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ME115B | Professor Sean Follmer



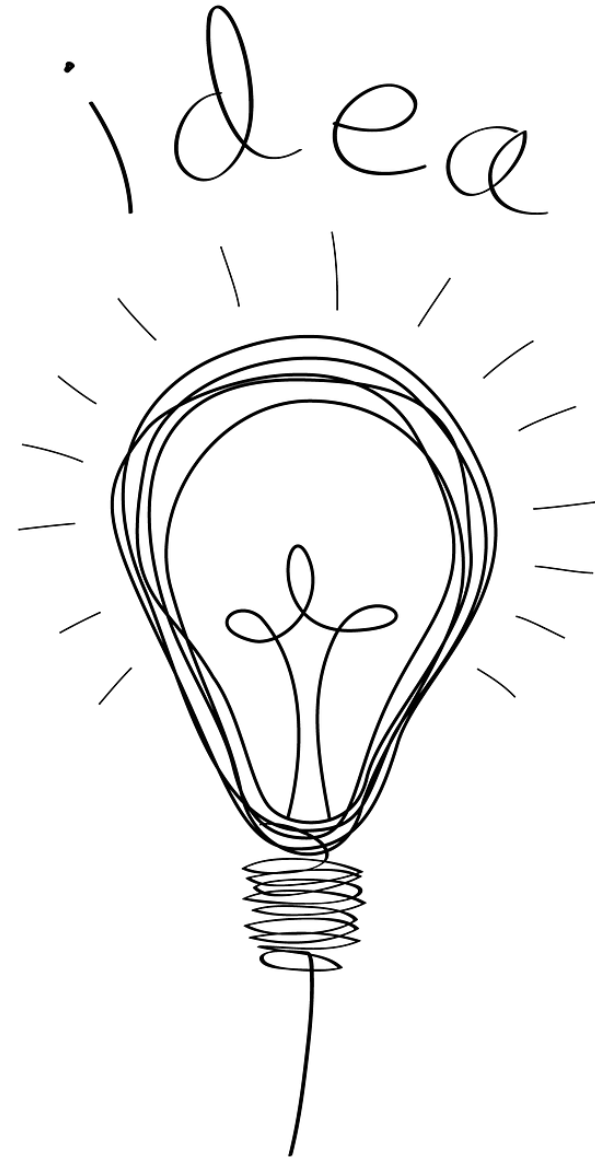
BRIGHT IDEA

February 6th, 2017

Class 1: Brand Boards

For this process, I chose 3 brands that stood out to me: Ikea, Smoko, and Muji. Ikea is a classic furniture brand whose stores you can get lost in, wandering through their maze-like rooms set up to show off the best of their practicality and fun. Smoko, while not as well known, is a brand that speaks to me in its creativity, fun, and adorable products. Each product is unique and worthy of showing off. Muji, another classic brand, really plays off the current trend of minimalism, keeping its design simple and natural. It emphasizes the lack of waste as well as an elegant air of sophistication in its design, materials, and color choices.

The following pages show an array of products from each of the 3 companies, hoping to inspire and express their design principles.

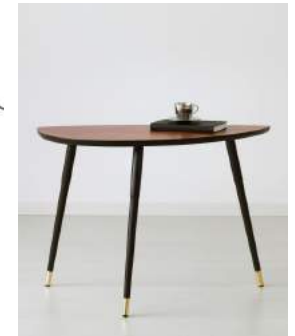


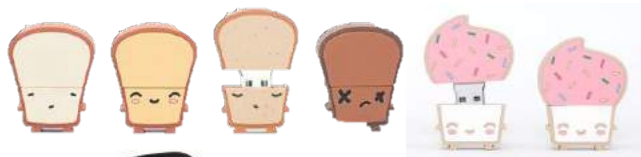


Basic

Colorful

Functional





Whimsical Unique



Fun





Simple



Natural



Comfortable



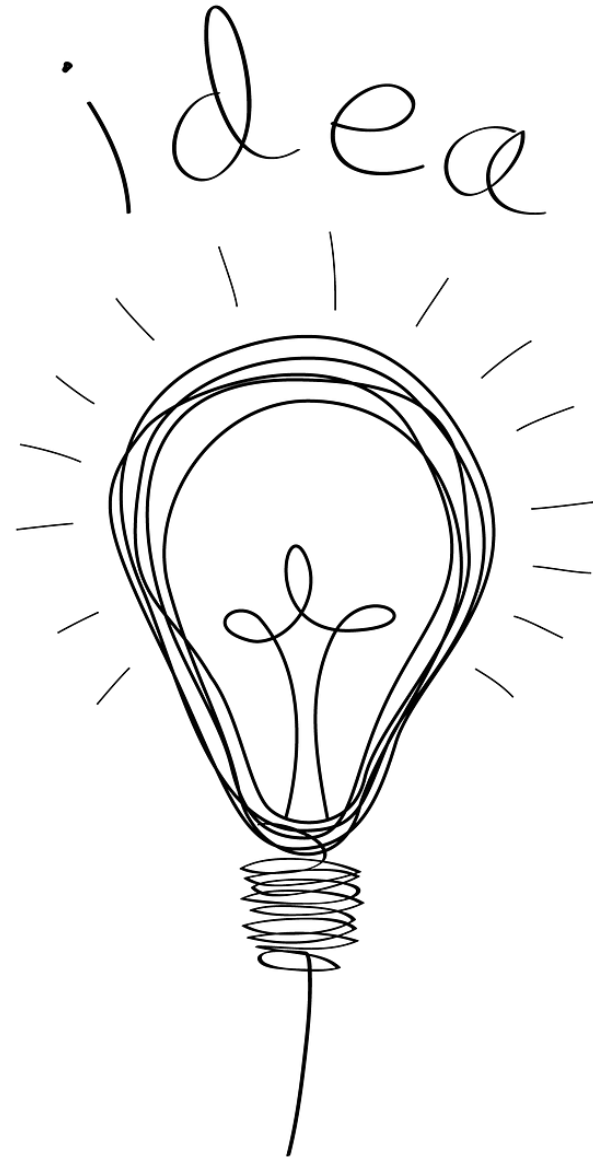
Sophisticated



Class 2: User Board + Inspiration Board

After some deliberation, I decided to choose Smoko as my main brand inspiration because its unique and whimsical products really intrigued me. From here, I researched their target user as well as other products that also expressed their design principles.

The following pages show a typical Smoko consumer and other products whose design reminded me of Smoko's.





Young | Fun | "Cool"



This board represents the target consumer for the Smoko brand. As advertised on their websites, most consumers are young adults, appreciate having fun with life through their humorous and whimsical products, and can be perceived as "cool" for having said products. This board captures the essence of these users, emphasizing the spirit of youth and fun in their photos.



Fun

Whimsical



Unique

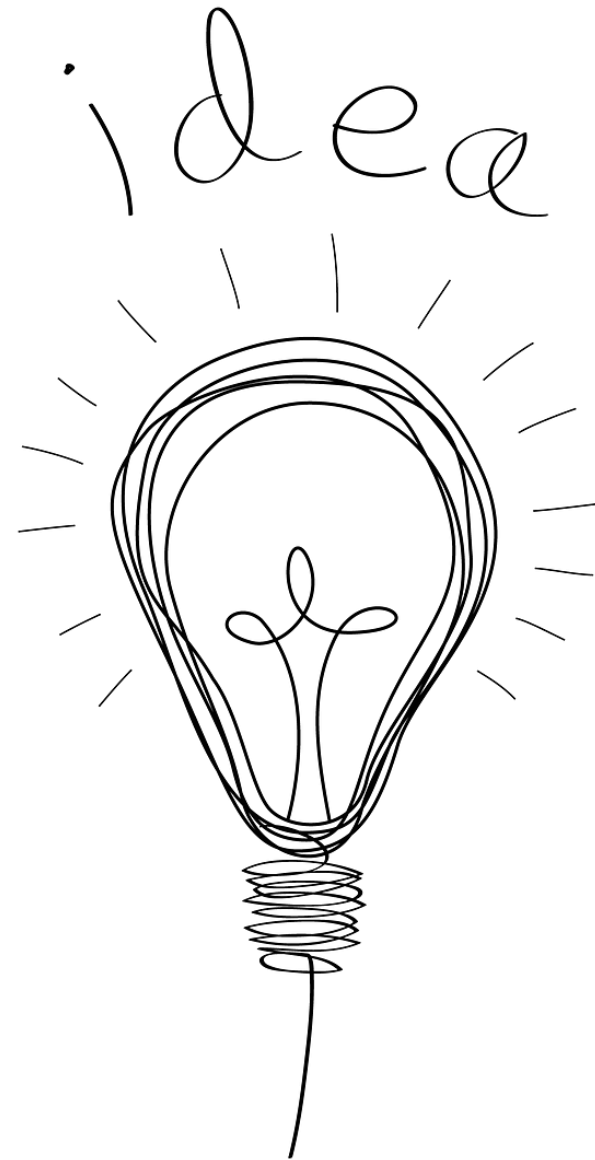


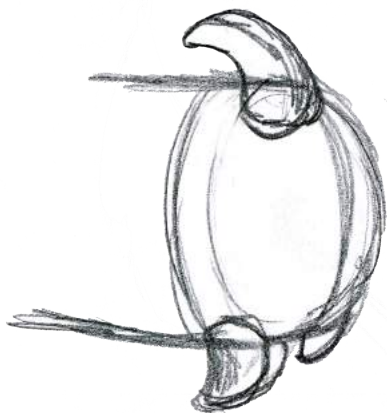
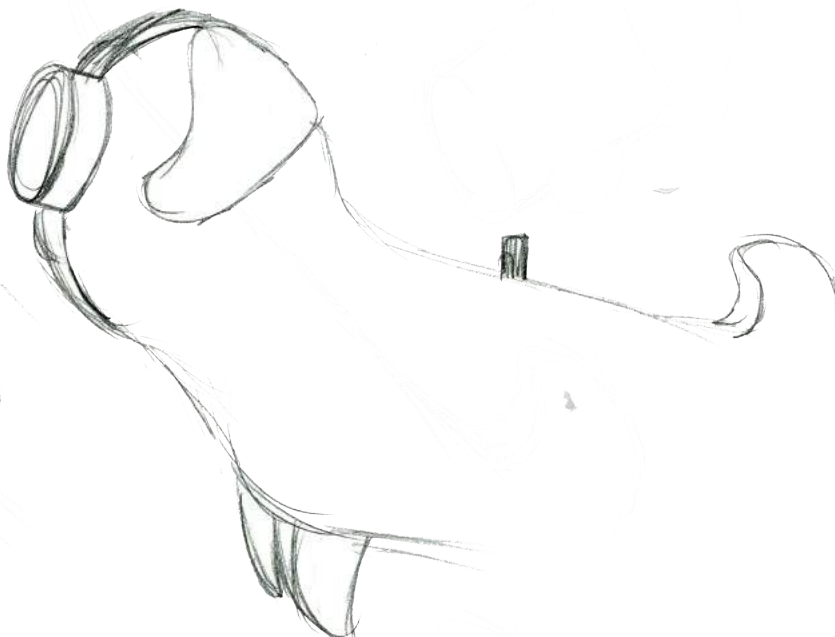
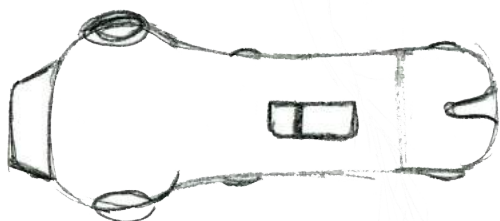
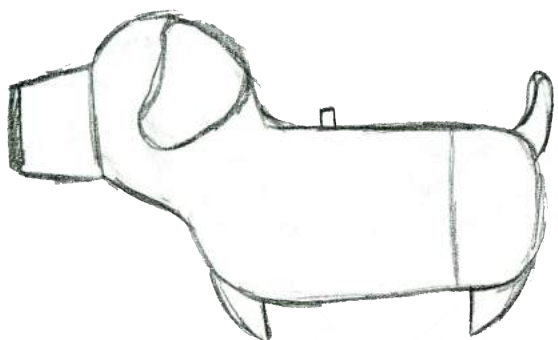
This board includes products not from the Smoko brand itself, but with designs that I felt resembled Smoko's feel for applauding whimsicality and combining it with cute personifications for a unique product. Each product uses shape, color, and faces to make itself stand out from other products in the same category.

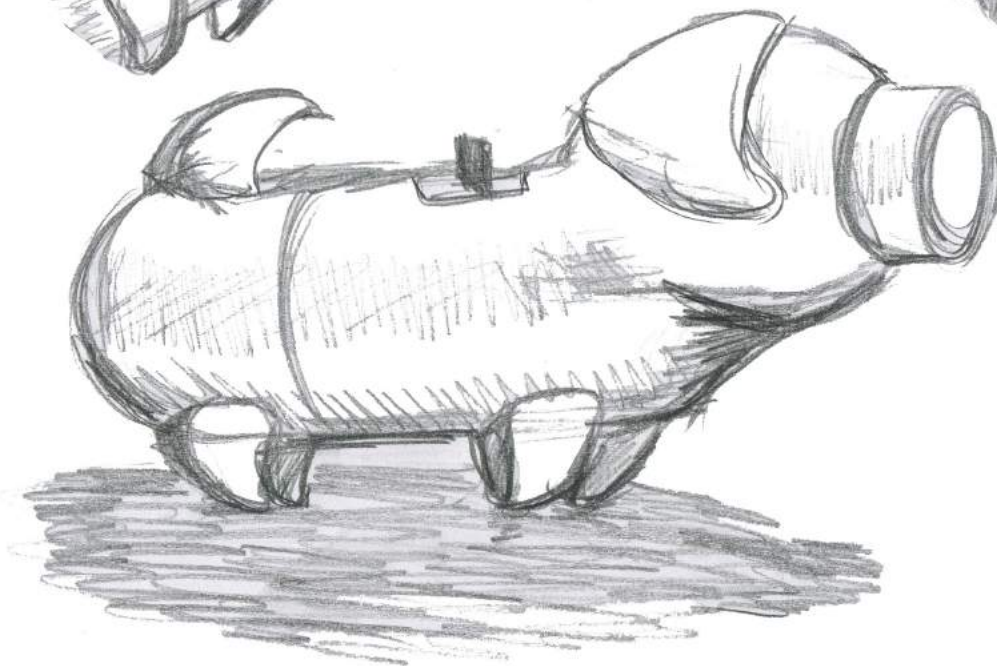
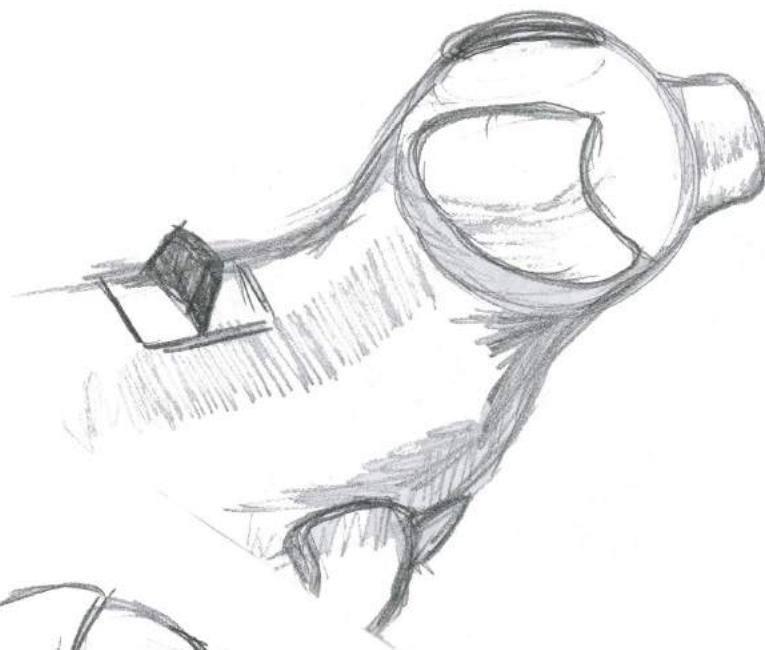
Class 2: Initial Ideation Sketches

With Smoko's brand and design principles in mind, the following design expresses my initial idea of what kind of flashlight they might produce. At first, I kept a narrow mindset and focused my attention on one idea - a dachshund dog (or weiner dog) whose long body provided a good grip for the body of the flashlight and whose muzzle became the lip of the light itself.

The following are some of my initial sketches of this idea.



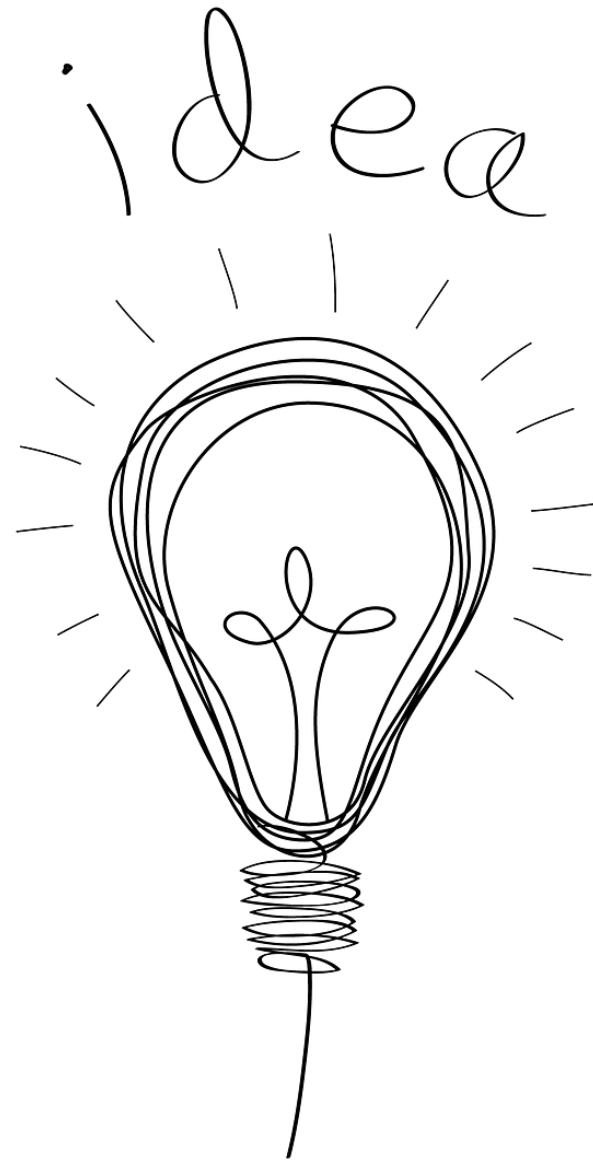




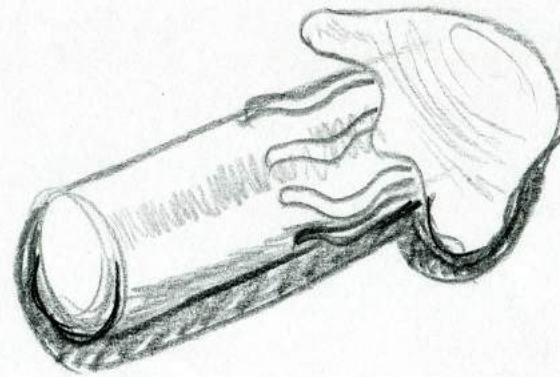
Class 3: Design Revision Iteration 1

After critique from the class and a mentor, I realized that my idea was too narrow and did not celebrate the whimsicality of Smoko like its other products did. I was encouraged to consider how the light itself would add to the design and how the design would add to the implementation of the light. This led me to consider various instances where having a light made sense and made the design more delightful (pun intended).

The following are sketches of various new designs I came up with, focusing on how the design and the light interacted together in a whimsical way.

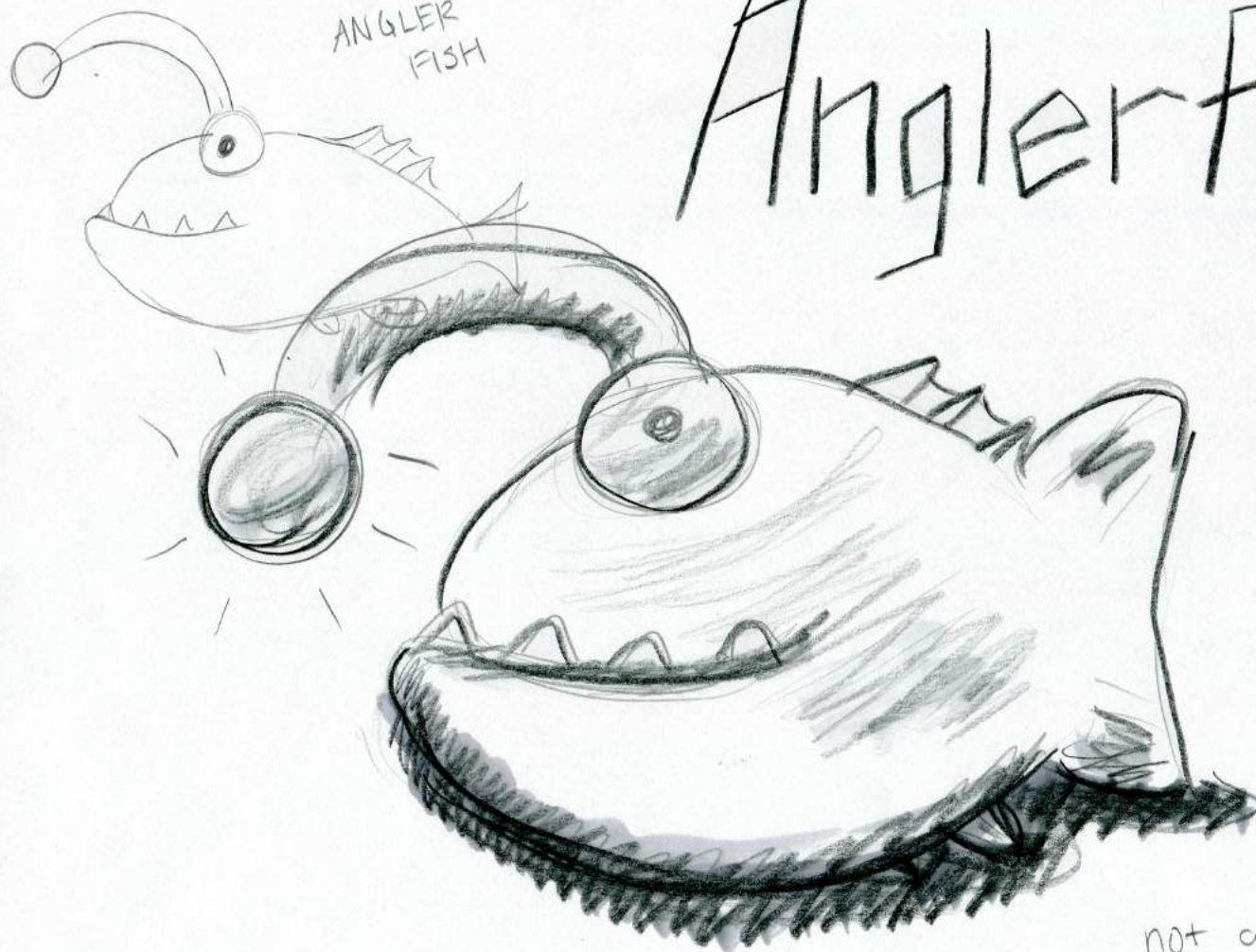


Jelly fish



ANGLER
FISH

Anglerfish

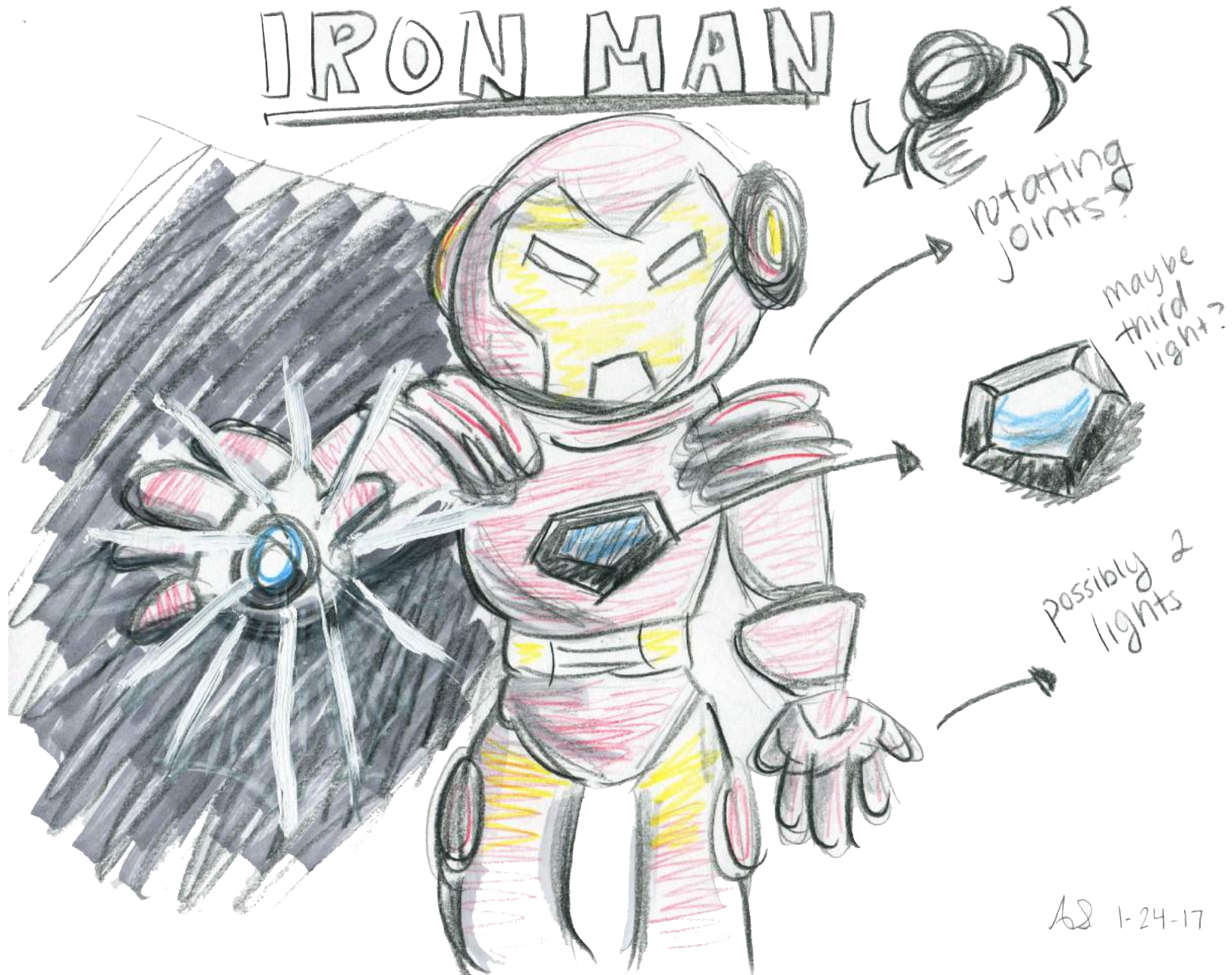


not convenient
to hold

too much?

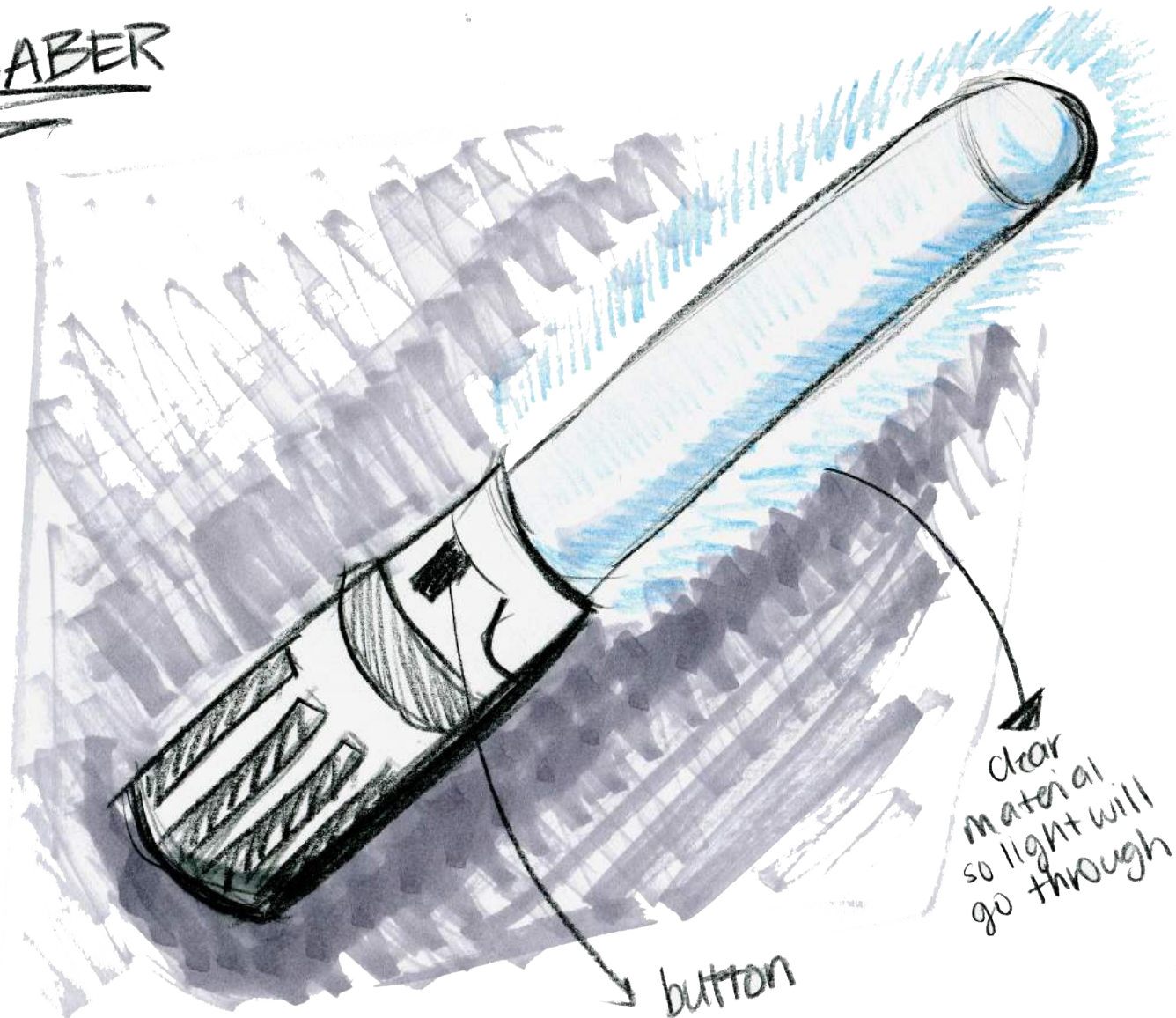
68 1-24-17

IRON MAN

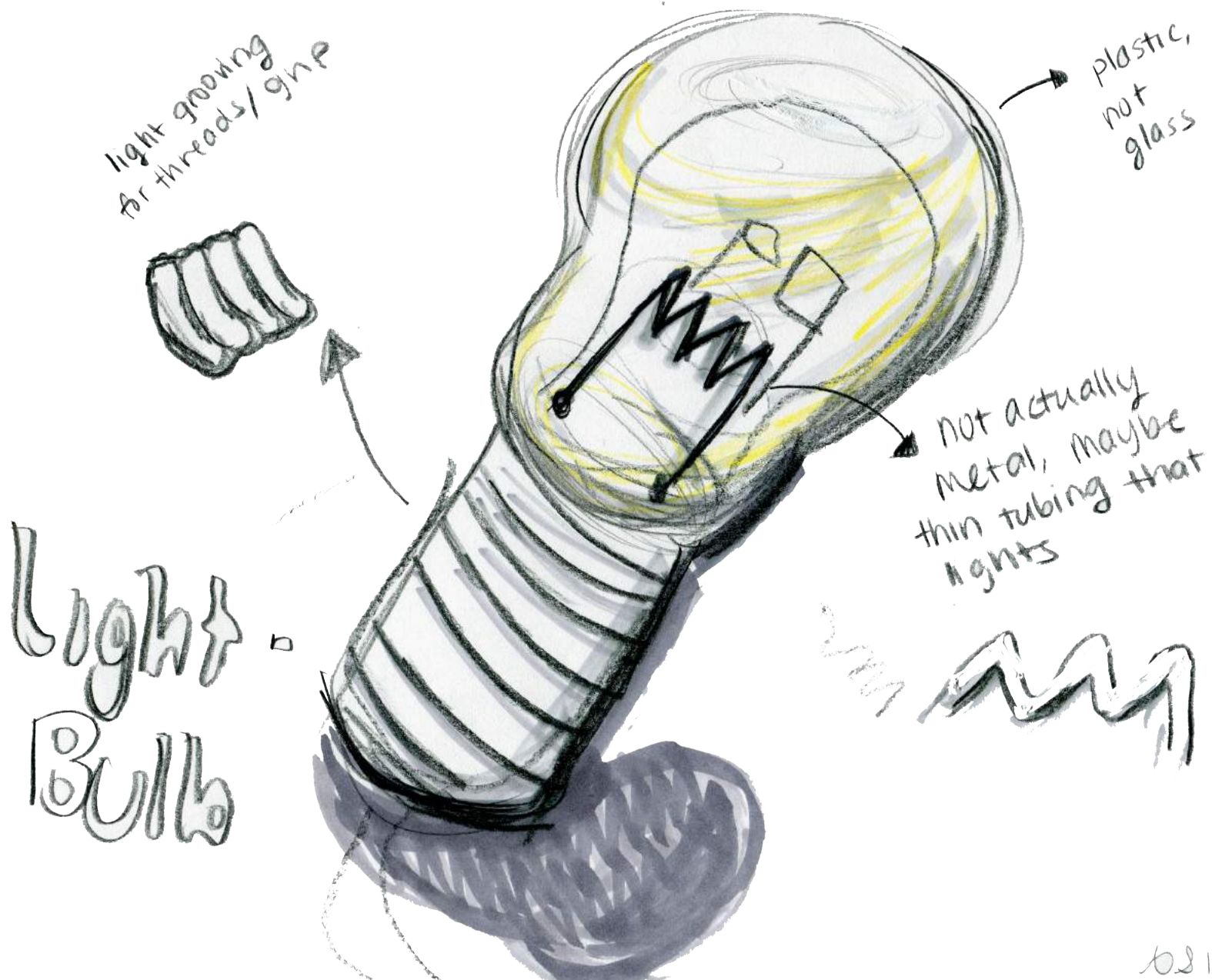


AS 1-24-17

LIGHT SABER

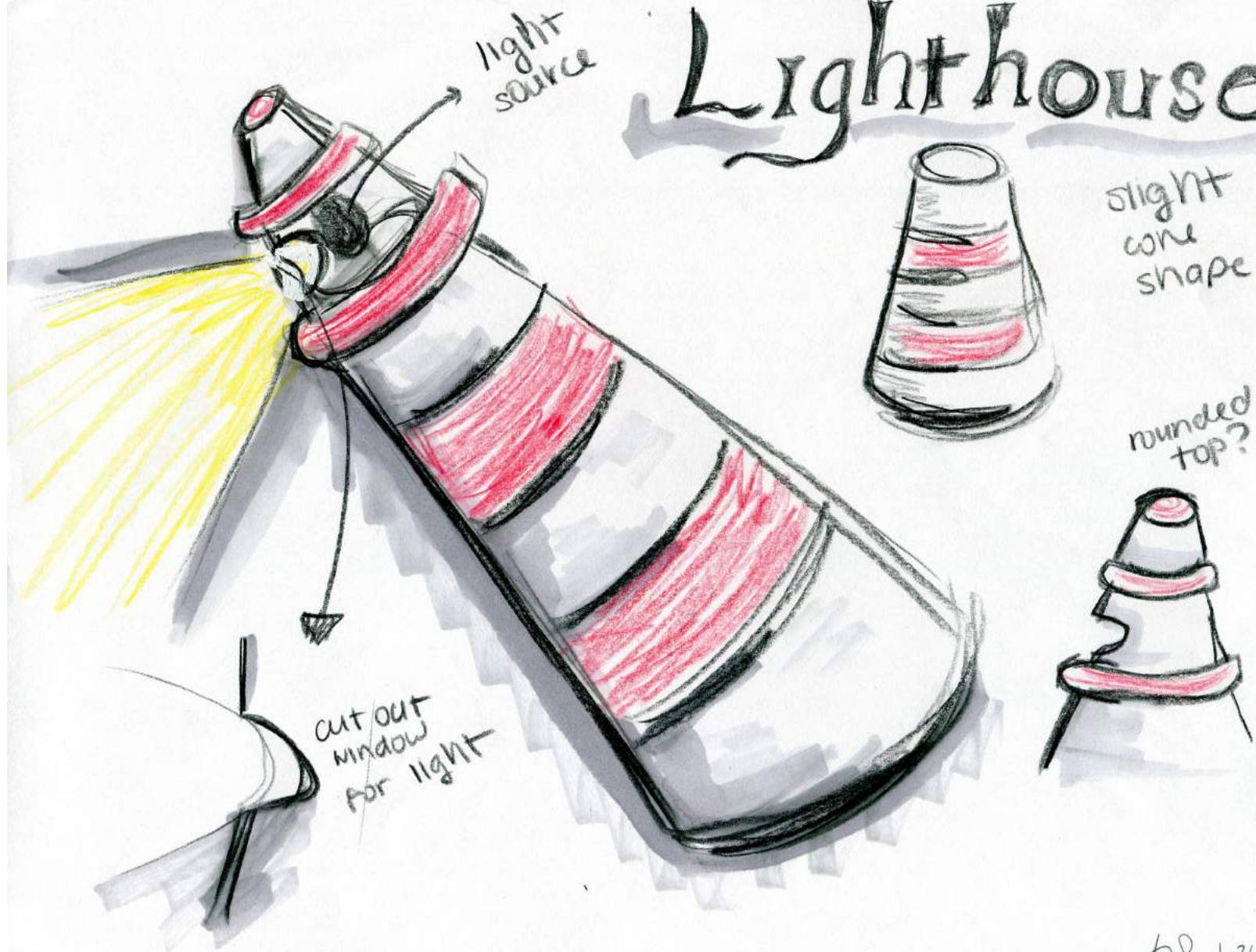


bs 1-24-17



02 1-24-17

Lighthouse

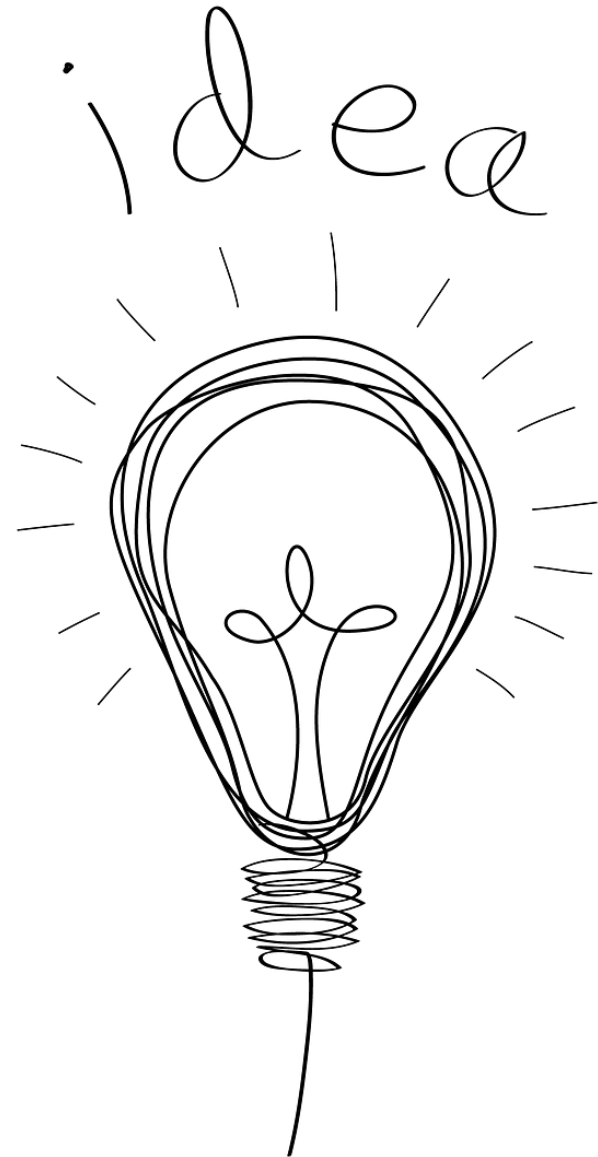


bs. 1-24-17

Class 4: Design Revisions Iteration 2

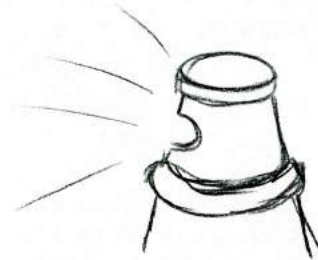
From more critique, I wanted to further narrow my ideas down to something that would really represent Smoko's brand. I decided to focus on the lightbulb design because it both played off the idea of light but also allowed flexibility to add a feature that would highlight its uniqueness. I referenced my inspiration boards and also kept in mind the idea of personifying the design to make it more friendly and fun.

The following are sketches that delve deeper into the lightbulb design.



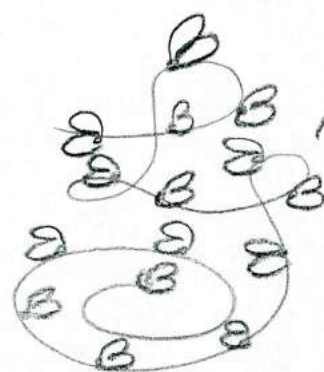
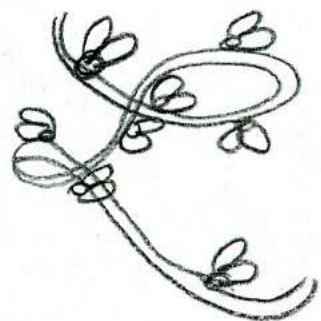


I did also consider the lighthouse design, which was my second choice. Adding an "island" charging station would enhance the delightfulness of the design, but beyond that, it did not show as much promise.

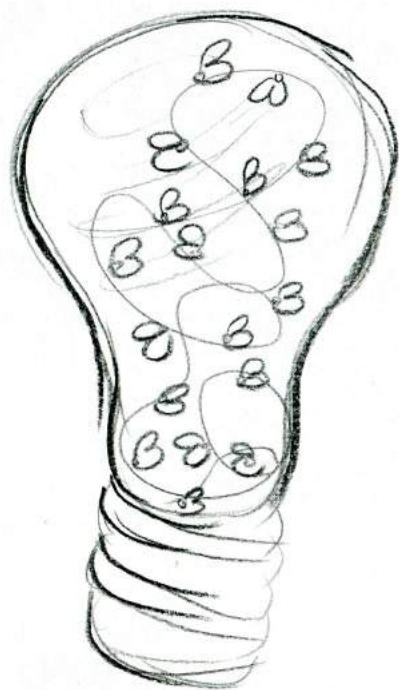




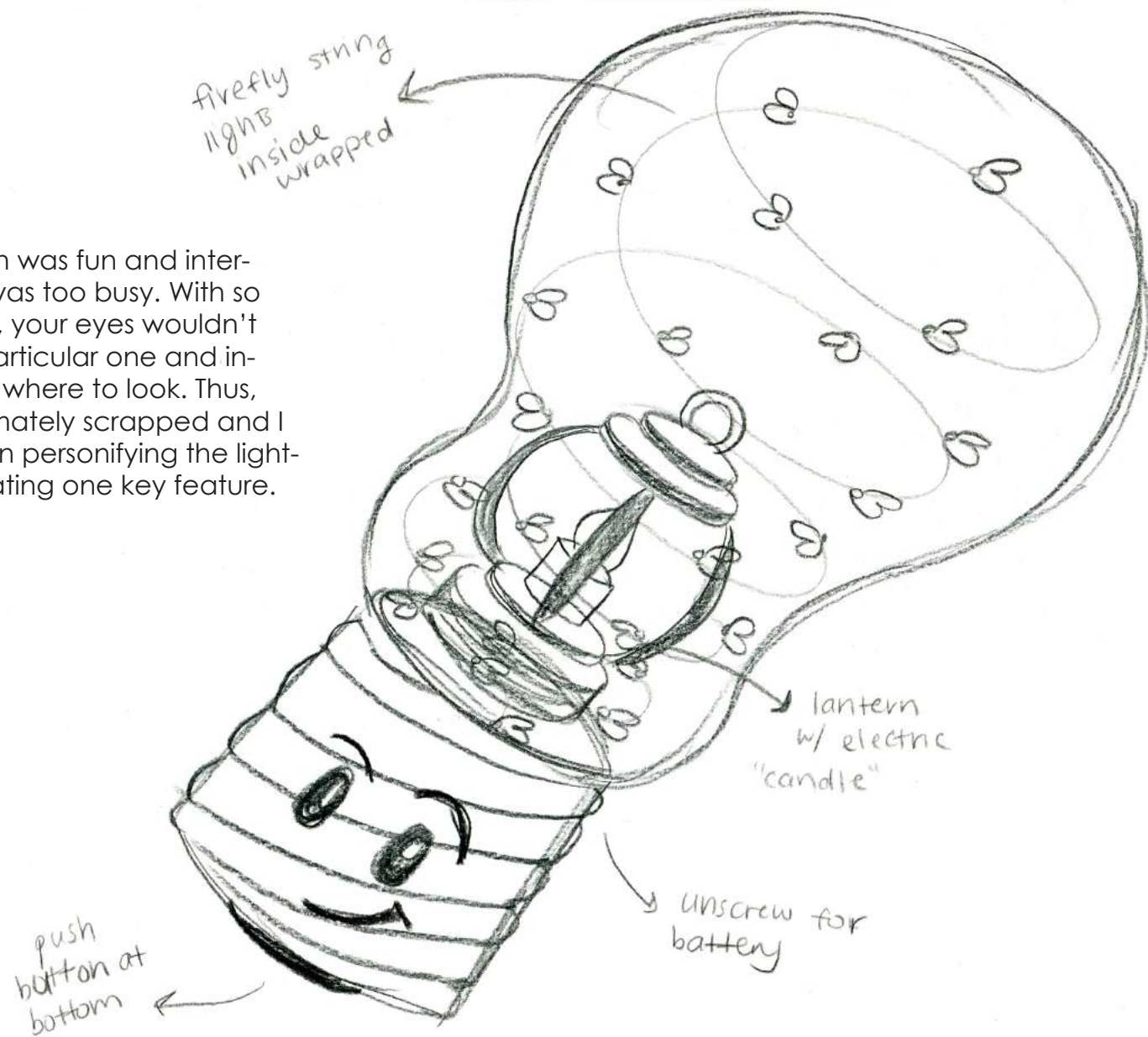
At first, I considered alternatives to the inside of the lightbulb; rather than keeping a traditional filament, what else could make it unique and interesting?

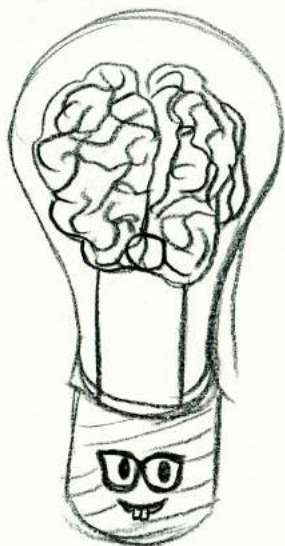
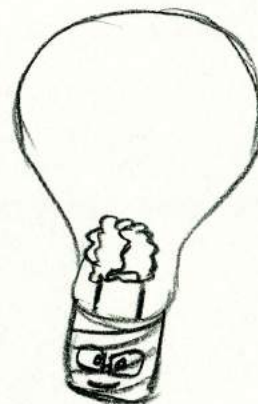


firefly
string lights?



Although this design was fun and interesting, I felt that it was too busy. With so many components, your eyes wouldn't be drawn to any particular one and instead be confused where to look. Thus, this design was ultimately scrapped and I decided to focus on personifying the lightbulb and accentuating one key feature.



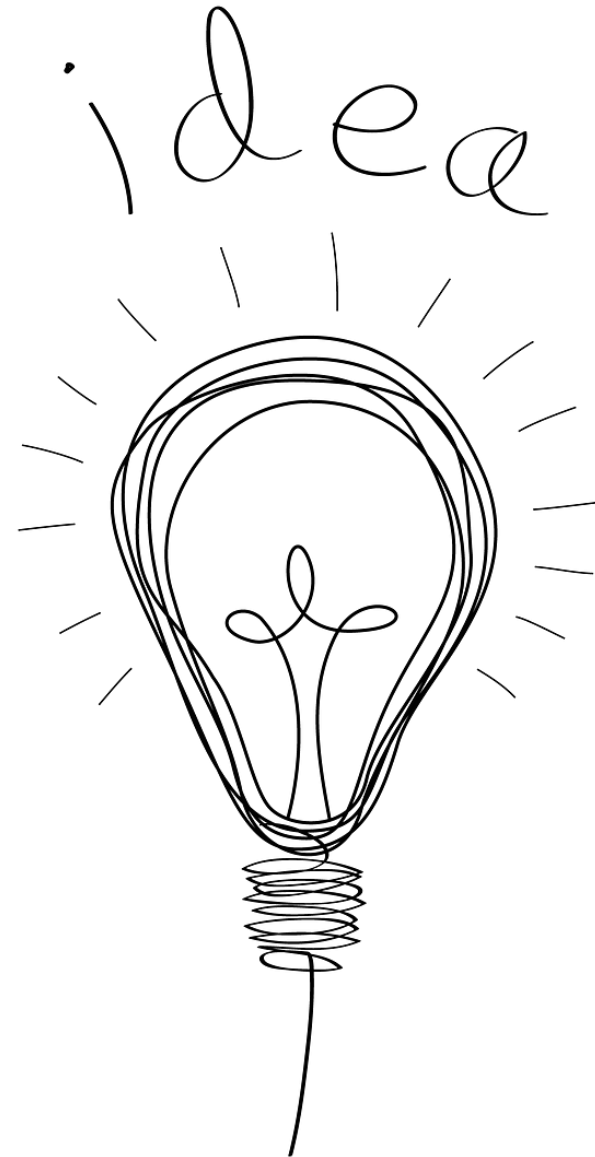


Class 5: Final Design Sketches

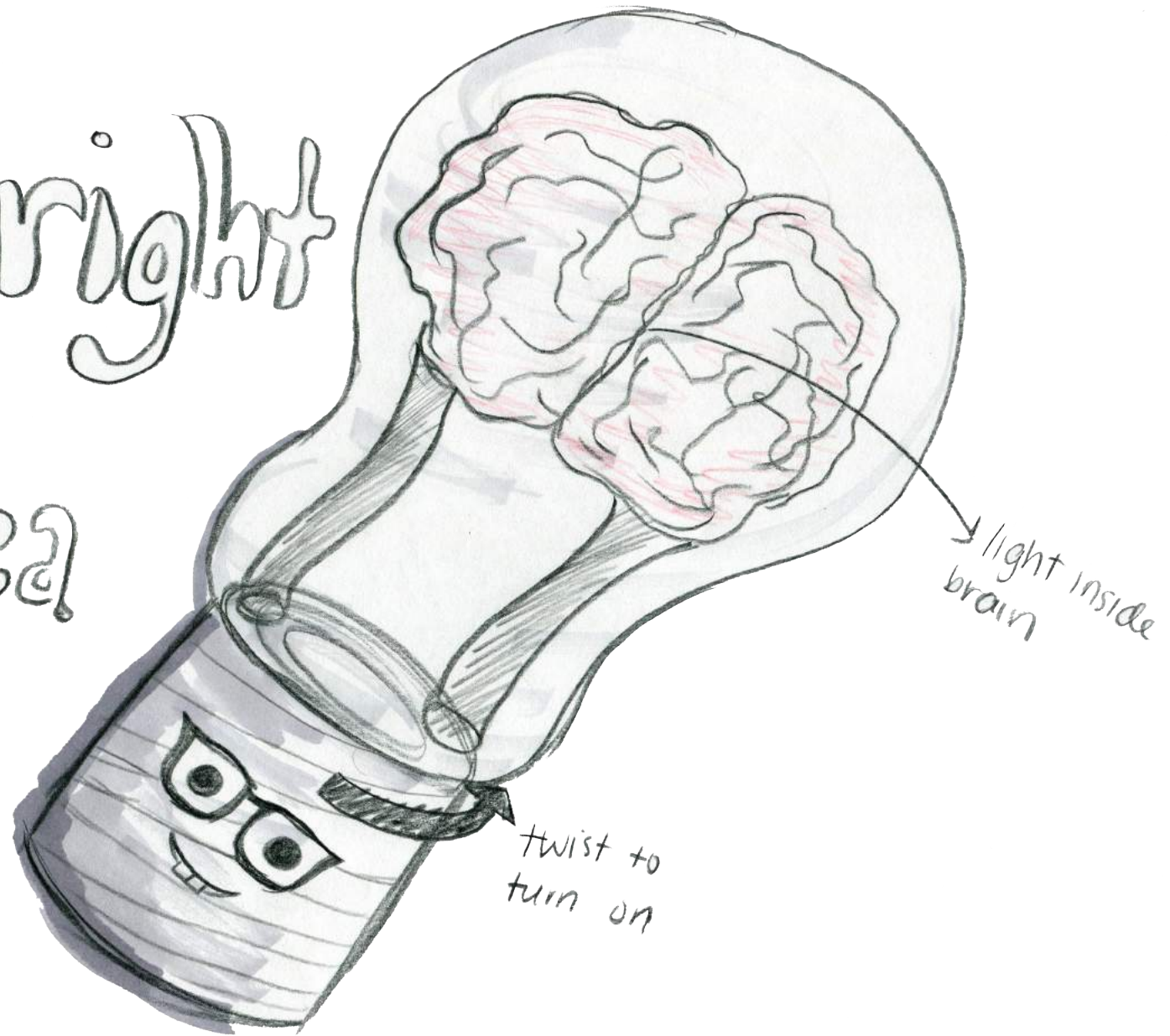
After many sketches and iterations on the lightbulb idea, I decided upon one that I felt was whimsical, fun, and unique, just like the words that I felt described Smoko's brand. Playing off the trope of a lightbulb over the brain to indicate an idea, I decided to put a brain inside of a lightbulb, giving a slightly meta perspective on the joke. The face of the lightbulb would be the "nerd" emoji, further pushing the idea of the lightbulb moment coming from a clever brain.

"Bright Idea" is aimed towards teenagers who care about having a cool light in their room for when their friends come over. While it may not help you explore a dark cave, it will sit happily on a desk or shelf and act as a unique decorative item, a light to help illuminate a dark room, or be a fun night-light. It can both sit upright or fit comfortably in your hands and is the perfect item to show-off to friends or just be unique. Who knows, maybe having a glowing lightbulb-brain sitting on your desk will give you some bright ideas.

The following are sketches of the final design including feature details.



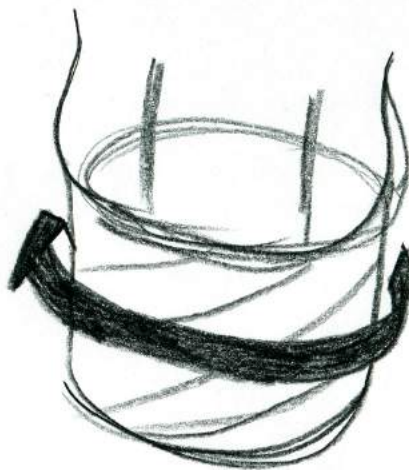
Bright Idea





thick/stiff
wire connecting
brain + battery

clear plastic
bulb

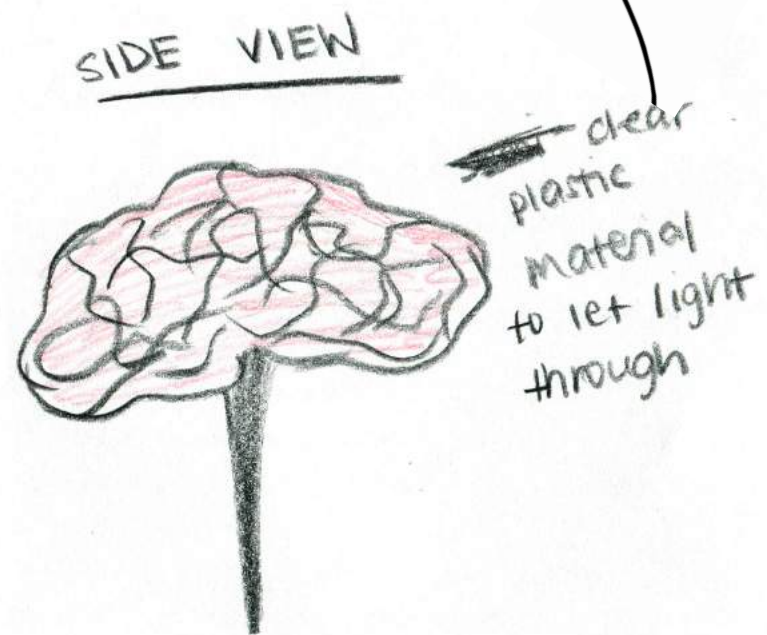
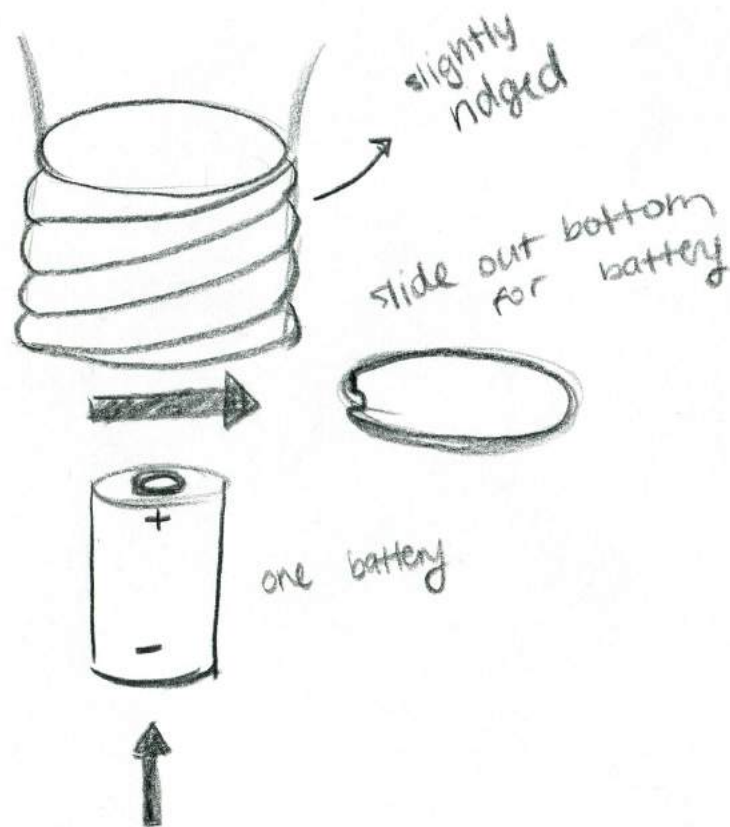


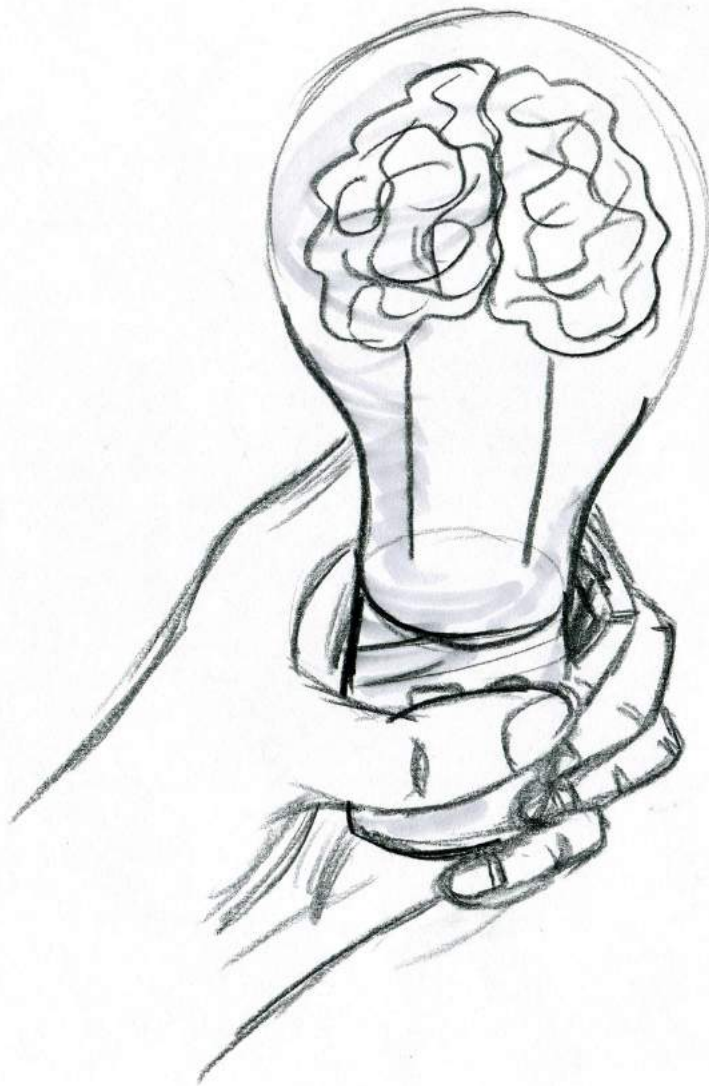
twist to
turn on
(like screwing
in a lightbulb)



black
print

gray color

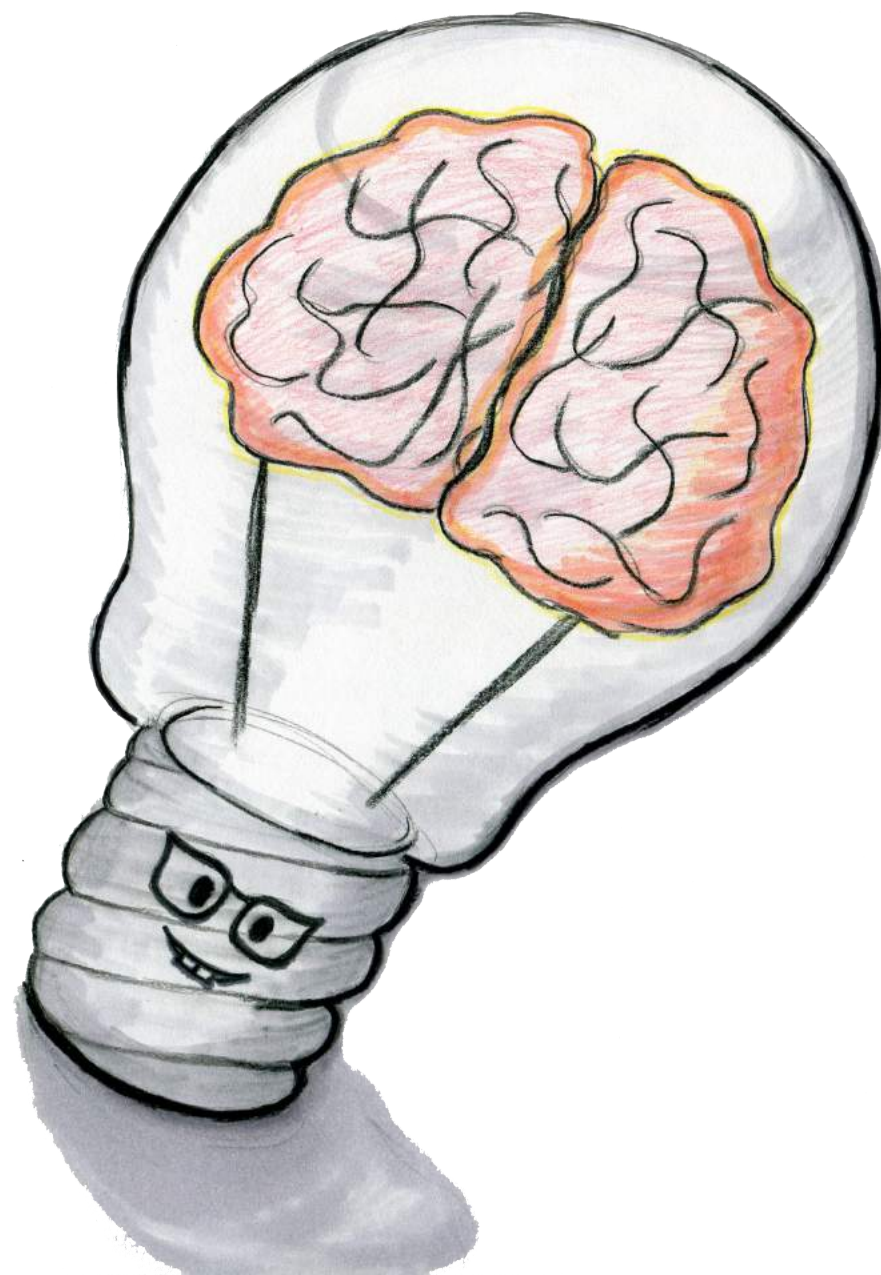


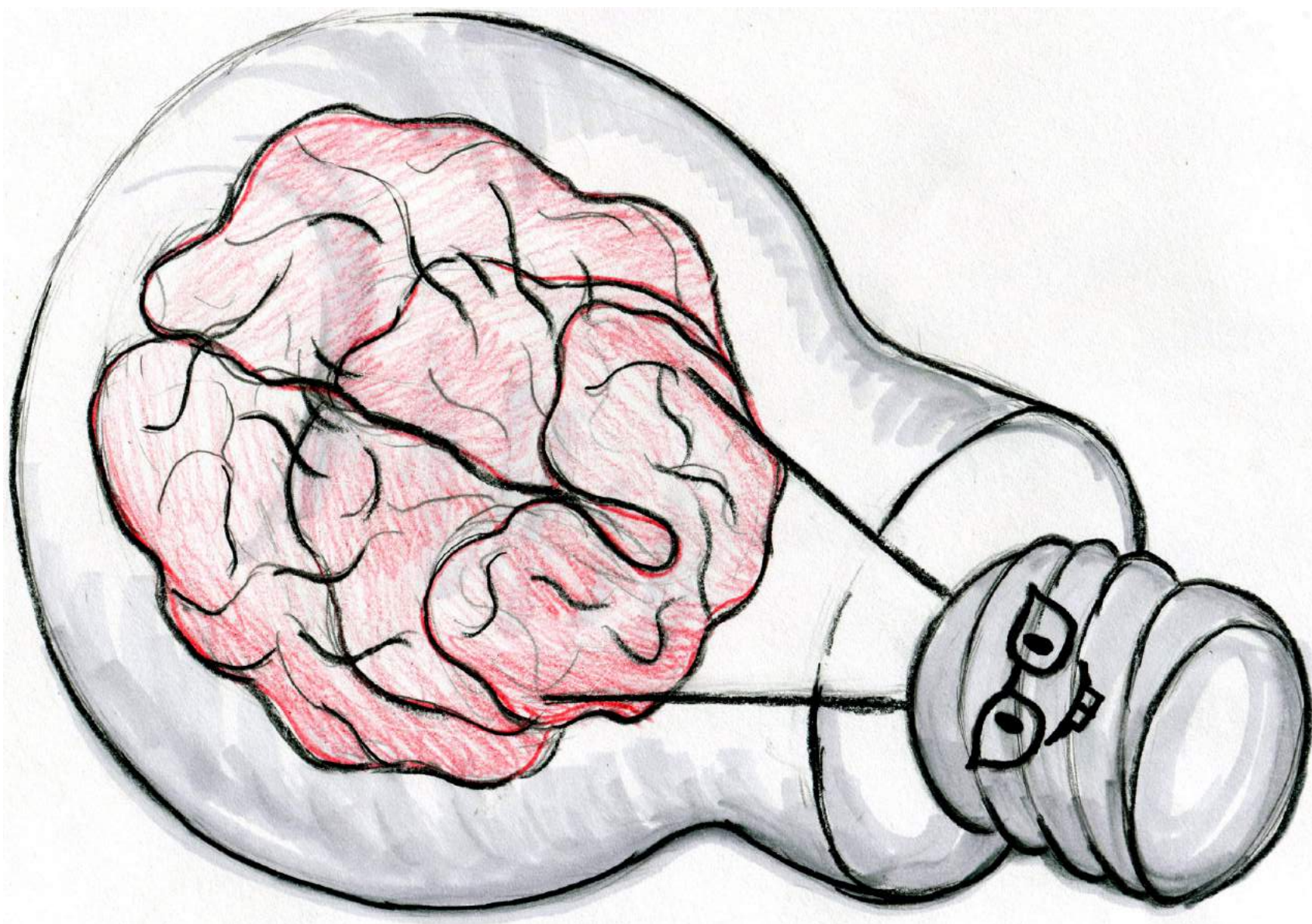


DESK

NOTES



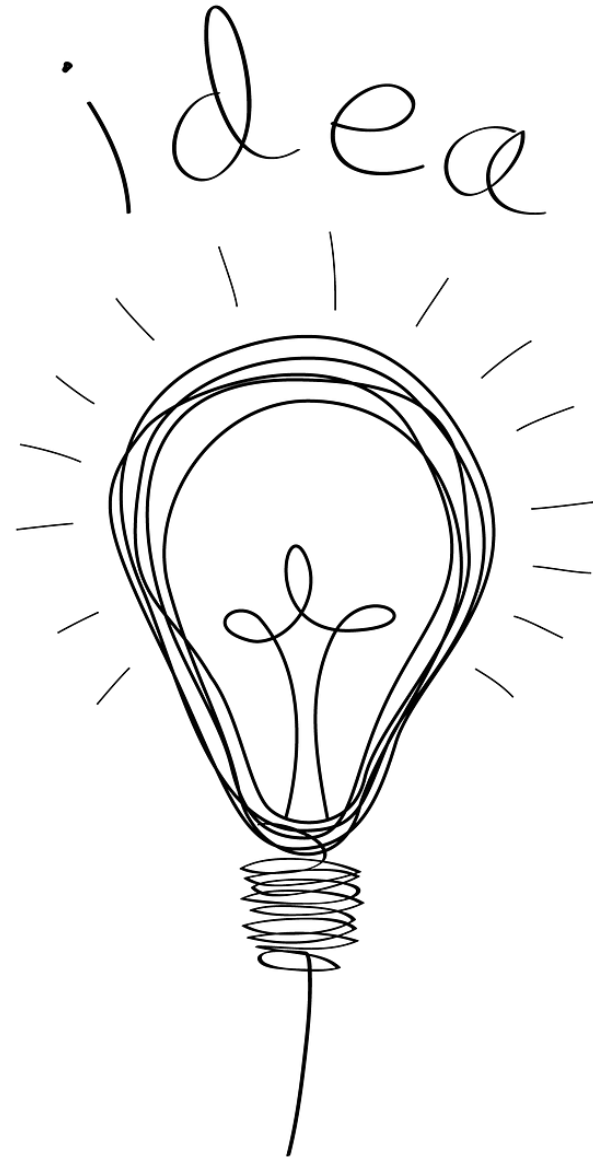




Class 6: CAD Drawings + Renderings

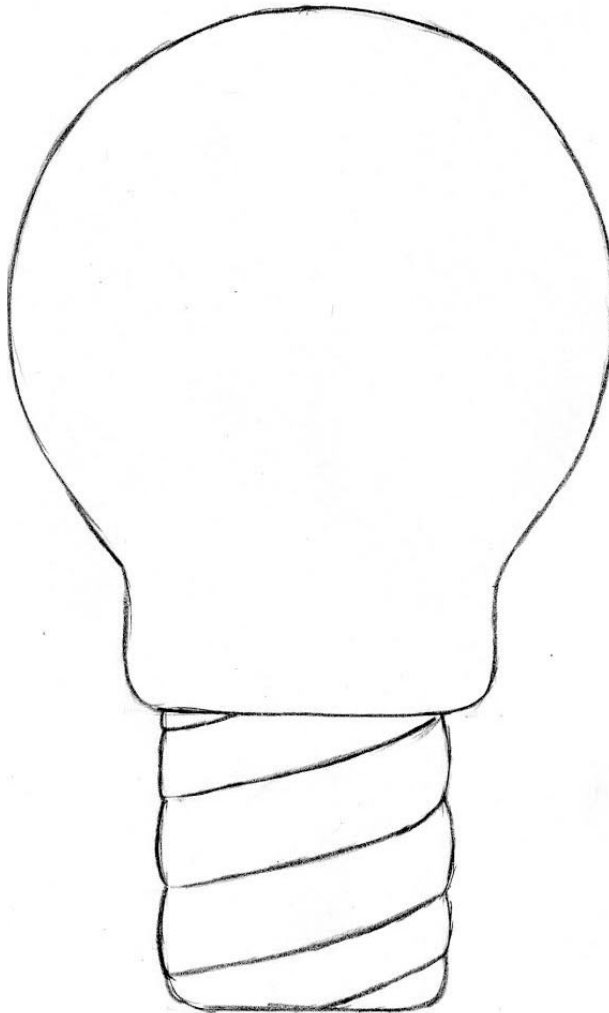
Once I had my final design idea down, it was time to make it more concrete by specifying dimensions and creating orthographic drawings. Drafting first by hand to get a feel for the ideal dimensions, I then created a CAD model of the lightbulb and the brain to better communicate the idea.

The following pages include initial orthographic sketches, formal orthographic drawings (with dimensions), and a CAD rendering of the final design.

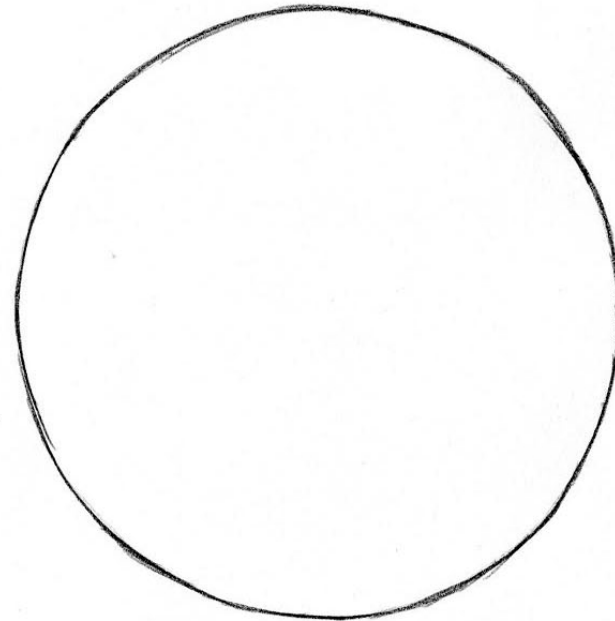


ORIGINAL ORTHOGRAPHICS DRAWN TO SCALE

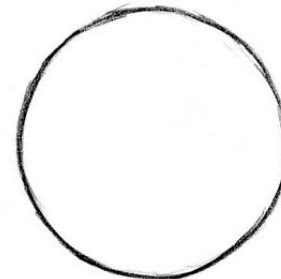
SIDE VIEW

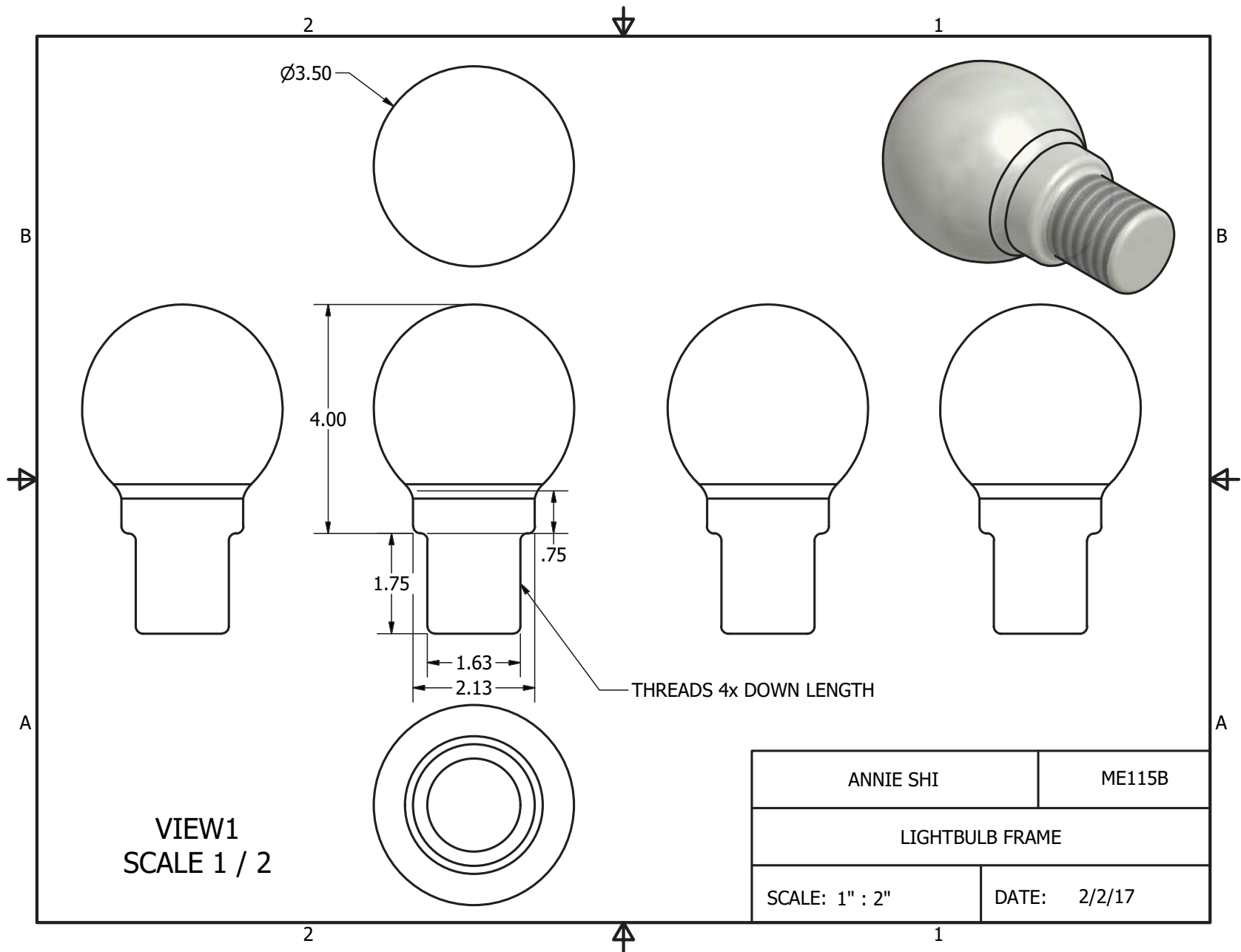


TOP VIEW



BOTTOM HANDLE WIDTH





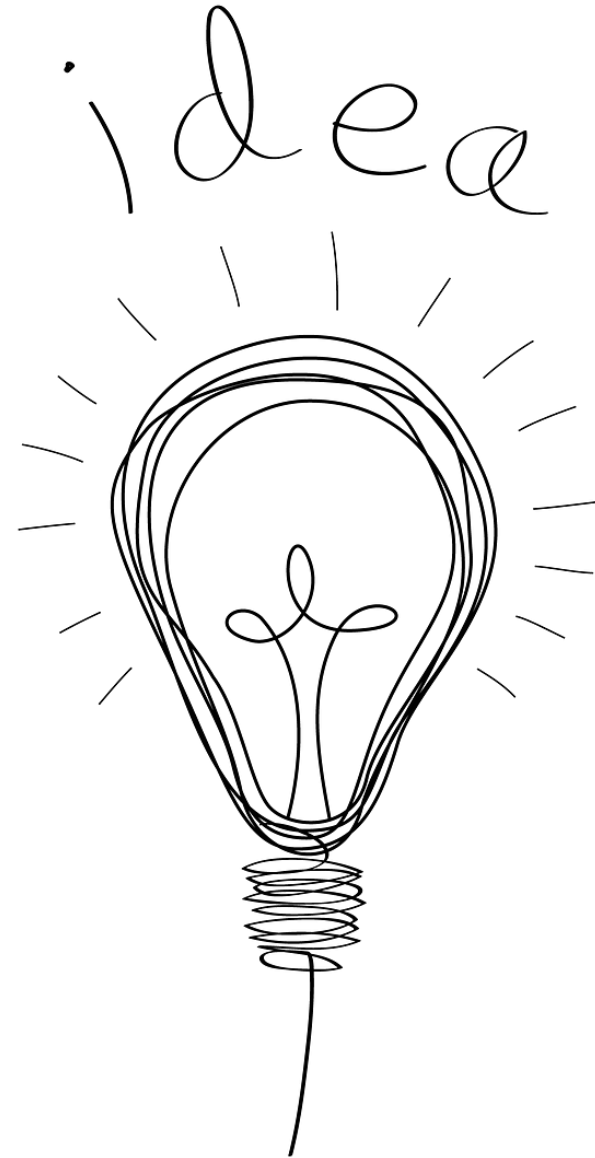
RENDERING



Class 6: Modelling Process

With to-scale orthographics in hand, it was time to take it to the PRL and transform the modulant into a lightbulb. Using the band saw for large initial cuts and then a rasp to sand it down to shape, slowly but surely, a lightbulb came into being. A scalpel was used to carve the threads and sandpaper all around to finally smooth the surface, nooks, crannies, and edges into the final model. The most difficult part was creating the round bulb shape that is the majority of the design.

Although I wasn't able to model the brain as well, this model gives an idea of what the overall shape is while the drawings and renderings communicate the overall design.







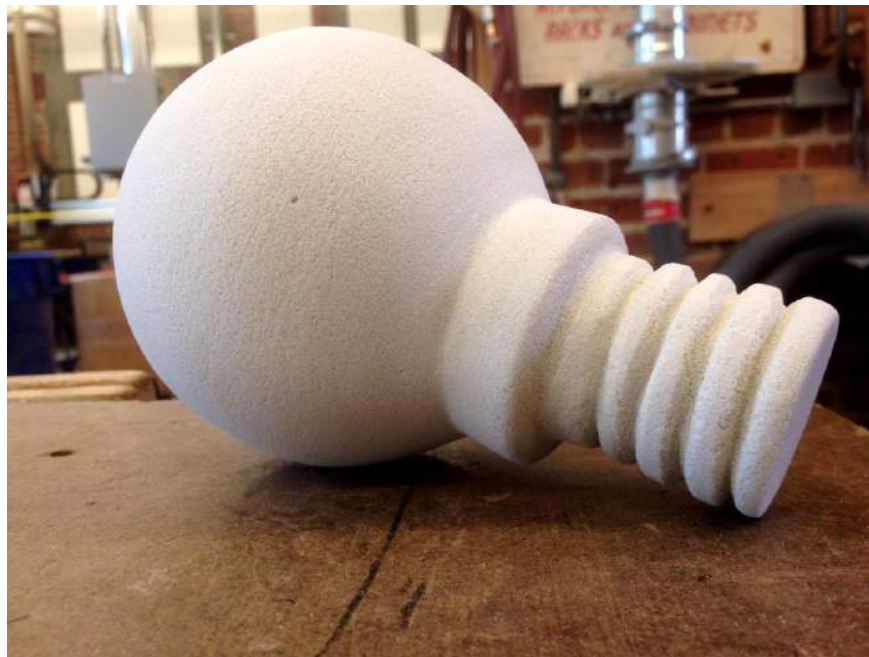
Pencil for scale



Laid next to the orthographic
(size distortion due to angle)



Final Form



Conclusion

From beginning to end, the design process was full of inspiration, spontaneity, and not being afraid to start over. I chose the brand Smoko due to its defiance of making "typical" products. Rather, it plays off of everyday things and adds a splash of fun and whimsicality to its designs. With this in mind, I also tried to incorporate whimsical personifications to my designs and went through many iterations before finalizing on a clever pun with a brain inside of a lightbulb instead of the classic lightbulb-over-the-brain.

I learned a lot from this process, improving my sketching and how to draw design features from existing product designs. From inspiration boards to communicating sketches, this was a great exercise in presenting an idea from beginning to end and resulted in a polished to-scale model for the user. I hope that in the future, I will be able to utilize the skills learned from this process in creating and communicating other designs and products.

