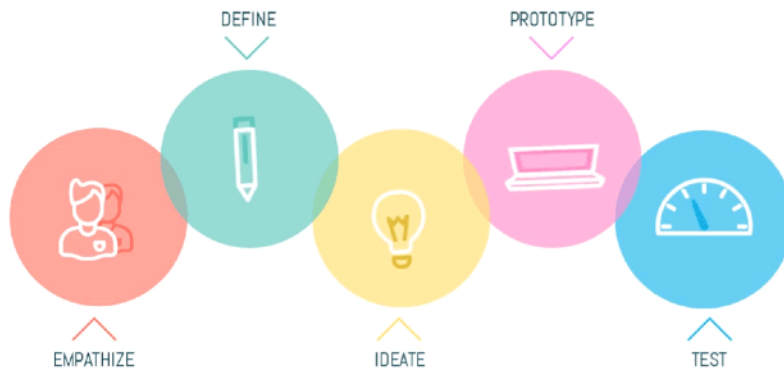
<https://www.viima.com/blog/idea-generation#tools-and-techniques>



A3 Product Design Portfolio

PAGE 1: Activity 2

WHAT IS DESIGN THINKING?



Source: www.medium.com

Made with  visme



Mind Map 2

Research on your possible Themes: e.g **Sustainability & ?**

Brain dump all your your ideas.

What are other ways /examples of solving your problem? Look for ideas from other industries or fields that relate to yours.

What technologies are used? What materials?



Mind Map 3

Who will your solution help?

Empathise with this intended Audience: e.g **Gen Z , Mainstream Millennials**

What is this demographic? Values? Trends? Interests? Beliefs?

THERE ARE NO BAD IDEAS at this stage.

Do more Research, Explore & Take tangents. Think Widely.

A3 Product Design Portfolio

Page 2: Activity 1



Define

Create your own multi-media mood boards of your audience showing their interests/values/beliefs. You could make a series of sketches or a composite photo. Or use <http://www.gomoodboard.com/>.

Take/Find prototype photos showing their lifestyle choices. Create Adobe colour pallets of trend they follow. Include relevant typefaces, Sketch/Find graphic design ideations.

ANNOTATE;

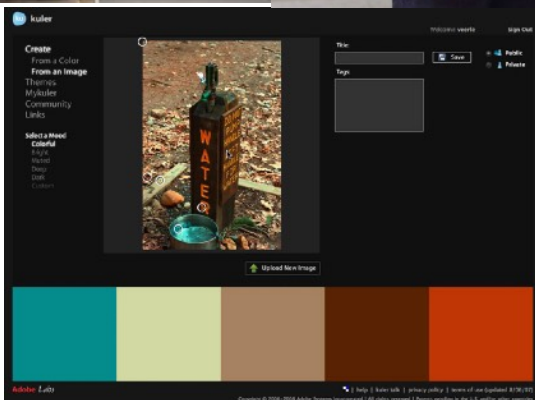
is this my audience?
How do I appeal?

For Example:

Mainstream Millennials

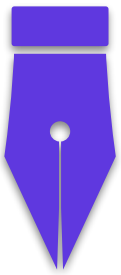
Concept 1: Retro Macho

Concept 2: Femme Spring



A3 Product Design Portfolio

Page 3: Activity 1

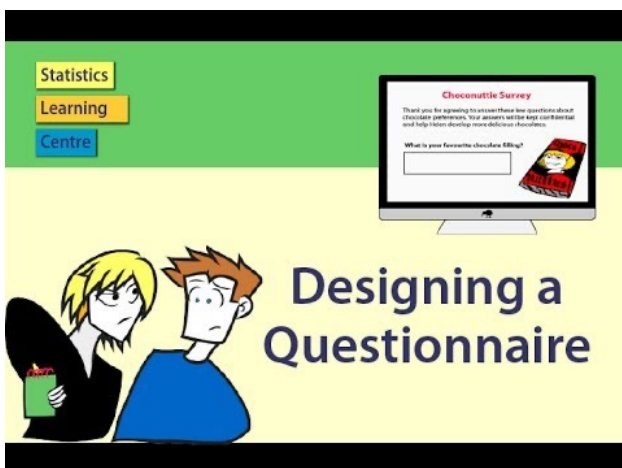
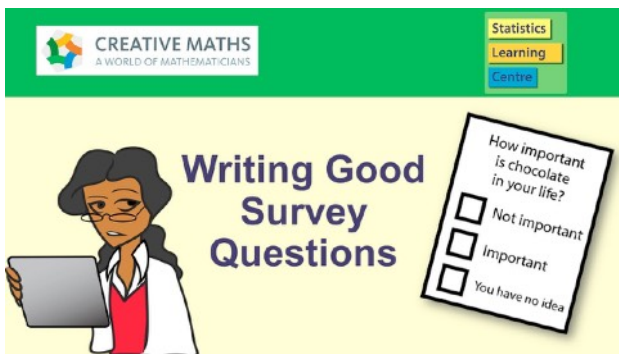


Define

SURVEY 1



Use Google Forms. Create and send a set of questions for your intended audience. Use your research on your theme ideas, possible solutions and what you have discovered about the potential audience for your product. Include the questions and the survey results.



Aim:

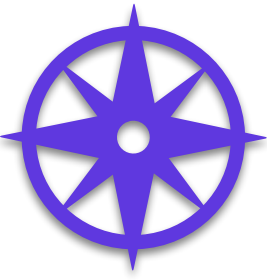
You want to know if your idea will be successful in appealing to your audience and your client. Use Google forms to help you.

<https://11atardesign.edublogs.org/surveying-your-design/>



A3 Product Design Portfolio

Page 3: Activity 2



Discover

Collect 2 advertising campaigns of a similar nature to the one you have chosen. Undertake an analytical annotation of the design using Design Elements and Principals including Type as well as Semiotics. Focus on specific sections of the Advert using cropping.

Logo's for the two supporting charities included in the top left **frame** - provides **synergy** between causes.

Selective focus makes the central woman more important but others are identifiable which **anchors** the image in a fitness class.

Indirect mode of address makes raises **enigma** for the audience.

Hashtag provides **convergent media** and suggests this is part of a larger **campaign** across TV, YouTube and other media platforms.

Large image of female model identifies the **primary demographic** as females aged 25-40 who are likely to be **CI-D** on the **ACORN** system and the aspirers category of the **4Cs theory**.

The **ideology** is to challenge **stereotypes** by including all 'girls' to get involved and become more powerful.

The language used is **colloquial** and uses **similes** and **satire** to emphasise female empowerment by subverting the idea that it is un-ladylike to sweat (**historical context**).

The **high key lighting** and colours match the **facial expn** the woman **signifying** she is having fun through the c

The **typography** provides contrast - **serif** usually **connotes** formality.

Logo acts as brand recognition but is simple which is unusual for advertisements.

The overlapping of the text removes any sexualised representation.

The female in takes up the majority of the foreground and is placed on

THIS GIRL CAN

Investigation

Empathise with the potential consumers.

Examine its appeal to a specific target



Image/text cohesion – the abstract noun “guilty” relates to his facial expression

Black connotes mystery and power

Deep blue eyes connote calmness and guilt

Guilt facial expression – image/text cohesion

Red lips connote passion. Facial expression signifies she is seeking affection.

Lightning bolt – signifier of danger. May also relate to the Greek god Zeus to connote power

Quote from poem (intertextuality) linking the same context from poem to text

A3 Product Design Portfolio

Page 4: Activity 1

DEFINE



Create your rough sketched ideas

Eventually you should narrow down to **TWO** original concepts of a solution.

Make around **8** rough sketches of design solution ideas

<https://designsprintkit.withgoogle.com/methodology/phase3-sketch/crazy-8s>

IDEATE

Page 4: Activity 2

Planning your ideas:

Select your favourite sketched concepts.
Get peer and client feedback to assist in refining your choices.

Develop your ideas into visuals

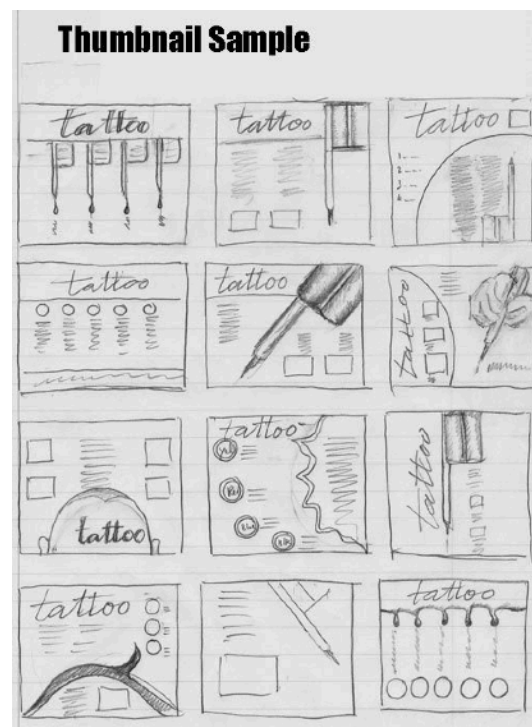
Draft lighting plans.

Take prototype photos or more detailed graphic design sketches

Create Adobe colour pallets.

Search for typeface and download examples you like.

Thumbnail Sample



A3 Product Design Portfolio

PAGE 5 & 6



Develop

Plan how you will shoot/refine your two concepts.
 Create a production schedule with the equipment you need.
 Once you have taken your photos/made more refined sketches
 Make a 'Contact/Thumbnail sheet' of best images annotated appropriately.
 include design solution ideas you may not follow. Consider Type Choices.

Use the below as a layout example for BOTH concepts.

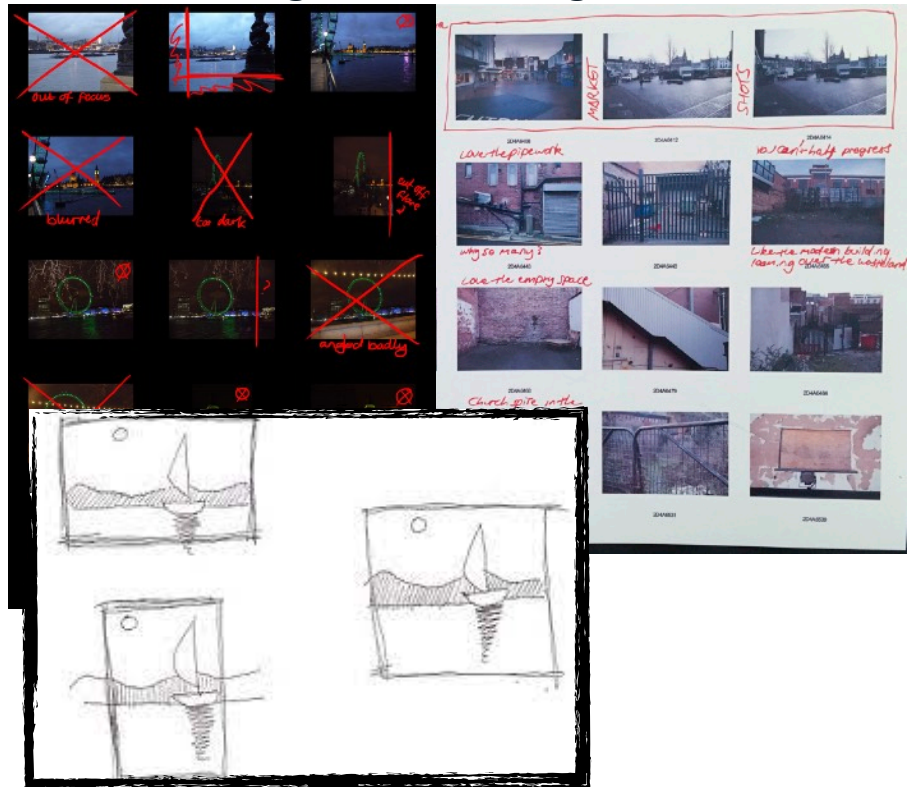
Schedule

OHS / Location / Equipment
 Props /Lighting/Costume/
 Models/Style



Contact Sheet

Detail Techniques used/Camera
 Settings/ + & - images used/not/



Type Ideas

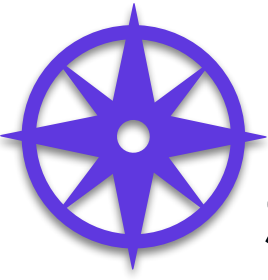
Detail Choices/Why/Not



Fertigo Pro AaBbCcDdEeFfGgH
MEgalopolis Extra AaBbCcD
 Nord AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
MOLOT ABCDEFGHIJKLMNO
 Quicksand AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
SALARYMAN AI
Utility AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
 COM4t Fine Regular AaBbCcDd

A3 Product Design Portfolio

PAGE 7: Activity 1



Discover

Survey 2: Feedback from Intended Audience & Client

Return to your Client and Research Group. Using a new google forms gain audience feedback of success of the success of your design. Use this data and create a pie chart or similar to show your findings.

Evaluate:

What possible refinements will you be making?



PAGE 7: Activity 2

Commercial Consideration : Prototype: Rough Mock ups



Use your chosen delivery guidelines on images to see what your design would look like in a real world context. Create mock ups of your images with Type Choices. Create 2/3 Mock ups.

EG: MOCK UP 1

A3 Product Design Portfolio

PAGE 8: Activity 1

Develop



Decide on one concept. Focus on developing and experimentation from the mock up. In Photography- Use the RAW files. In Graphics scan your sketches or adapt to digital design.

Screen shoot a selection of your changes up to the finished design in PhotoShop.

Apply Synectics or other Idea Generation techniques. Annotate your changes. Link to Audience Feedback.



A3 Product Design Portfolio

PAGE 9: Activity 1



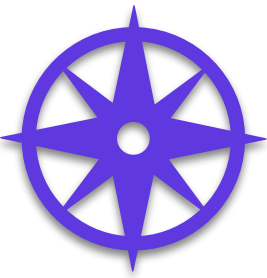
Develop

Refinement and Further Experimentation of Final Concept
Explore Type choices.



Annotate

PAGE 9: Activity 2



Discover



Survey 3

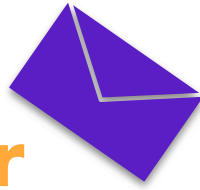
Seek / Apply feedback in refining your work.
Screen shot refinements to share with Client & Target Audience

A3 Product Design Portfolio

PAGE 10:



Deliver



Evaluate & Annotate Final

How have you used?

DEP

Have you engaged?

Target Audience

(Feedback quotes)

Brief

How have you used?

Persuasive

Techniques

Colour

Lighting

Symbolism

Typeface

What have you learnt?

Skills Used

We used the same slogan throughout our 3 products. This familiarises the audience with the topic, and the use of a rhetorical question attracts the audience's attention.



We used a large, simple and central image to attract our audience's attention. We emphasised the heels using Photoshop by adding a glow around them, signifying that the target audience should be interested in heels.

Like all real products, we used the Channel 4 logo on our print advert. We filled it so it was a pink colour, representing the documentary as "girly".

The title, and schedule timing is visible on the print ad to familiarise the audience of when the documentary is being aired.

Advertisements are used a lot in magazines to persuade people to buy their products. However, this magazine features products related to beauty, as women are most likely known to be the gender that likes to care about their skin and appearance. This advert is advertising make-up, as seen by the close-up of the woman's face and the product next to her. This appeals to women, thus proving it is a women's magazine.

The word "YOUTH" shown at the top, is a factor of drawing in the female audience. This is because all women want to stay at a young age, so therefore, buying this product will help them to look even younger than they already are.

Positive words like "Perfectionist" attract the readers as it is telling them that if they buy their product, they will become a perfectionist and end up looking like the model on the page.

The colour scheme is made up of brown, gold, white, grey. The brown and gold are used to enhance the skin colour as this product is used for the skin. Where as, the white and grey is used to make the women stand out. The white light shining onto her, reinforces the effect. The colours used altogether, shows elegance and portrays the woman to be classy. This tells us that all women can be like this if they buy their product.



On adverts, they produce very little information so that when the reader looks through the magazine, they won't have to read a bunch of text, as they will know straight away, what it is trying to sell.

As well as the bottled product you may also get a brush with it, which helps apply the product onto your skin. And because the tip of the brush is at a slanted angle, it may increase the curiosity of the audience because it is in an odd form.

The male gaze is shown by the pose of the woman with her hand in her hair, which attracts both the female and male audience.

The typography for the brand name is in gold and looks metallic. This tells us that women want to feel special and be the best, number 1; like the expensive element, gold. They want to be treated with great care, like treasure and so buying this product, will make them feel like it.

Two pictures of the bottled product are shown to tell you how much foundation is stored in the bottle. This helps the reader make a decision whether to buy the product or not.

A3 Product Design Portfolio

Thumbnails of Source Images

Page No: Image