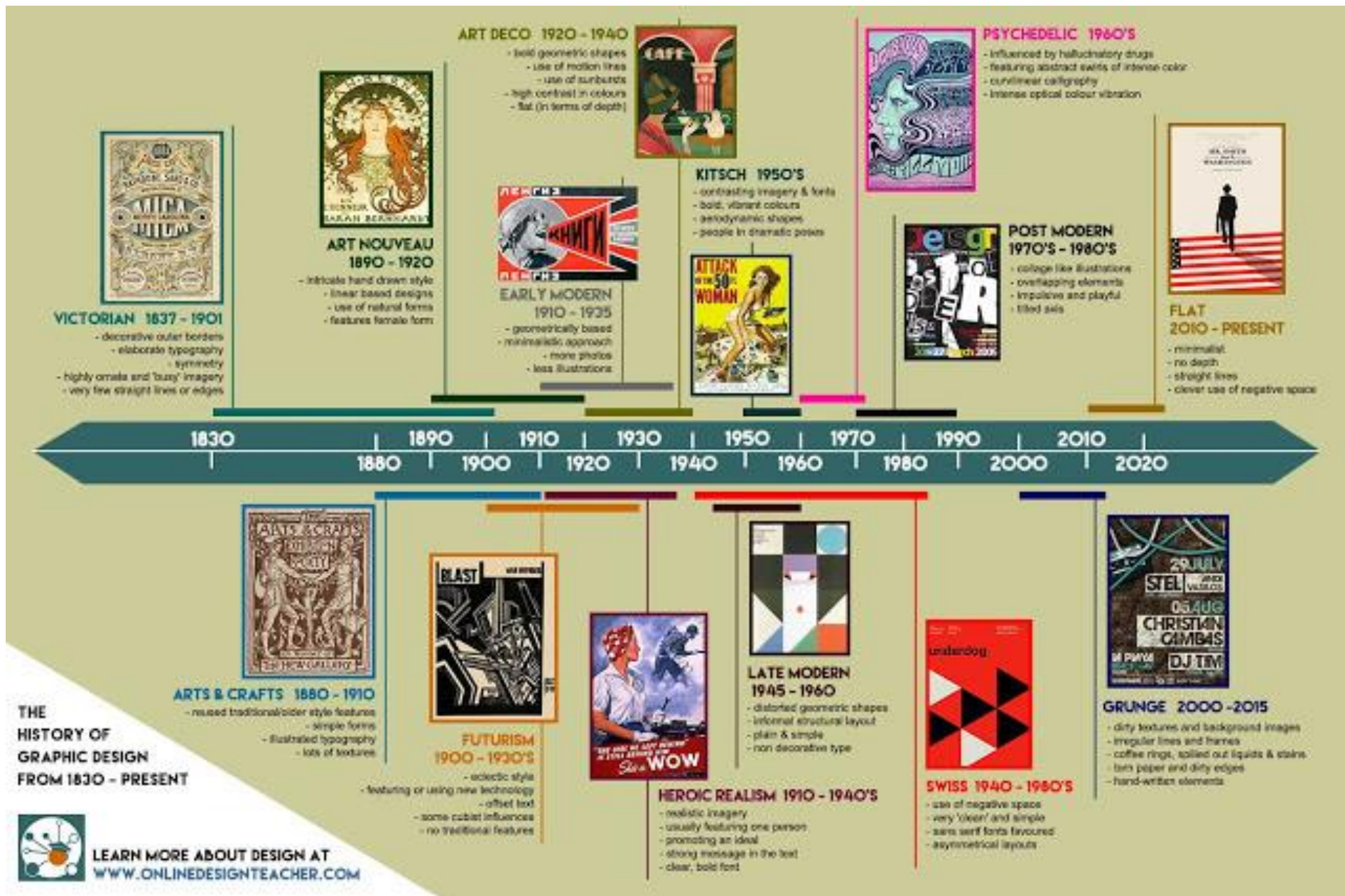


KEY HISTORICAL MOVEMENTS PROJECT

Key historical movements have had an influence on future developments in Product Design.

Brief: Research, design and make a product of your choice influenced by an historical movement.

- **Select one historical movement to base your mini project on, for example:**
 - **Victorian 1830's to 1890**
 - **Art Nouveau 1890 to 1905**
 - **Art Deco 1925 to 1939**
 - **Pop Art 1960's**
- **Reference pages 35 to 39 in OCR Text book**
- **First Deadline: Initial research completed WC: 19/09/2022**



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To Do List

- **Select your Design Movement**
- **Investigate key players in your movement**
- **Start initial sketches using the design influence of your chosen movement**
- **Use the annotated mark scheme to cover all aspects of the mark scheme**

MARK SCHEME

- **EXPLORE – your research 25/100**
- **CREATE: THINKING – your design ideas 19/100**
- **CREATE: COMMUNICATION – your communication of design ideas. The iteration process 13/100**
- **CREATE: PROTOTYPE – your product & the make process 18/100**
- **EVALUATE – Analysis & Evaluations as an ongoing process 25/100**

<https://youtu.be/oYsb4NrBhOc>

DESIGN MOVEMENT...

INVESTIGATE THE KEY PLAYERS IN THE MOVEMENT.

- WHAT WAS THE STARTING POINT/ETHOS OF THE MOVEMENT?
- WHAT WAS THE VISUAL IMPACT OF THE MOVEMENT?
- DOES THE WORK OF THESE ARTISTS STILL HAVE AN IMPACT ON DESIGN TODAY?

DESIGN BRIEF: 'I SHALL DESIGN & MAKE A PROTOTYPE IN THE STYLE OF (ART MOVEMENT) WITH PARTICULAR INFLUENCE FROM MY PRODUCT WILL BE AIMED AT

ANTHROPOMETRIC DATA CONSIDERATIONS... USE THE SPEC OR TEXT BOOK TO GATHER INFO.

IMAGES OF KEY PIECES OF WORK + INFO. ON THEM

YOUR LIKES & DISLIKES ABOUT THE WORK

PRIMARY USER + STAKEHOLDERS

- IDENTIFY YOUR PRIMARY USER & GIVE DETAILS OF THEIR NEEDS + WANTS FROM YOUR PRODUCT.
- WHAT ARE THEIR REQUIREMENTS FROM YOUR PRODUCT? WHAT DO THEY NEED IT TO DO?
- IDENTIFY OTHER STAKEHOLDERS THAT WOULD HAVE A VESTED INTEREST IN THE DEVELOPMENT + PRODUCTION + SELLING OF YOUR PRODUCT.

INVESTIGATE EXISTING PRODUCTS THAT ARE SIMILAR TO YOUR INITIAL IDEAS:-

- HIGHLIGHT THEIR STRENGTHS
- HIGHLIGHT THEIR WEAKNESSES
- TYPICAL USE
- ANY OTHER INFO SUCH AS PRICE/RETAILER.

IMAGES OF EXISTING PRODUCTS.

INITIAL SKETCHES OF YOUR PRODUCT IDEAS:-

- USE ISOMETRIC PAPER OR SILHOUETTES.
- OUTLINE PENS

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INVESTIGATE POSSIBLE MATERIAL CHOICES FOR YOUR PRODUCT.

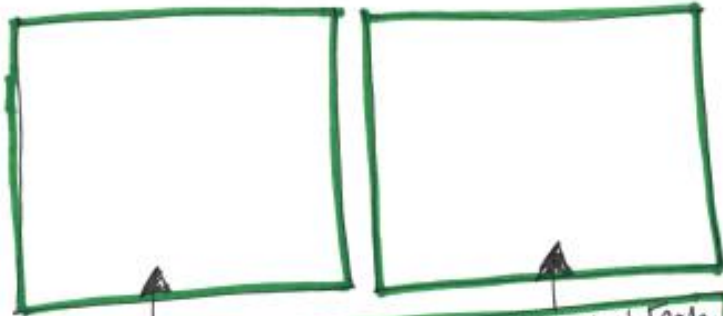
- WHAT IS IT BEST MADE FROM & WHY?
- WHAT TECHNICAL REQUIREMENTS DO YOU NEED TO THINK ABOUT? HOW IS IT BEST CONSTRUCTED? USING WHAT TOOLS + EQUIPMENT?

PRIMARY USER FEEDBACK ON YOUR INITIAL SKETCHES.

--

EVALUATE YOUR INVESTIGATIONS OF THE DESIGN MOVEMENT, SOURCES OF INFORMATION, EXISTING PRODUCTS RESEARCH, WIDER ISSUES → GIVES CLEAR INFO TO HELP THE DESIGN PROCESS.

NEXT STEP: DESIGN DEVELOPMENT



DESIGN DEVELOPMENT -> CLEAR PROGRESSION FROM INITIAL IDEAS + PRIMARY USER FEEDBACK.

PRIMARY USER FEEDBACK ON DESIGN DEVELOPMENT IDEAS

- LIKES + DISLIKES?
- SUGGESTIONS FOR IMPROVEMENTS?

FINAL PRODUCT DESIGN

- FRONT PROFILE
- BACK PROFILE
- SIDE VIEW

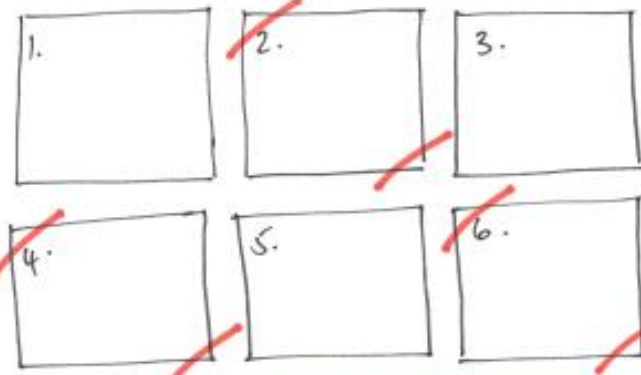
FINAL PRODUCT PLAN OF MAKE

STEP 1:

STEP 2:

STEP 3:

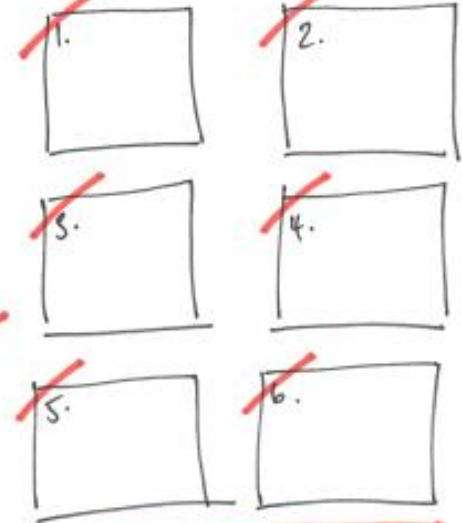
TOOLS & EQUIPMENT....



ITERATION ONE STEP BY STEP

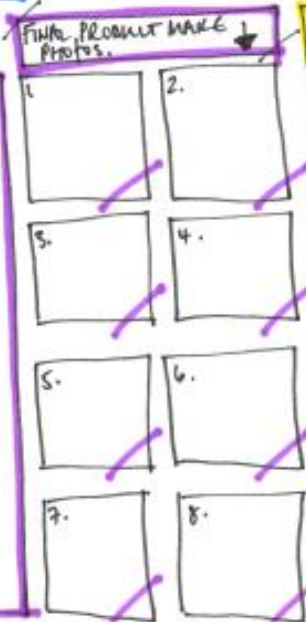
PRIMARY USER FEEDBACK ON ITERATION ONE.

- LIKES + DISLIKES
- SUGGESTIONS FOR IMPROVEMENTS?



ITERATION TWO STEP BY STEP

PRIMARY USER FEEDBACK ON ITERATION TWO.



ANALYSIS & EVALUATION

- CRITICALLY EVALUATE THE STRENGTHS + WEAKNESSES OF YOUR PRODUCT.
- DETAILED SUGGESTIONS FOR MODIFICATION OF THE PRODUCT.
 - WHAT WOULD YOU CHANGE?
 - HOW COULD YOU IMPROVE IT?



TESTING PRODUCT WITH PRIMARY USER

PRIMARY USER FEEDBACK ON THE FINAL PRODUCT.

- THEIR SUGGESTIONS FOR IMPROVEMENT (MODIFICATIONS)?
- THEIR LIKES + DISLIKES.

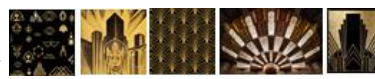
CONTENT
<u>DESIGN MOVEMENT RESEARCH</u>
ETHOS OF MOVEMENT
VISUAL IMPACT OF MOVEMENT
IMPACT ON TODAY'S PRODUCTS
IMAGES OF MOVEMENTS PIECES
LIKES & DISLIKES
<u>INVESTIGATE EXISTING PRODUCTS</u>
STRENGTHS
WEAKNESSES
TYPICAL USE
RETAILER/PRICE INFO
IMAGES
<u>EVALUATION OF INITIAL INVESTIGATIONS</u>
<u>DESIGN BRIEF</u>
<u>ANTHROPOMETRIC CONSIDERATIONS</u>
<u>PRIMARY USER & STAKEHOLDERS</u>
IDENTIFY YOUR PU
IDENTIFY THEIR NEEDS & WANTS
IDENTIFY STAKEHOLDERS
<u>MATERIALS RESEARCH</u>
WHAT IS YOUR PRODUCT BEST MADE FROM & WHY?

CONSTRUCTION OF PRODUCT
TOOLS & EQUIPMENT
<u>INITIAL SKETCHES</u>
ISOMETRIC PAPER USED
OUTLINE PENS & SHARPIES
PRIMARY USER FEEDBACK
FEEDBACK ON INITIAL SKETCHES
<u>NEXT STEPS</u>
<u>DESIGN DEVELOPMENT</u>
CLEAR PROGRESSION FROM INITIAL IDEAS & PU FEEDBACK
PRIMARY USER FEEDBACK
FEEDBACK ON DEVELOPED IDEAS
LIKES & DISLIKES
SUGGESTIONS FOR IMPROVEMENT
<u>FINAL DESIGN</u>
FRONT PROFILE
BACK PROFILE
SIDE VIEW
<u>ANALYSIS & EVALUATION</u>
CRITICALLY EVALUATE THE STRENGTHS & WEAKNESSES OF THE PRODUCT
DETAILED SUGGESTIONS FOR MODIFICATIONS

The key to success with this project is to follow this to do list – if you have covered every element on this list = accessing the mark scheme!

Art Deco:

Characterized by rich colours, bold geometry and detailed work with some cultural/moral references.



This picture inspired my product's shape

Art Deco Designers:

Josef Hoffman, an Austrian architect and designer who designed many buildings and furnishings, heavily based his work on the concepts of the Art Deco period.



An example of his architectural work is the Stoclet Palace, a building in Belgium. The geometrical characteristic of Art Deco is instantly recognised by the Palace's walls- made of large marble blocks and square windows. The oxidised bronze at the peak of the building creates a rich emerald colour which not only corresponds with Art Deco but creates an intriguing aesthetic. From the emerald green is sculpted four naked men which in my opinion could represent the cultural belief of male power during that time.

Hoffman also designed the Sitzmaschine- an adjustable armchair with features inspired by the Morris Chair. A geometrical aesthetic is instantly discovered by the squares and rectangles cut from the beech and plywood backrest. Not only that but Hoffman decided to stain the wood for a richer tone.



Jean Dunand was a Swiss and French painter, sculptor, metal craftsman and interior designer during the Art Deco period.

His most well-known pieces were his lacquered screens, especially Pianissimo and Fortissimo which were named to suit a music room that it was later put in. Pianissimo means 'very softly' which is what the golden angels are doing (falling softly). Fortissimo however means 'very loudly' (a rise in volume) therefore the angels on the 2nd screen are rising. The idea of angels infers a cultural meaning, the blocks show the idea of geometry and the waves behind the angels are extremely detailed. Altogether this piece has all aspects of the Art Deco period.



Dunand also designed a very colourful room cabinet made of lacquered wood where within all of the geometrical shapes there is a woman summoning birds. I believe that the image could represent mother nature as a cultural aspect of Art Deco.



Design Brief:

I will design a product with inspiration from the design period- Art Deco. With particular influence from Jean Dunand as I find his lacquered screens very interesting and would love to use this example as inspiration for my design. The product would be mainly aimed at women as on average, they wear more jewellery than men



Anthropometrics to consider:

The clasp must be big enough for all sizes of fingers to open and close the jewellery box easily. Without an appropriate clasp size and shape, the ergonomics of the product would decrease.

Primary user and stakeholder:

The primary user for my design would be a woman that owns a fair amount of jewellery and needs a place to safely store it. The product must have sections inside to store different types of jewellery and be easy to open and close for daily use.



Stakeholders would include Art Deco designers, jewellery shops and wood qualified manufacturers.

Materials and Manufacturing process:

The jewellery box is going to be made of lacquered wood (oak) as it was used for most art deco furnishings and decorations. I did at one point consider the lid pattern to be made of material (a sort of stitched patch) for an interesting texture. However I realised that the manufacturing process would be extended and be more expensive.

My product would probably be mainly manufactured manually due to the amount of small pieces that would have to be handled. Pieces could be cut with a sawmill and sanded using a belt sander, then glued together with PVA. Components such as the hinges and clasp would have to be screwed onto the product but before that he wood, like I mentioned before would be lacquered for a more 'Art Deco' aesthetic.

Similar existing products:



Wardrobe used to store clothes.

- + eye catching shape
- + unique pattern
- not very big
- angles sides means it cant be placed flush against a wall

Jewellery box used to store jewellery

- + geometric shapes
- + bold colours
- wouldn't match many aesthetics
- the textured colours make it look worn and old



£55



£30.99

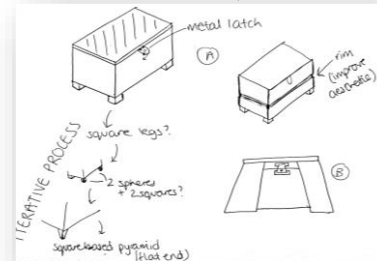
Jewellery box used to store jewellery

- + simplistic design that would match many aesthetics
- + has drawers (better ergonomics)
- mostly all 1 colour (doesn't stand out to buyers)

Initial Sketches:

These were the initial sketches of the jewellery box. The first few sketches were very basic and lacking detail however as I did more research about Art Deco I developed more ideas to make my product more recognisable to that design period.

The clasp I would use (how I made this decision shown in the 2nd iterative process on slide 2)



Evaluation:

During my research of this design movement, I learnt that geometry and bold lines are essential for being able to identify an Art Deco product therefore I reinforced these ideas into my own designing.

Swiss Design

The Swiss design originated during the 40's/50's in Switzerland. It was the idea of two main people, Josef Muller-Brockmann and Armin Hoffman who came up with the concept at the Zurich School of Arts and Krafts. This style favours simplicity and minimalist design. This was appreciated by many people as previous to this concept many things focused on exaggerated and opulent design like art movements such as Victorian and Art Nouveau. This design concept still has its impacts today on many products, for example modern Swedish housing is based upon the idea of simplicity and lots of open space. Many companies still use this idea of simplicity in there products, for example car companies such as Tesla and Mercedes don't include extravagant designs in there bodywork or dashboards. This both reduces cost in design manufacturing and allows it to be carried out quicker and more efficiently. This idea of simplicity carries on into many other products, Now making a resurgence as many more people are looking for modern and straightforward products.



Josef and his work



Armin and his work

Design Brief

For my Design brief I will be making a product which implements Swiss design into a product of my choosing. I have chosen to do a bottle design (including the label). By using Swiss design it means the shape of the bottle and label will likely be straight and simple shapes.

Primary users and stakeholders

For my Primary user I will be choosing my friends father who considers himself a whiskey connoisseur. For the Stakeholder I will likely have to consider showing my design to local breweries or privately made Whiskey brewers. This means they can potentially use my design to contain their product when distributing it. Both the Primary user and Stakeholders views will be taken into consideration throughout the whole design process so I can make iteration as I go, to best suit the target audience of my product. They will also review and test the final product before it is either sold to a buyer or put into mass production.

Anthropometric data

When designing my bottle I will have to gather anthropometric data on the target audience to maximise the ergonomics and volume of liquid in the bottle. I will have to measure the circumference of a persons hand to see how much they can grip the bottle. I will have to find the average of my results to find a size that accommodates for most of my target audience.

Choice of Materials

Considering my design is a bottle. It will likely be made out of tempered glass to allow the user to see the Liquid stored inside, as well as following the general trend of alcoholic beverages being in a glass bottle. With the glass being tempered it means that the bottle becomes impact resistant and has smooth edges and surfaces. This makes it ideal for a whiskey bottle as it means it will not shatter if it dropped and it will fit ergonomically in the target audiences hand.

Existing products

To look at existing products I would have to look at alcohol labels and bottle designs on certain brands of beer?/Whiskey etc.

This Jack Daniels bottle does not use swiss design on the label, however with the shape of the bottle, it implements lots of straight, vertical lines to maximise volume of alcohol in the bottle whilst looking aesthetically pleasing and using as little glass a possible.



This whiskey bottle's label uses swiss design to an extent as it gets straight to the point, It has a two tone colour scheme which strongly contrasts each other, making the letters stand out form each other. It doesn't have any fancy design's in the background. The wording only consists of; the name of the product, official ingredients, and if it contains artificial colours. Plain and straight to the point.



Evaluation

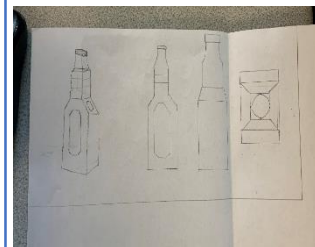
To evaluate, I have found that Swiss design consists mainly of Smooth cut edges with a two or three tone colour scheme, with a plain, straight to the point title. Some whiskey glasses use Swiss design within their label or bottle shape.

Initial ideas

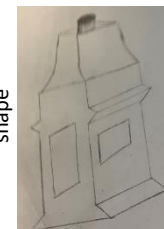
In regards to initial ideas I have decided to deign an alcoholic beverage bottle as I can implement the high use of glass used in Swedish house design. I can also use the simple design of Swedish posters to influence the design of the label on the bottle.



initial sketches



Not finished, rough shape



Primary User feedback

Primary user feedback - "When looking at the initial sketches, the general shape of the bottle seems nice to hold, however the edges could be more rounded off to make it nicer to hold"

Next Step

For the next step I will look at making and photographing the final product to then hand off to the primary user and stakeholder for review.

Design Movement: Arts and crafts 1880-1910

-The arts and crafts movement were mainly focused on architecture and the decorative arts, which included stained glass, wallpaper, textiles, furnishings, printed fabrics, tapestry art, furniture, wood carving, metalwork, ceramics, jewelry and mosaic art.

-The concept of the arts and crafts movement was to revive the aesthetic features and quality of products as many felt industrialization introduced an increase of quantity over quality and a disregard for product standards.

-Prominent themes within the art and crafts movement were nature, poetry and gothic style artwork.



William Morris 1834-1896:

Arguably the most influential figure of the arts and crafts movement, William Morris was an English designer, craftsman, poet and passionate socialist who heavily influenced the arts and crafts movement. Morris aimed to protect and revive the traditional techniques of handmade production and aesthetics, and promoted the joy of craftsmanship and the beauty of nature.



May Morris 1862-1938:

May Morris was an influential embroideress, jeweler and designer who continued her fathers, William Morris, resurrection of free form embroidery in a style called Art Needlework.

Art Needlework emphasized free hand stitching and delicate shading in silk thread which aimed to encourage self-expression in contrast to other embroidery techniques such as Berlin Wool work needlepoint.

John Henry Dearle 1859-1932:

John Henry Dearle was a textile and stained glass designer whose work was heavily inspired by William Morris and various other historical patterns. Dearle began his career as an assistant in Morris & Co's retail showroom and was transferred to the company's glass painting workshop where his talents were recognised by Morris. He was then taken on as a tapestry apprentice and later designed repeating patterns for wallpapers and textiles.

From 1890, Dearle was head designer of the firm and managed the company's textile work until his death.

Existing products:

The most notable product from the arts and crafts movement is repeating pattern wallpapers which are made using block printing, a process in which designs are carved into wood in order to make a stamp and then pressed onto a material so that the design of the pattern can be transferred.

Despite the quality and dedication, the process can be very time consuming and tedious as each as each colour of a design must have an accompanying stamp carved for it.

Design Brief:

Therefore I have chosen to create a block stamp that will be used to transfer designs onto various surfaces in order to create a repeating pattern design as I feel is one of the most iconic characteristics of the Arts and Crafts movement.

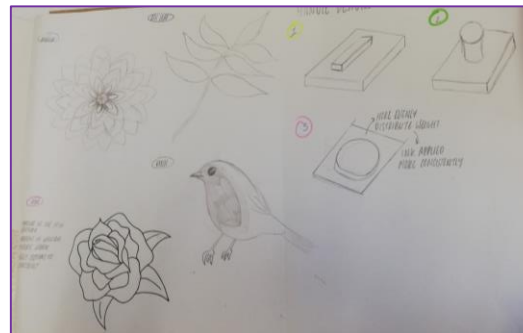
Possible material choices:

Block printing stamps are typically carved out of wood so I would like to experiment with the different ways I can transfer my 3D design onto a wood block. As the stamp is intended to be reusable, I also need to consider how easily the material can be cleaned.

Feedback from my Primary user:

My primary user liked the rose design best, one reason being due to the fact that the design is versatile and can therefore be incorporated into many different patterns.

They also liked that the leaves not only added dimension to the designed but allowed for two different colours to be used on the stamp.



Design Research:

Whilst researching other repeating pattern designs from the time, the most popular design features are unsurprisingly different types of leaves, flowers and branches so as a result of this I will experiment with drawing different aspects of nature that could potentially be translated into a printing block stamp. I will then research and evaluate the best materials I could use to create my stamp.

I will also need to consider my primary user and anthropometric data so that the handle size is most suitable for the user.

Primary User and Stakeholder:

As the Arts and crafts movement occurred between 1880 and 1910, I imagine that my product would not be appealing to teens and young adults. Therefore my primary user would have to be an adult.

I also assume that my product would be more popular amongst females due to the feminine designs of the stamp.

What are some designs you would like to see as a block printing stamp?

- Floral and Geometric designs
- Able to be used with other stamps and designs
- Can be used with different colours

What are some features that you think are necessary for a block printing stamp?

- Simplistic/bold design- No intricate patterns
- Easy to clean
- Durable

Initial sketches:

Following my research, I began drawing various designs of not only the pattern of the stamp but the handle design so that I could evaluate the shape that would be most comfortable to hold when using the stamp and the most effective at printing the design onto the chosen material evenly.

NEXT STEP:
DESIGN DEVELOPMENT

Art deco

Art deco is a style of visual arts, architecture and design that first appeared in France just before first world war. It got its name from art decoratifs. In 1925 two different schools existed within art deco, the traditionalists, that combined modern styles with traditional craftsmanship and expensive materials, and the modernists, who increasingly rejected past styles and wanted a style based on advancements in new technologies, simplicity, inexpensive materials, and mass production.

To me art deco appears to be a pattern based slightly on a fractal design and gives the impression of a high quality and detail. I have chosen art deco because I like the idea of using and creating a pattern design. I also like the appearance of art deco in the sense that it is more structured and ordered than other art styles. The colour scheme is also appealing to me as it is very simple but executive using gold silver and dark colours as fillers to create a simple yet expensive looking design.

<https://antique-marks.com/art-deco-artists.html>

- link to a website that showcases some of the key players

Chrysler building is famously in the architectural style art deco, it was built in the mid 1920s and design by van alen. However the famous 'crown' of the building looks the way it does because the owner Reynolds who insisted on the design as it would look like a 'jewelled sphere' in



Design 1

Positives:

- it follows the initial design
- The base is wide so it is structurally strong

Negatives:

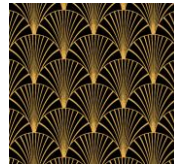
- the shape involves some sharp edges
- ledges of each layer need to be flush to next
- walls may be too big causing the print to be inefficient

Primary user rating:

- Look – 8
- Usability – 9

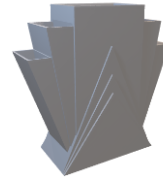
The design brief is to create a pencil holder that can be 3d printed in a single go, it must use minimal supports to reduce plastic waste

Below I have simply taken some examples of art deco design and used it to quickly create some designs in tinker cad. All of these designs can be 3d printed meaning they can be easily and inexpensively made in a variety of colours



Printability - 8/10 as the walls may be thick meaning more plastic needs to be used, but no waste is produced as there are no supports needed.

Design - 7/10 as it is simple but some of the spaces are too shallow and may have restricted use.

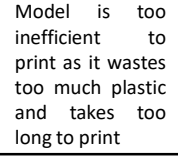
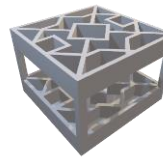


Printability - 7/10 because there are no supports needed, and the walls are thin enough to be strong but also use minimal plastic. However the base has a large block of plastic which can use infill but still uses more plastic than it should.

Design - 6/10 as the side compartments are thin and may not be able to be used well. However the angle at which the pens are held amplifies the design idea and helps to create the lines shown on the image

Printability - 1/10 because there are supports needed no matter which angle you print it from, however the walls are thin and don't use large amounts of plastic, and the placement of the supports will mean it is easy to remove

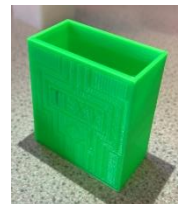
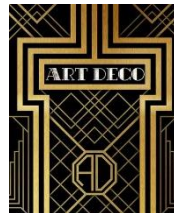
Design - 5/10 it follows the initial idea but it may cause some confusion while using it as there are irregular compartment walls



Model is too inefficient to print as it wastes too much plastic and takes too long to print

Printability – 9/10 very simple design with relatively thin walls, the indents on the front wont require supports as they are very shallow

Design - 7/10 as the design is very simple, it follows the design image closely and is easily used, however the height of the container is too large for shorter pencils or rubbers or sharpeners to be stored



Design 2

Positives:

- It reflects common art deco design well
- Aesthetically accurate

Negatives:

- The side slots are too thin and may be unusable
- there is no where to put smaller items such as rubbers or pencil sharpeners

Primary user rating:

- Look – 8
- Usability – 8

Design 4

Positives:

- The overall idea is simple and effective
- The pattern follows the design movement idea
- Very easy to print

Negatives:

- the shape involves some sharp edges
- the box space is too large for some objects and may be too small for others
- walls may be too big causing the print to be inefficient

Primary user rating:

- Look – 5
- Usability – 6

Week Commencing 19th Sept – initial research completed & evidence on Teams as an NEA

Week Commencing 10th October – Final Design Evidence in NEA on Teams

Week Commencing 7th November – Practical work complete and evidence on NEA in Teams

Week Commencing 21st November – Evaluate & Testing evidence on NEA in Teams

Submission Date: Friday 25th November 2022