



Design Brief

Rolex is a well-known brand of making high-end watches. These watches are at the high-end of the market as it is expensive to make, as the materials used include rare diamonds and skilled labour to create. They are a famous brand as they have been in the market for a long time.

Rolex derives from Switzerland originally created in London under a different name. The company moved to Switzerland after world war 1 to avoid heavy taxation. Its main catalogue of products is watches.

The aim is to create something unique which will also fit to the style of the Rolex brand. Sent in the post.

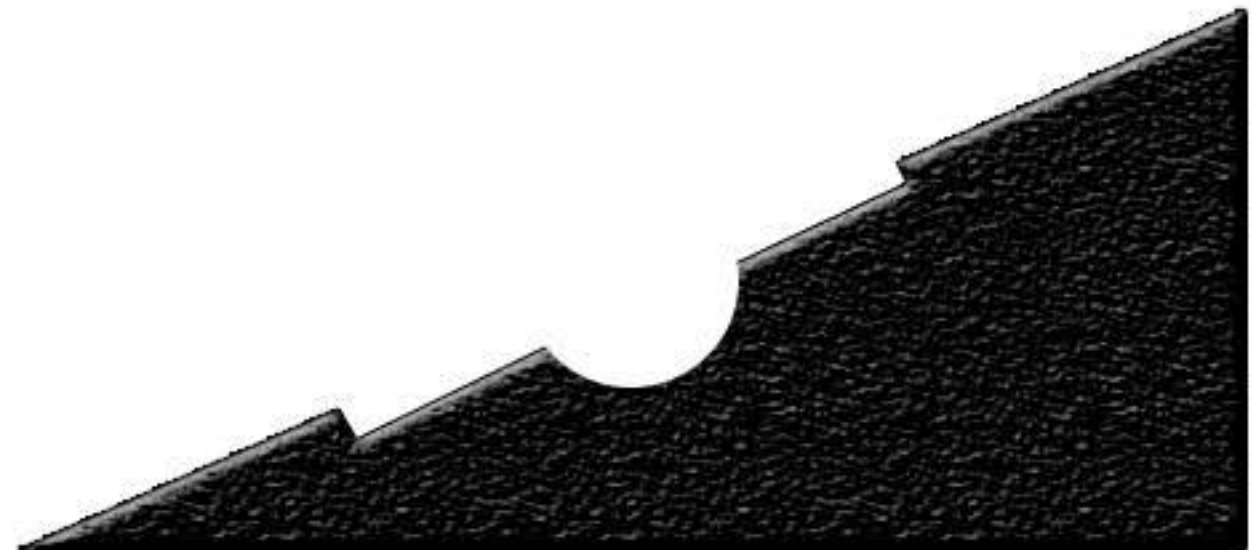
Phase One: Research & Portfolio Design – 24/02/2020 -15/03/2020

Phase Two: Concepts in 2D & 3D – 16/03/2020 – 05/04/2020

Phase Three: Final Design Refinement – 06/04/2020 – 19/04/2020

Phase Four: Final Design Presentation – 20/04/2020 – 11/05/2020

Phase Five: Completion of All Work – 12/05/2020



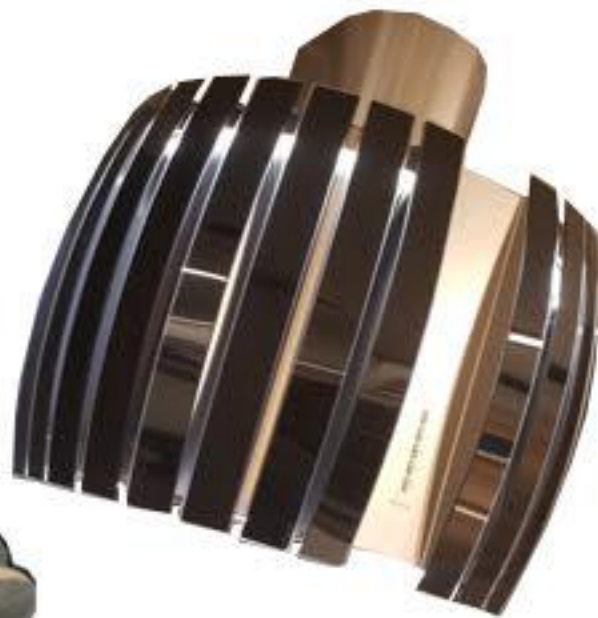
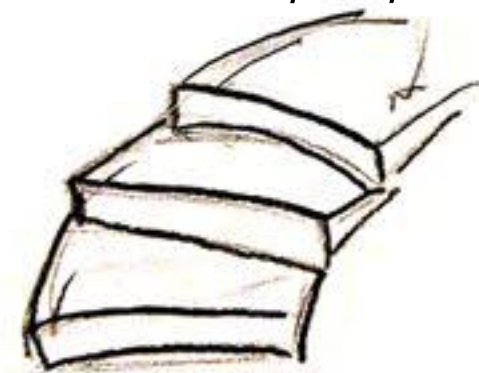
Primary Research

We went to Central London to get our primary research

When looking around for more products I saw a display showing the different types of material you can get .

At first I thought it was a radiator but the reason it grabbed my attention was the way they were layed out and could easily see each material.

The mechanism which made it turn gave me alot of ideas for my main product.

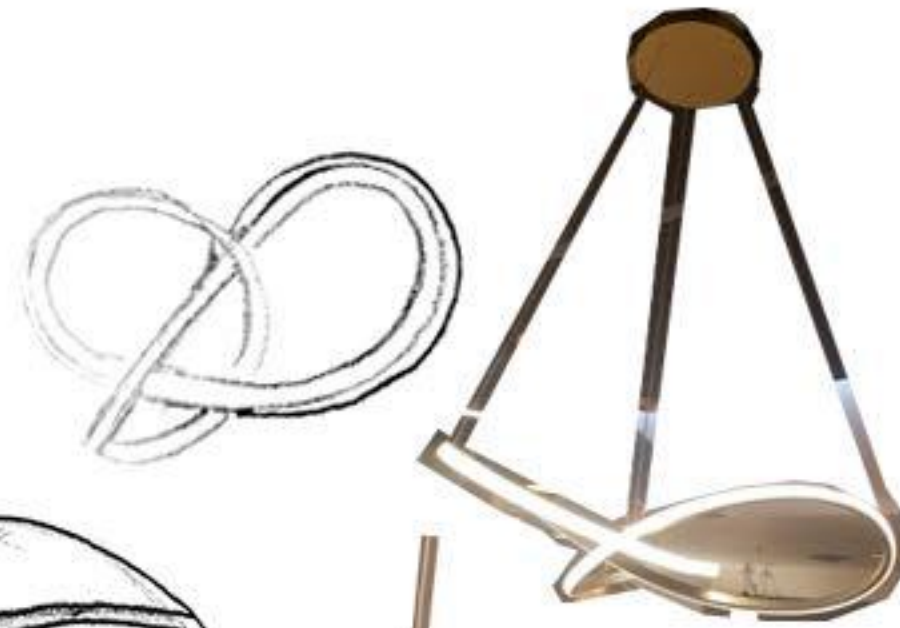
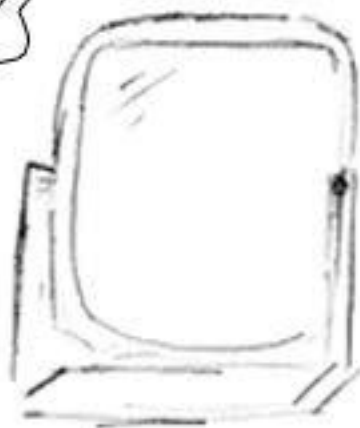
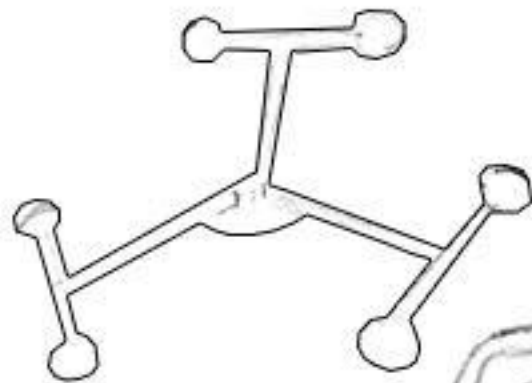


Primary Research

When taking photos and inspiration I wanted to look at the shapes used and different techniques on how they could become smaller and bigger by putting the products into peices so it will fit in the packaging.

I found alot of unique shapes and found someways products can be changed to fit in the packaging.

Some of these products looked fragile so I wanted to see the best way fragile products can be protected during delivery to the consumer.



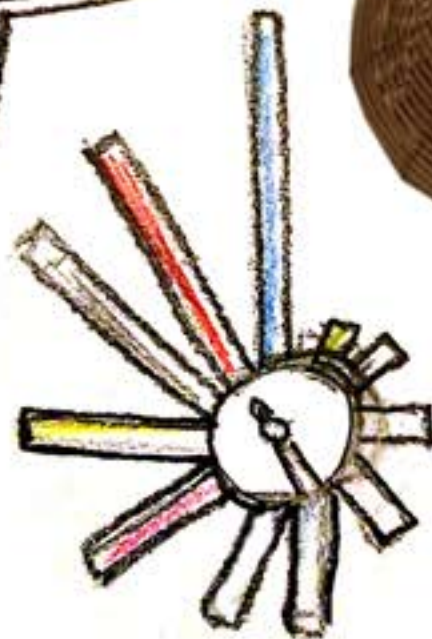
Primary Research

Our trip to Habitat, Heal's and the Business Design centre helped with my primary research.

There were a lot of products on display and we had to match it to our design brief so only some products could be used.

The others were used for product design ideas to see if they could be made smaller to fit the the design brief.

The trip was used to help for inspiration for the ideas.



Secondary Research

There are many websites to get any product you'd like. The most two popular are ebay and Amazon.

Both Amazon and Ebay are well-known due to the fact they have a large catalogue of products and they have a strong branding.

This means they have a large target audience as their products are so diverse.

ebay

ebay



amazon



amazon

shopify

ebay



COMIC RELIEF



Secondary Research

Costs

As Amazon/Ebay have a lot of products the cost has to be reasonable for all.

The costs of each product vary as it depends on factors such as the quality of the product and the demand of it.

In addition to this, the material used will change the costs of it. For example, most plastic products will be cheaper than metal ones.



Secondary Research

Materials and size/packaging

Both Amazon and Ebay sell a high amount of products, therefore they would need a lot of packaging. The packaging varies from small to big and fragile or not. The materials they normally use are cardboard boxes and tape, which can be recycled. With their small packages instead of using a box they use cardboard envelopes which allows less boxes to be used for small packages. They are efficient in the amount of packaging they use for each product generally, as they want to save as much material as necessary.. They also do this by putting products together in the same packaging if they are all being sent to the same address.



They add their Branding all over the packaging.

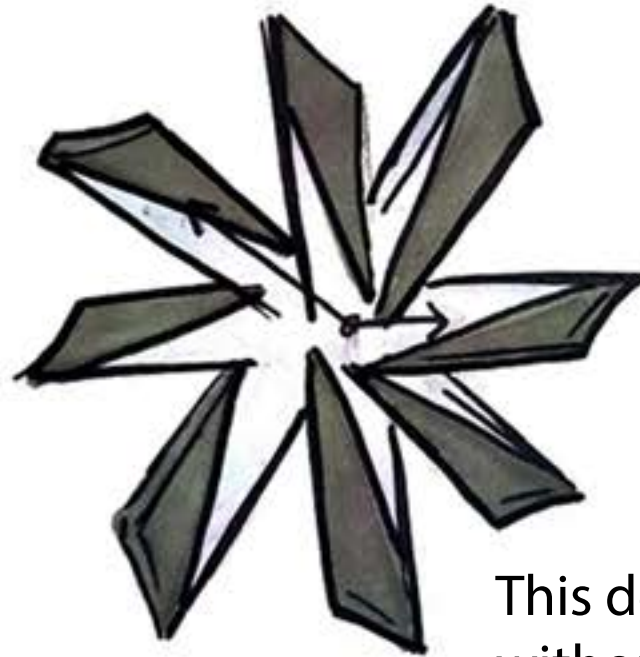
Concept 1



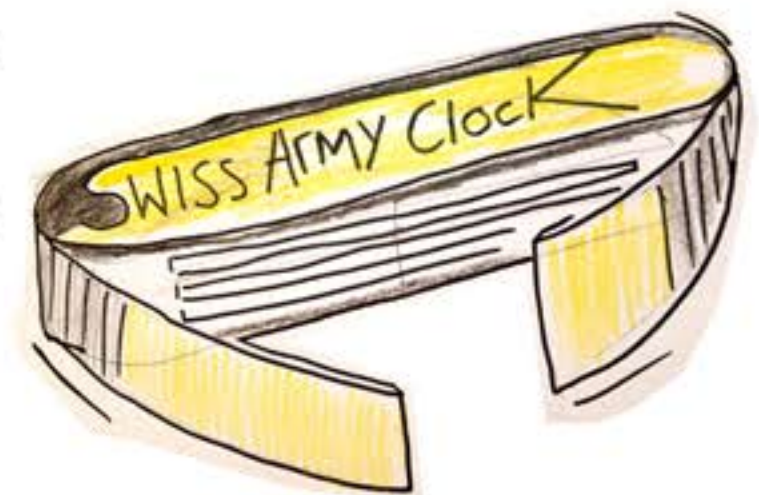
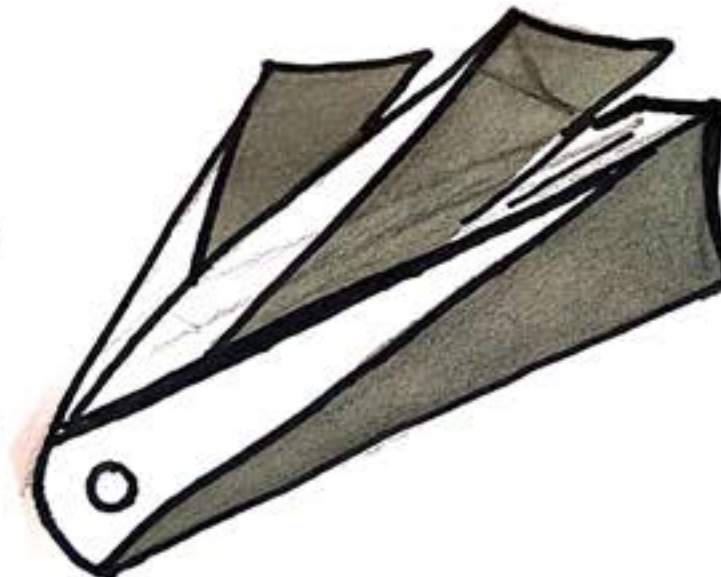
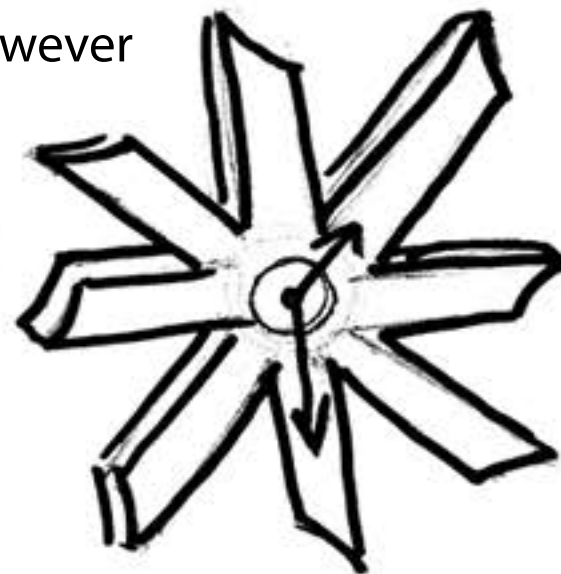
Its called a swiss army clock because it opens up like a swiss army knife, however it opens up into a clock



This clock is designed to easily be portable and easy to assemble. The mechanic allows it to fan out and open and easily close. The stand allows it to stand.



This design wouldn't have been possible without my primary research where i got the ideas from.



Concept 2

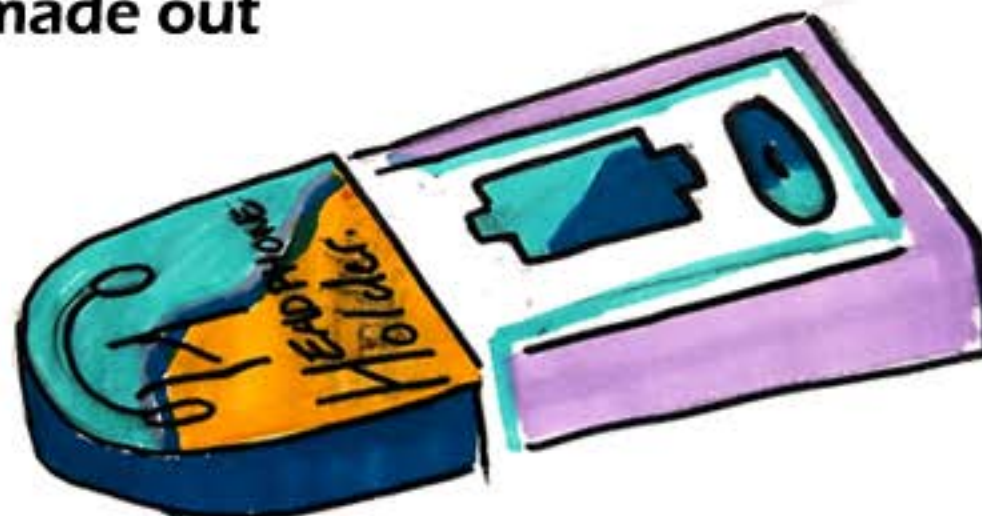
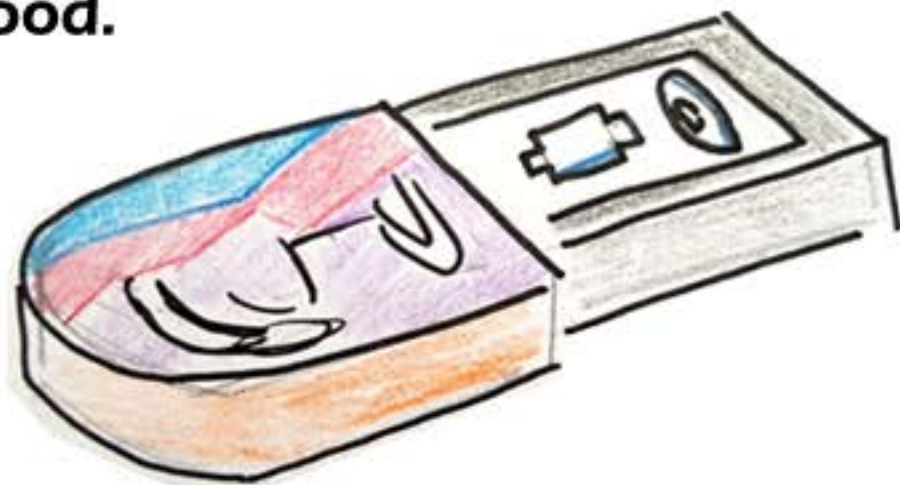
This is a headphone holder.

The pieces can slot in to one another easily.

The packaging matches with the shape of the product, so material won't get wasted.

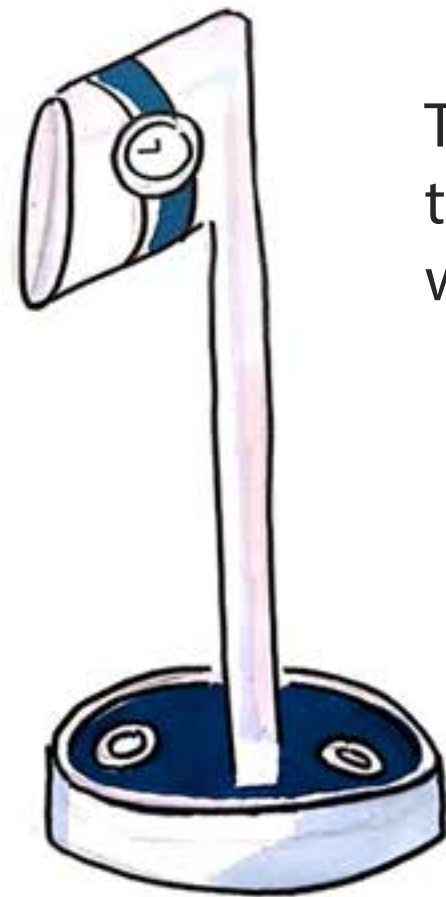
"3 pieces to connect"

It comes in 3 pieces so it fits in the packaging. Each piece connects really easily and is made out of wood.



Concept 3

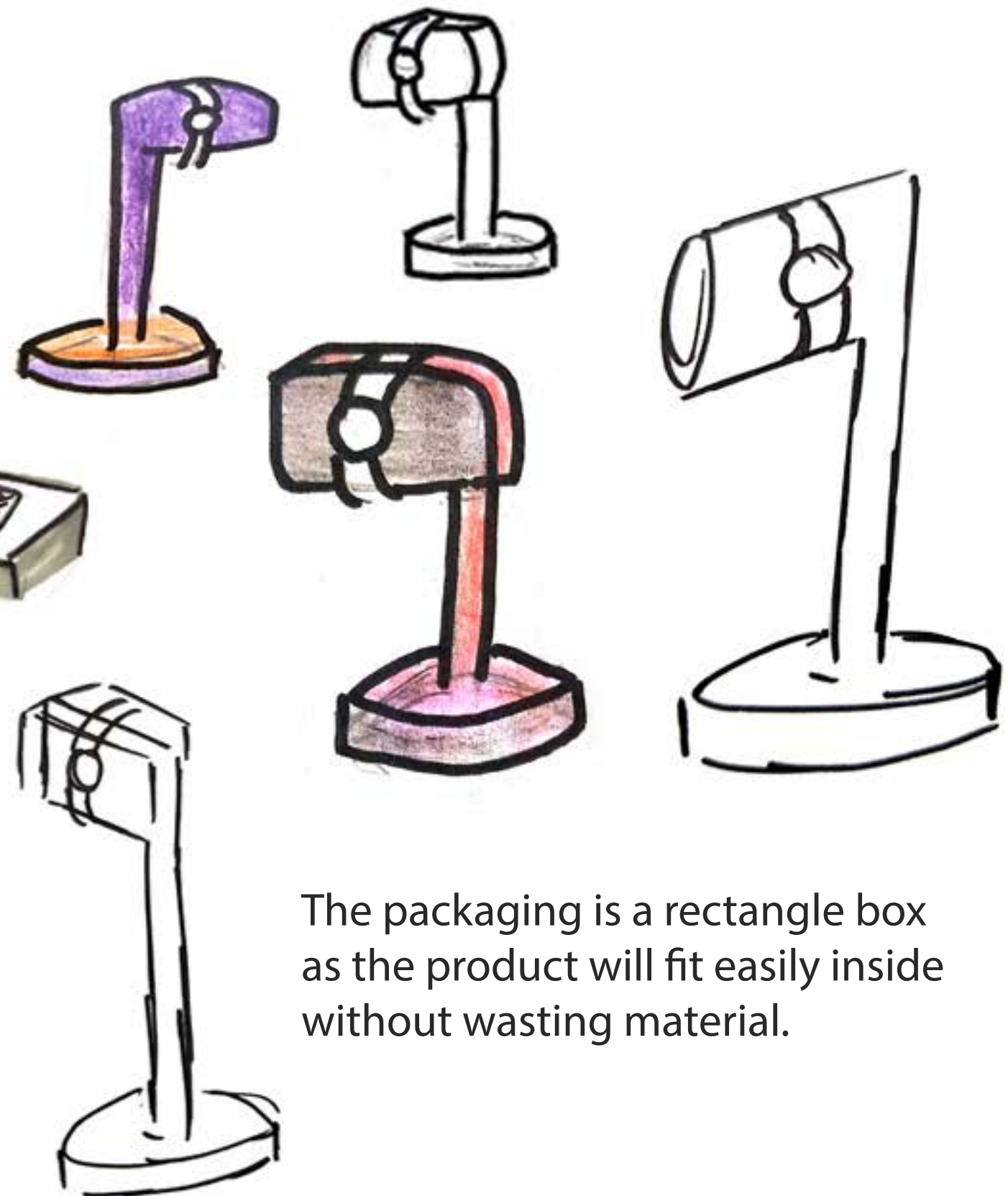
This is a jewellery/watch holder



This product can be used to show off the watches in a nice, presentable way.



You place your rings on the bottom and your watch and other jewellery on the small wooden stand.



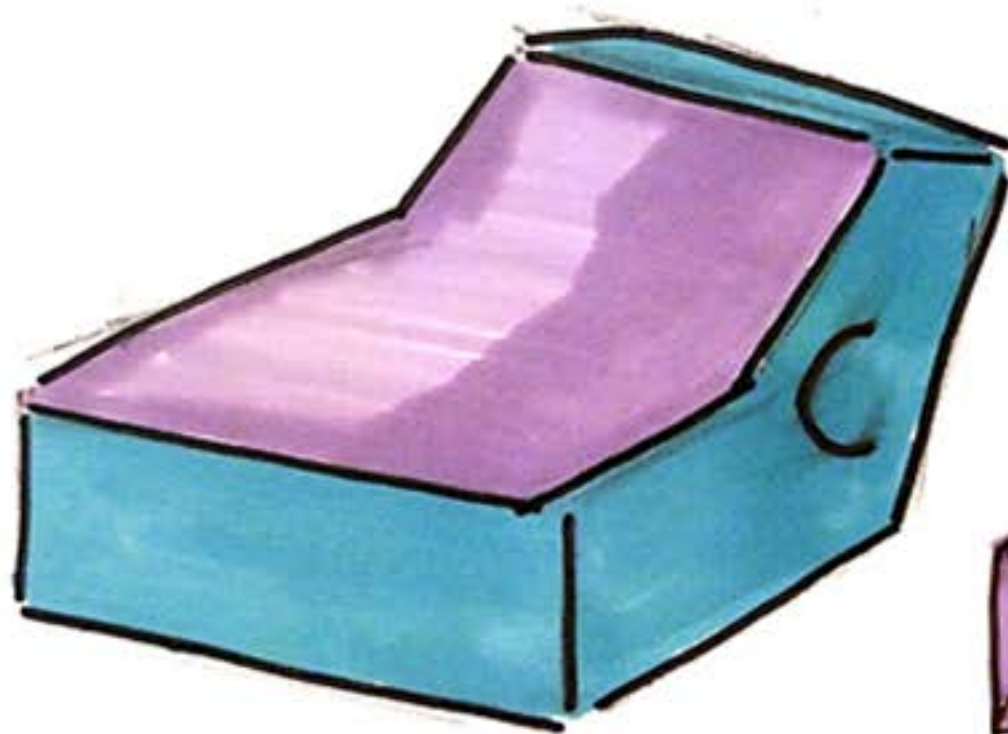
The packaging is a rectangle box as the product will fit easily inside without wasting material.

Concept 4

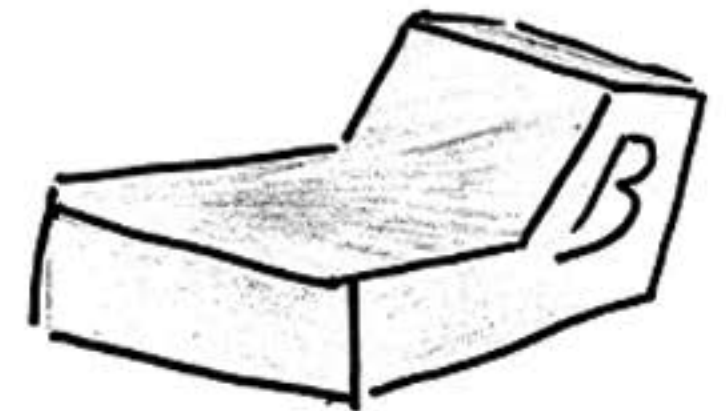
This is a book holder stand design.



"Choose any letter you want"



As this will need to fit through the post, the packaging needs to secure the product safely but also at the same time not to waste material.



The blocks made out of wood are positioned at an angle so it gives a cool looking design when the books are presented at an angle



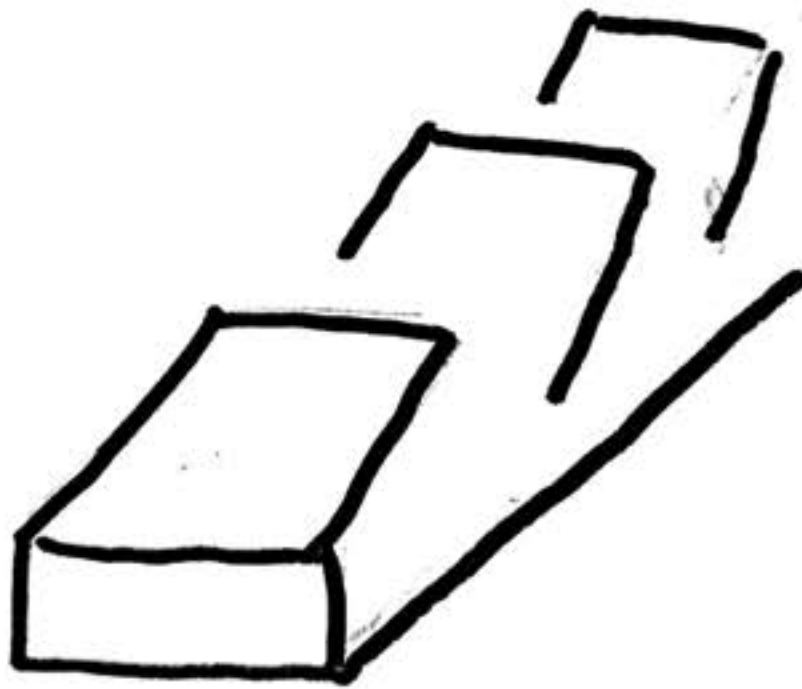
"It comes in sections"

Concept 5

This product will be made out of wood.

This is a shoe stand.

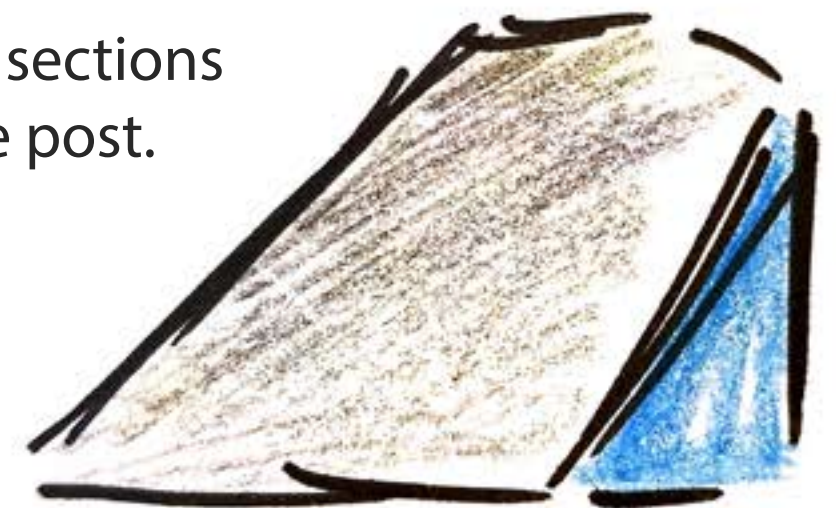
It will come in various colours.



The stand is created at an angle so when you place the shoes on the stand it gives a nice finish and presents the shoes in a cool way.

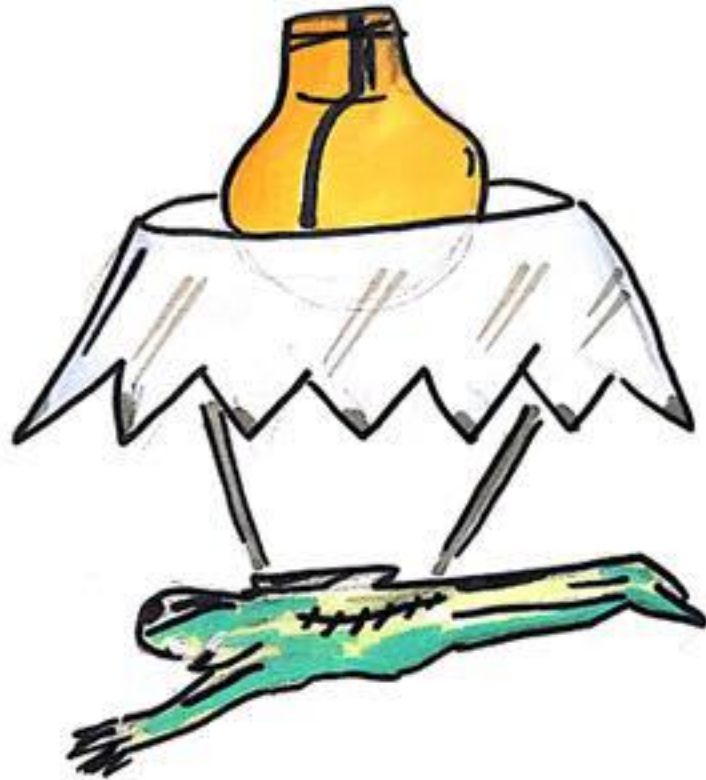
This product might be too big to fit through the post so the stands are only suitable for kids shoes as this product will have to be made smaller to fit through the post.

It will have to be created in sections to allow it to fit through the post.

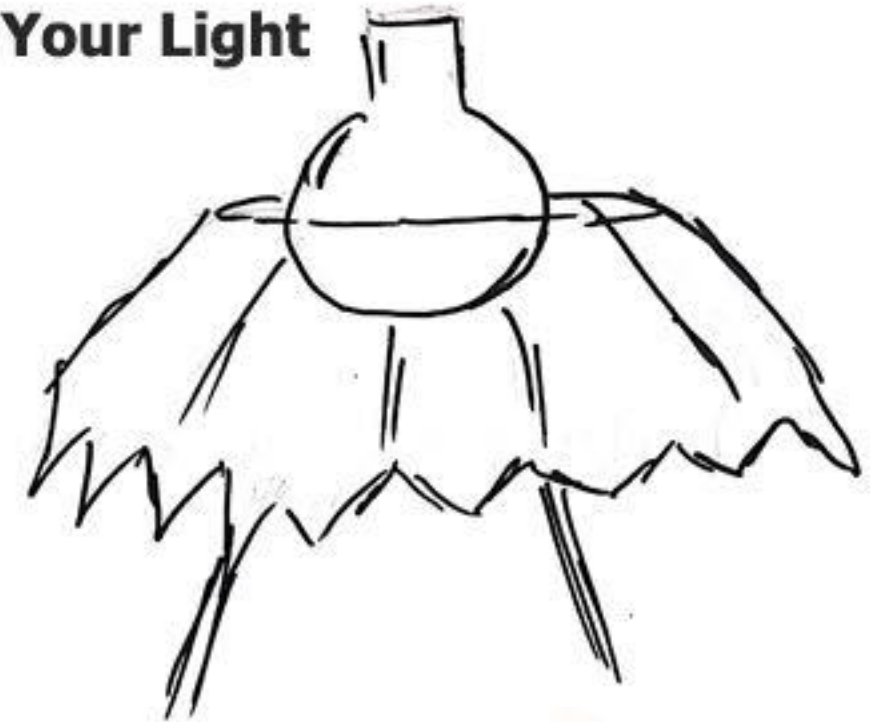


Concept 6

This is a SkyDiver Action Model For Your Light



The parachute covers the light bulb in a safe way without getting hot. The action model is attached with strong rope and the design gives a strong impression of a sky diver



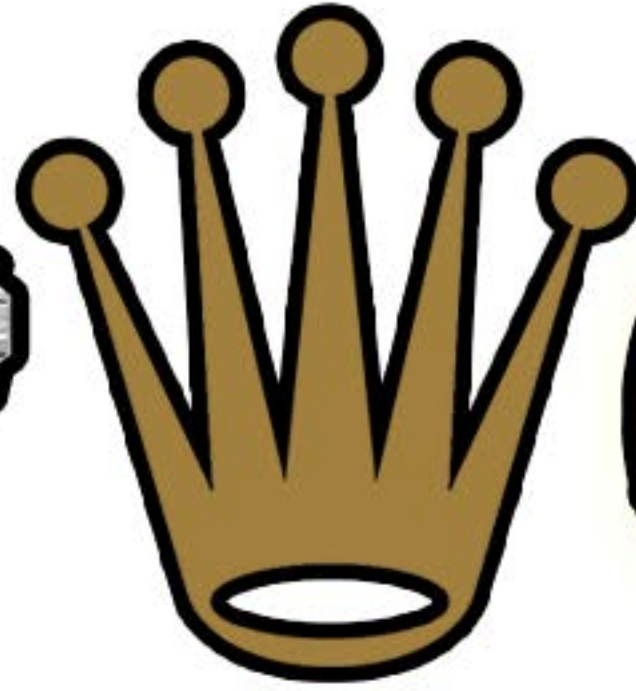
The product will come in a round tin as the parachute is round and will give a good presentation to the product when the lid is open.



This product is designed for kids.

The action model will be made out of plastic but the parachute will be created with a safe material which would not get hot easily as have the possibility to melt otherwise.





Rolex is a company which creates watches from the finest raw materials and assembled to attention to detail.

ROLEX



3D Prototype Of

The Swiss Army Clock



Firstly you draw out 8 equal rectangles on cardboard using a pencil.



Using scissors cut each rectangle out and angle it across.



Using a pin, pin through each of the rectangles.



Seperate each rectangle so that it is spread out and looks how it does as shown above.



For the clock hands doubled sided tape was used. With scissors, cut out a big and small triangle then stick it on using the double-sided tape.



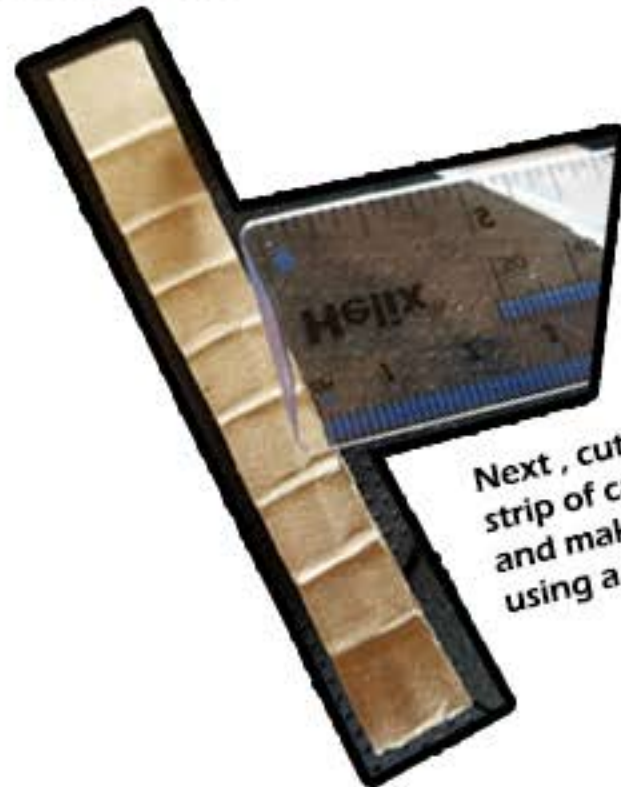
This was a successful prototype as it highlights what is both good and bad with the design. The design is good because it allows for it to be easily posted and is a unique design to the classic rolex. This is good because it means consumers and fans of the brand would be more attracted to this product because of its uniqueness. An improvement for my final would be to use another material for the clock hands as the doubled sided tape doesnt go well with the cardboard.

3D Prototype Of

The Watch Holder



Firstly, cut out a small circle from styrofoam using scissors.



Next, cut out a strip of cardboard to size and make folds using a ruler.



Making the folds made the cardboard fold easily and join together like this, using tape to join the ends together.



Add the styrofoam circle inside creating the bottom of the watch holder.



Cut a long and small rectangle out of styrofoam, joining them together like this using glue.



Add a small piece of cardboard on to the small styrofoam rectangle using glue as shown above.



Add the top piece to the bottom using glue.

Creating this one was very fun it looks just like how I wanted it. It wasn't too difficult to make. In my opinion for the first prototype of this model it turned out good.



3D Prototype Of

The Shoe stand



Using a piece of cardboard a template can be sketched out for the stand.



Using the first template, another template was created by sketching it out.



The top part was made from styrofoam and the shape was determined by using the templates



Doubled sided tape was used to attach it to both peices.



Next, paper was cut and stuck at the back piece of the templates



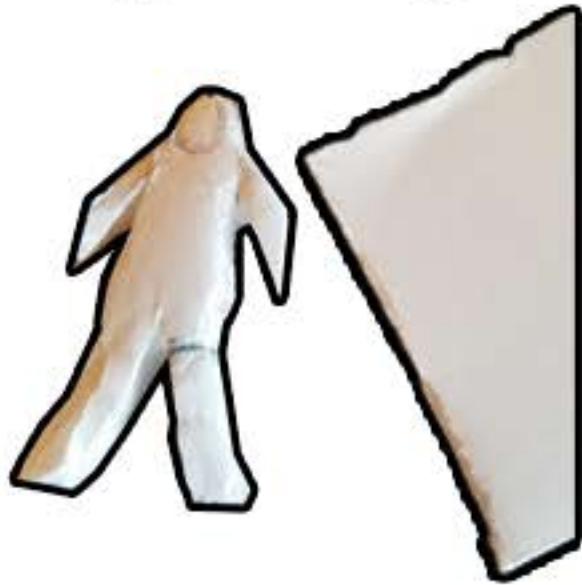
A cardboard section for the front of the shoe stand was cut and used a glue stick to attach it.



The model was not hard to make as it involved a small amount of materials. Regardless, it came out good as it illustrates how the model will look like.

3D Prototype Of

SkyDiving Action Model



Firstly, styrofoam was used to create the action model with scissors.



Next was the parachute, so draw out a circle on cardboard



First cut out the circle. Then using a pencil to poke a hole in the centre and a ruler to fold it. Then scissors was used to cut each line slightly.



Cutting each line allowed the cardboard to create this cone shape, GLue was used to join everything together.



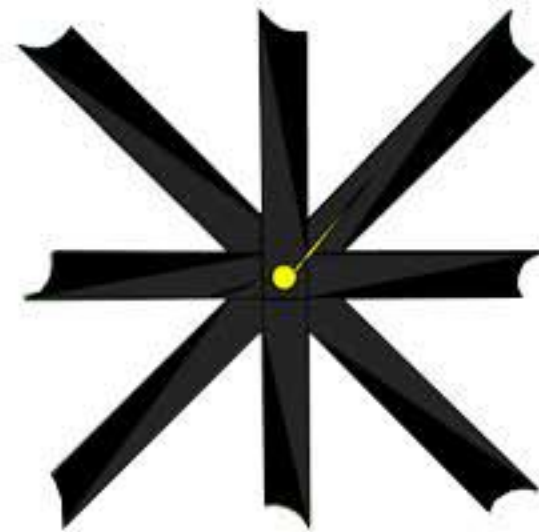
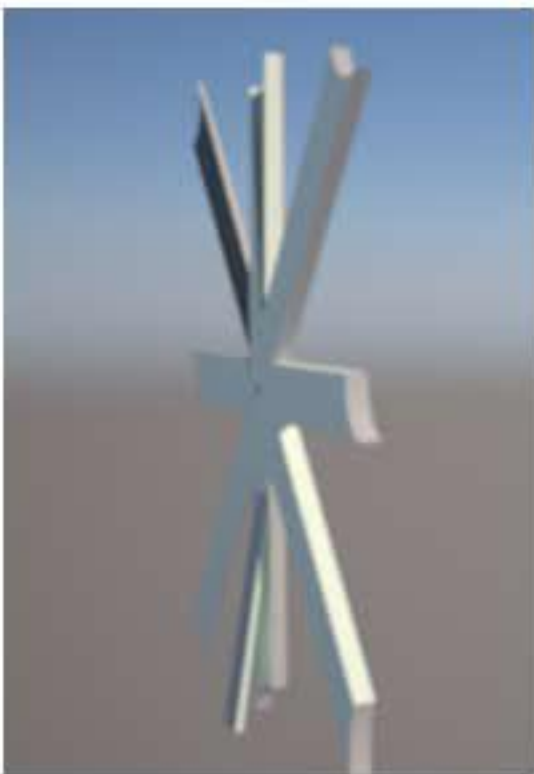
Using black string attached with tape attach to the action model and parachute



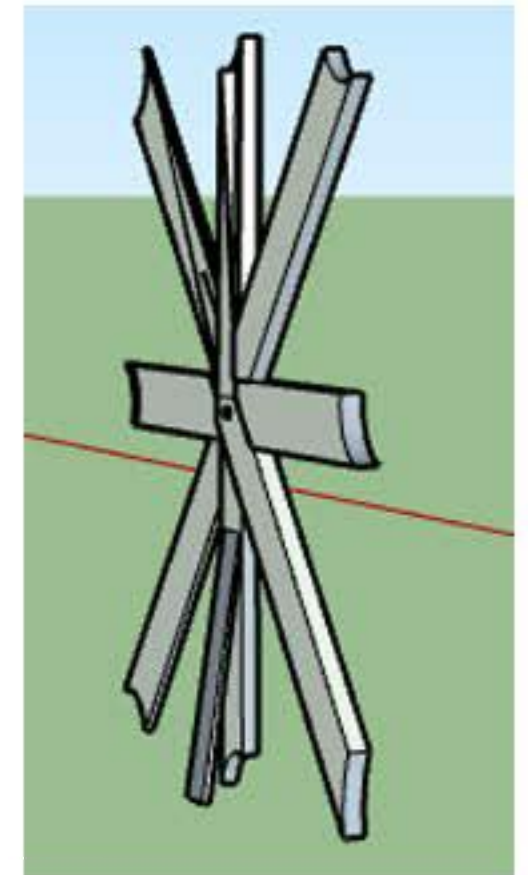
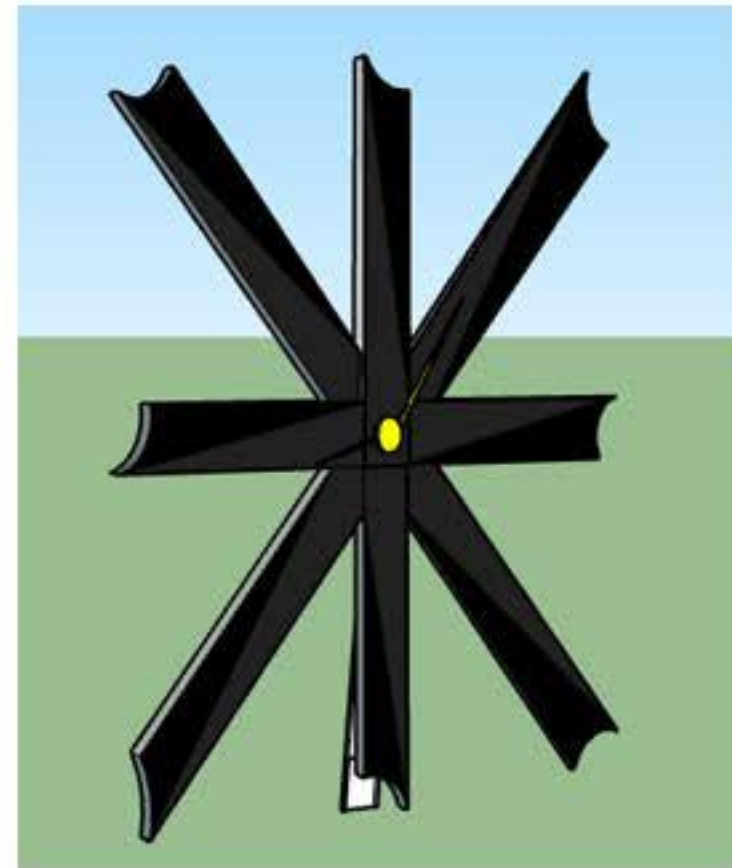
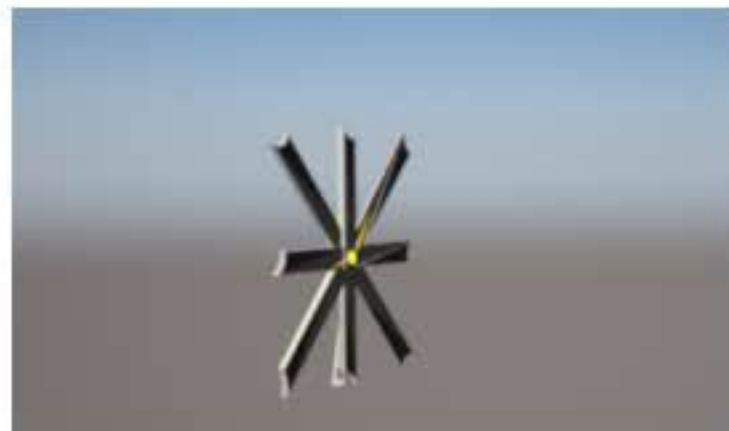
This model was the hardest to create. Joining the parachute to the action model was very complicated as the model would not remain still as the string was very uneasy to work with. My idea from the start has improved., the right materials were used for this product.



Google Sketchup/ Rendering Swiss Army Clock



Flip the stand out to allow
it to stand.
(ADJUSTABLE STAND)

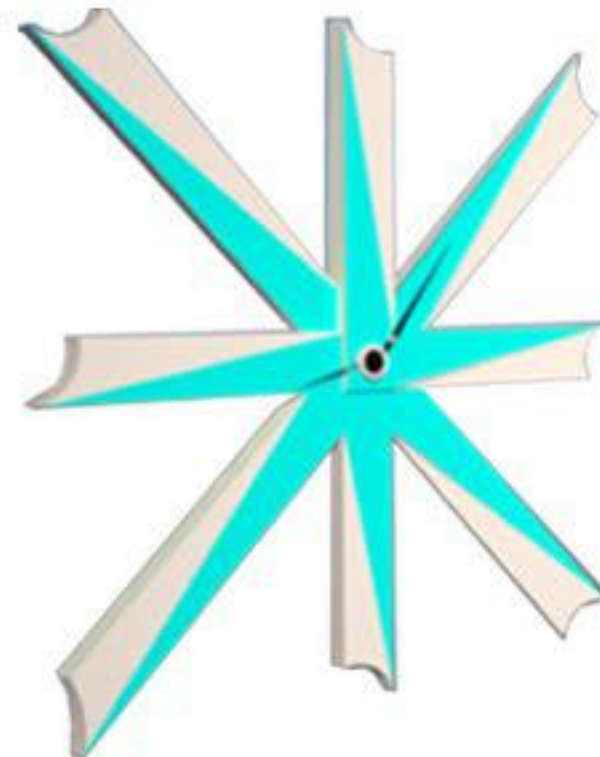


This clock was quite difficult to make as the curves made on top of each section didn't match. It looked exactly how I wanted it to look towards the end. Rendering it made it a whole new model. The shade of the different black gave it a slick and clean look. It does look like it's created by Rolex.

When you take this product out of the box all you have to do is open the clock up like a Swiss Army knife and attach the clock parts using the screw provided and flip the stand behind. To stand it up.

The Swiss Army Clock comes in a variety of colours.

Colour Variations of The Swiss Army Clock



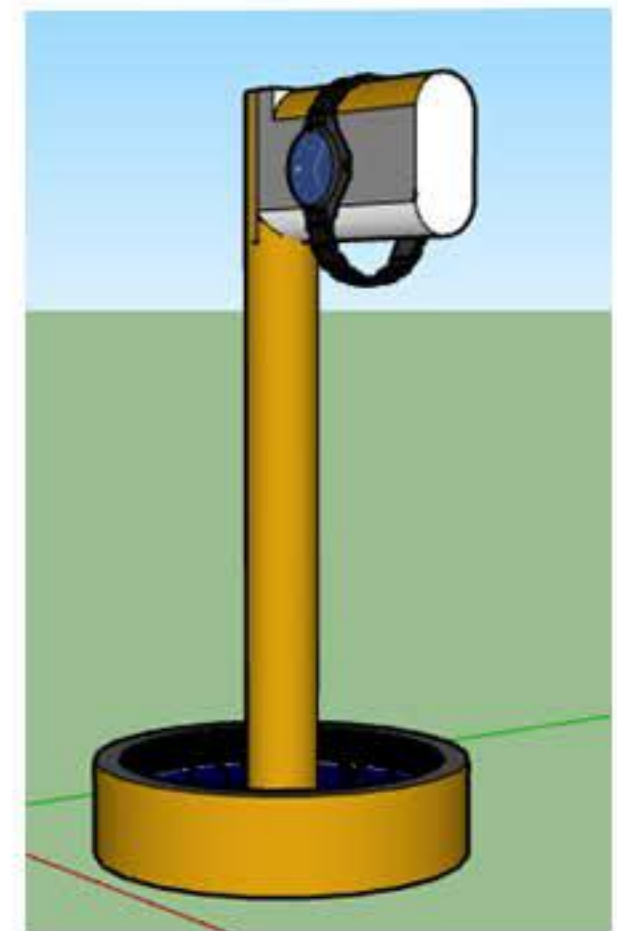
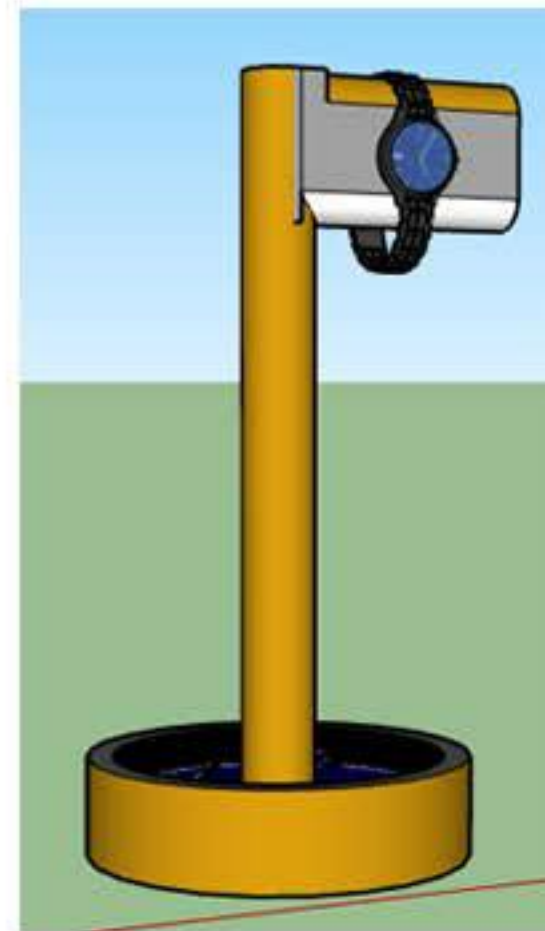
SwissRed

CamoClock

BlueShine

DarkNess

Google Sketchup/ Rendering The Watch Holder

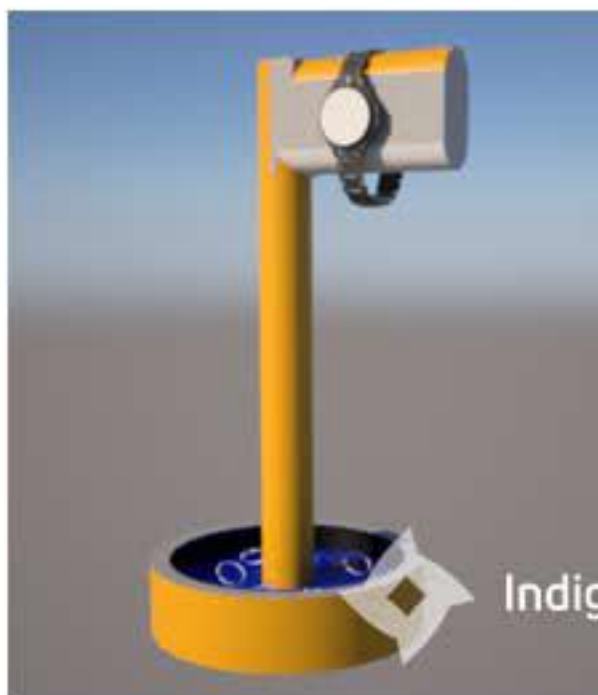


This watch holder is a simplistic design so it was easy to create.

The colour scheme of the product helps it stand out so that the consumer would be attracted to it. As it comes in pieces it would be easy to put through the post and easy to assemble.

The pole and bottom part are separate when it's out of the package they both have grooves which allow them to connect to each other.

Once it's put together, it's ready to use.



Google Sketchup/ Rendering

The Shoe stand



This design came out successful as it looks like a product that would stand out and therefore attract consumers to buy it. Unfortunately this stand will only be for kids shoes, due to the fact it's able to fit in the post.

Indigo renderer really brought it to life and shows the shape and colours really well.

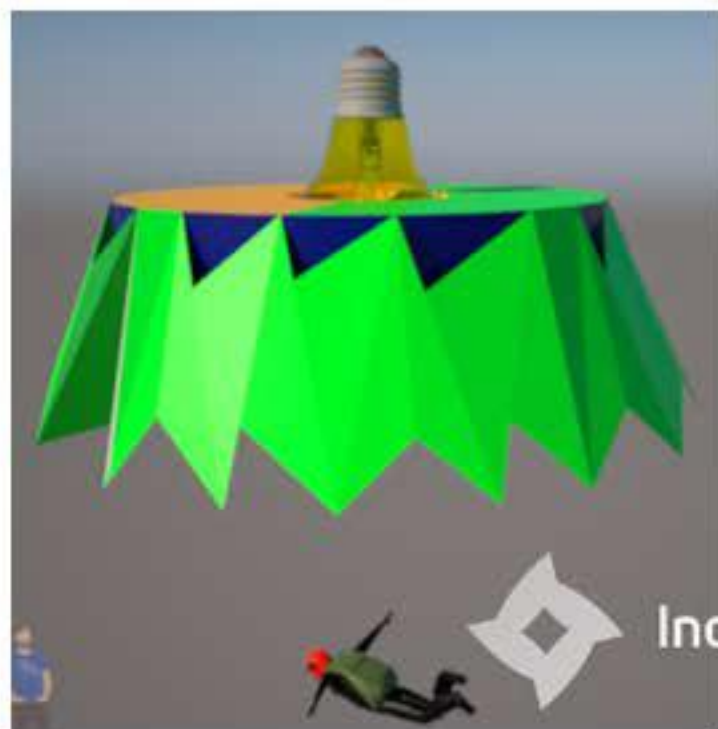
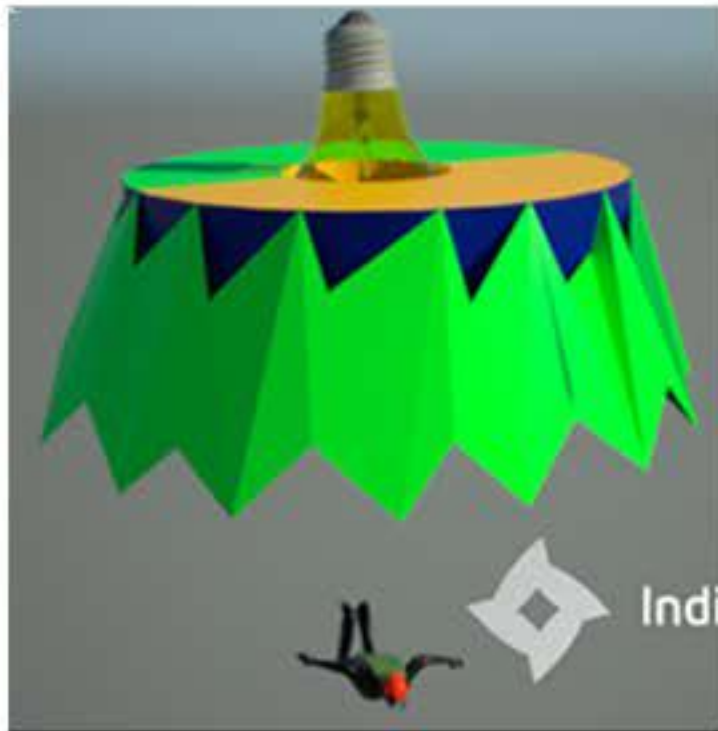


This product comes straight out of the box theres no sections to put together.



Google Sketchup/ Rendering

SkyDiving Action Model



This Skydiving Action Model wasn't too difficult to make, it did make it easier to use the 3D warehouse for the action model. Creating the parachute was a new thing for me and made me learn new techniques. When it rendered it really looked like the action model was soaring through the sky.

The target audience for this product would be children, typically boys. The design and render came out successfully as it looks like a product that the audience would buy.

When it's out of the package, everything is together all you have to do is attach it on to your light.(making sure the light is off before you do it)

1:1 Scale Model

The Swiss Army Clock

The process/Clock pt 1



Firstly draw out 8 equal rectangles on cardboard using a ruler and pencil



Using the pin to create holes



Using Scissors to cut each of them out.



Using scissors to cut the top of each one at an angle like this



Threading each one by one making sure they are in the right direction



Test if it fans out and then break of the end of the pin.

1:1 Scale Model

The Swiss Army Clock

The process/Clock pt 2



Once the clock is fanned out.
It will look like this.



Using a small piece of cardbaord
cut into a circle to cover up
the pin.
Using glue.



Instead of using double sided
tape, using blue styrofoam
shows of the hands of the
clock even more.

Using glue.



By adding another rectangle of cardbaord
on the bottom of the model like this using
glue allowed the clock to stand and become
a portable clock.



Allowing it to have a stand makes
it more easy to put it down and look good
on a desk.

1:1 Scale Model

The Swiss Army Clock

The process/ packaging



Using cardboard for the packaging



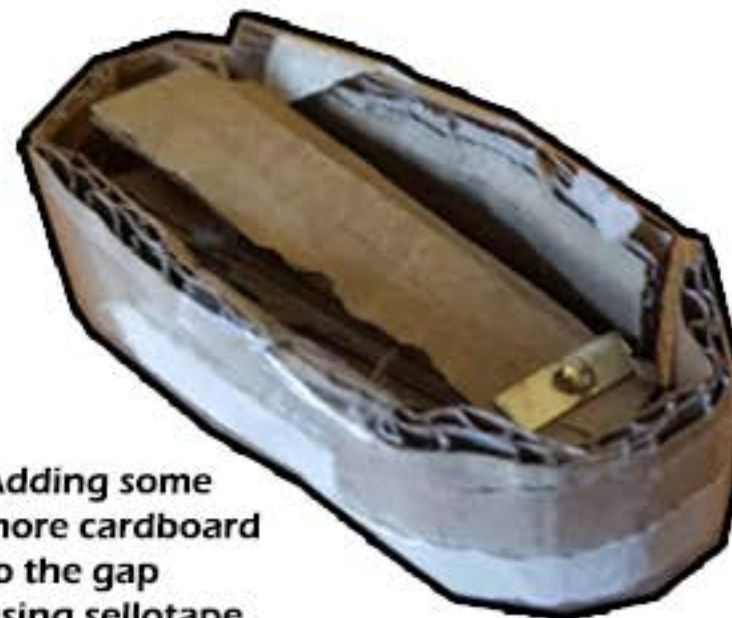
Cutting out this shape for the base



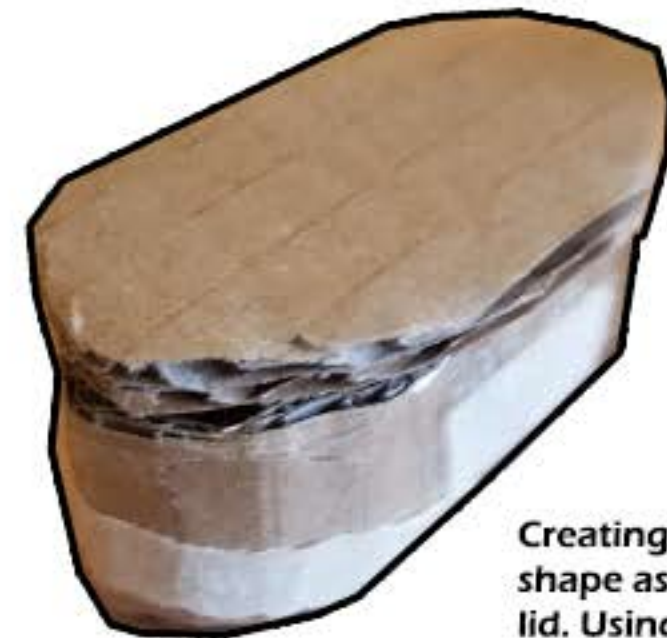
Then get small rectangles which are sellotaped together like this



Wrapping it around the shape and sellotaped it together



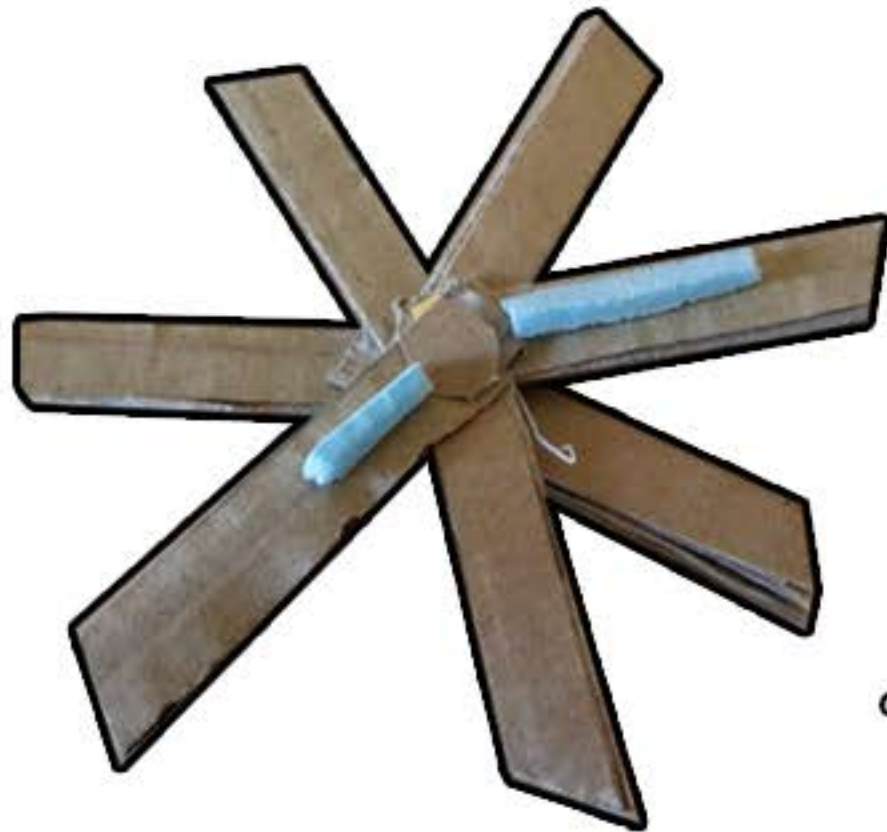
Adding some more cardboard to the gap using sellotape.



Creating the same shape as before for the lid. Using sellotape

FINAL MODEL

The Swiss Army Clock



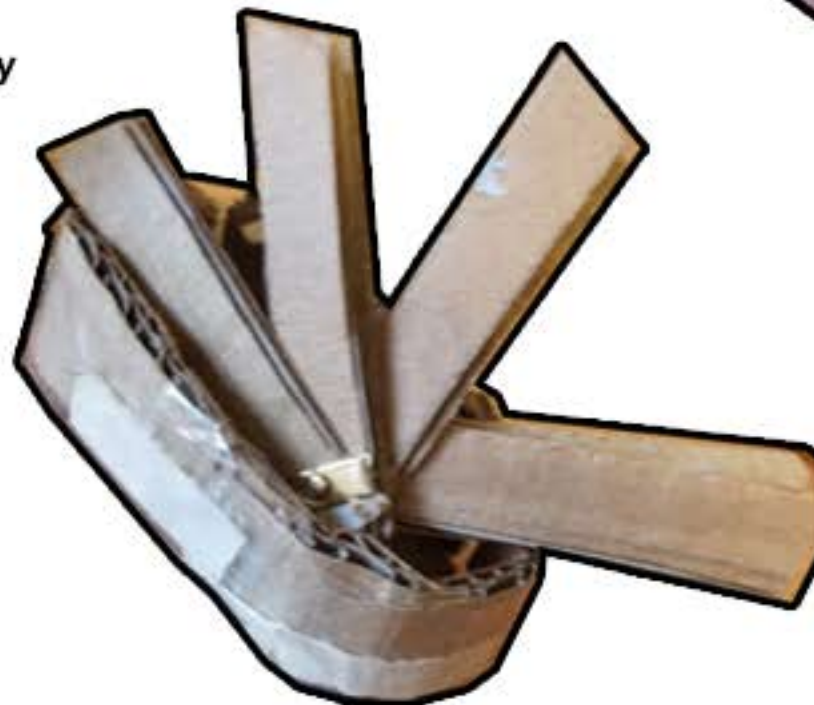
Great to have on a desk



Stands up very easily



This clock is portable and easy to carry



When opening the package, take out the clock and fan it out. Attach the clock hands with the screw provided. Flip the stand with its hinge to stand up the clock