



PRODUCTS by **POST**



Design Brief

- ▲ Canon has been manufacturing and distributing digital cameras since 1984, starting with the RC-701. The RC series was followed by the PowerShot and Digital IXUS series of digital cameras. Canon also developed the EOS series of digital single-lens reflex cameras (DSLR) which includes high-end professional models.

- ▲ All of these professional cameras and there is nothing to help it improve the quality of its pictures with a low price.
So i have started a hunt to create an upgrade for the Cannon cameras, in order for them to take top tier pictures.

- ▲
 - Phase One: Research & Portfolio Design-24/02/2020 -16/03/2020
 - Phase Two: Concepts in 2D & 3D - 17/03/2020 - 7/04/2020
 - Phase Three: Final Design Refinement- 07/04/2020-19/04/2020
 - Phase Four: Final design presentation-20/04/2020- 11/05/2020
 - Last Phase: Completion of all work and deadline- 12/05/2020

Primary Research



All of the amazing lights and house objects, they were all so smooth to the touch. Some were not and that was because they were made out of resistant materials. Which are also very costly and increase the price of the objects.



The more exploring i was doing inside Heal's the more i wanted to take more professional pictures of everything surrounding me. Which has got me wanting to figure out a way to create a portable/foldable photo booth.



PRIMARY RESEARCH

For the primary research I and my classroom mates have visited Heal's in central London, and many other small shops, we have also visited the Covent Garden piazza



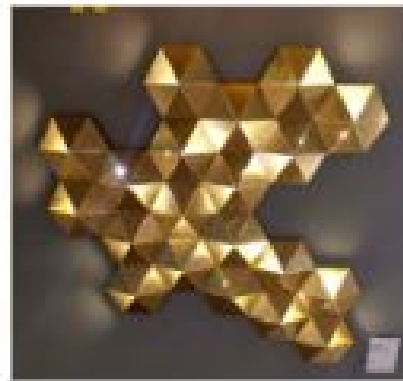
I have photographed good looking objects that attracted me. I have only put these pictures on this presentation because the rest of them aren't interesting for me.



Primary Research



- ▲ As soon as i saw this light i thought about making at least a concept related to lights. Such as led or anything else.



- ▲ In the trip to Heal's i discovered a lot of interesting lights, small concepts, keychains and bricks.

- ▲ I was looking at this brick spiral for approximately 10 minutes straight, and i could not work out a way to integrate it into a postal item. However i kept in mind the spiral theme.



- ▲ Somehow i wanted to integrate the building models into a keychain, that could come inside a box with many other small gifts. But at the same time i was thinking about making something, that the customer could open and put together easily.



SECONDARY RESEARCH



The Moments of Mine box by Alice & Peg is the perfect luxury gift for practically every occasion. Every product in this eco-friendly gift set has been carefully selected for the ultimate conscious spa session at home. It's a "spa day in a box", full of natural, sustainable products designed to help you recharge. Run a hot bath, light some candles and make "Me Time" a ritual.



£34.95



Low price: £16.20

£16.20

High price: £11.00 (2016)



Bee & Bear Bakery was launched in 2016 by Alice. All the baking is done by her at home in her vintage 2-oven Aga - and usually as the sun is coming up before the Bee (aged 5), the Bear (aged 3), and the youngest wake up! Alice loves coming up with new flavours and exciting ideas for her range.



All the herbs used in Bee & Bear Bakery's savoury muffins are grown in their very own garden at home, and they use free range eggs and local ingredients wherever possible. Their range also includes lactation brownies, which are dairy free.

SECONDARY RESEARCH



This small hamper is specially designed for all those who take extra care about what food they put into their bodies and how that makes them feel. It's also perfect for those who cherish luxury and quality British produce and ingredients. Specifically ideal for gluten free and paleo diets.

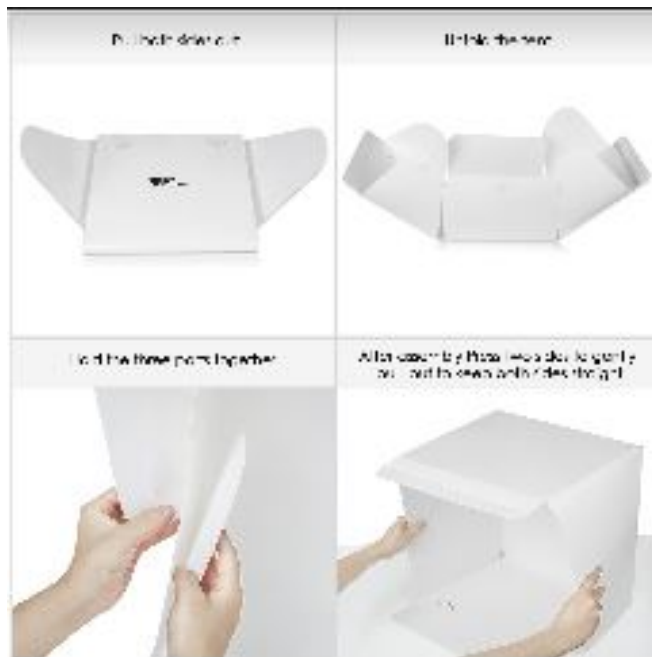


This wine box gift goes throughout a process in order to be shipped. And what I find really amazing by this gift box is their style. It make you want to keep the cardboard box which is exactly



100% recyclable
 1 bottle boxes have integrated insert
 2 and 3 bottle boxes have separate insert to divide the bottles
 Also suitable for general gifting or postage – simply leave out the bottle divider
 Available with a clear or solid front
 Delivered flat packed – quick and easy to assemble
 Suitable for various wine bottle types (filler may be required for shorter bottles to prevent movement)
 Next working day delivery available





This is a foldable photo box, this is used to picture small objects. However it could be improved, I thought about having different colored fabric pieces to use for the background.



I would also like to add to my photo box, red edges to show the details just like the known brand Canon does. They use 2 colors, red and black which I am planning to do as well.



Even with their really expensive cameras, film making cameras. They keep everything simple on the aesthetic side. This is to highlight the performance of the technology inside the camera.



I am also planning to write on certain parts of the photo box such as the side walls or the back screen. Canon writes "canon lens" on their lenses which I would like to adapt to my design. I will write on the side walls "side wall" and on the background fabric "background", and the color of it.



Even for their packages they use the red edges and really minimal writing, which gives the box a really clean and profession look.

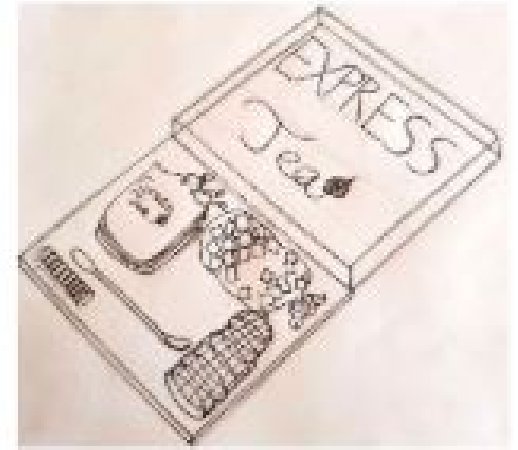
I am using Canon as a branding for my product because it is related to my product, this is because my product is a photo box.

Concept 1

Express Tea.

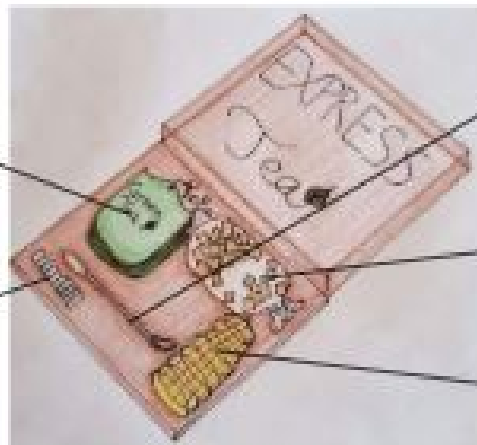


▲ Express Tea is an original idea of mine, it all started when i was thinking about what i could fit through the mailbox, and most of the Uk population will enjoy or get good use out of it.
And that's how i started sketching this idea and i just developed it.



▲ 5 Different tea flavour bags

▲ Stickers for caps



▲ Stirring spoon.

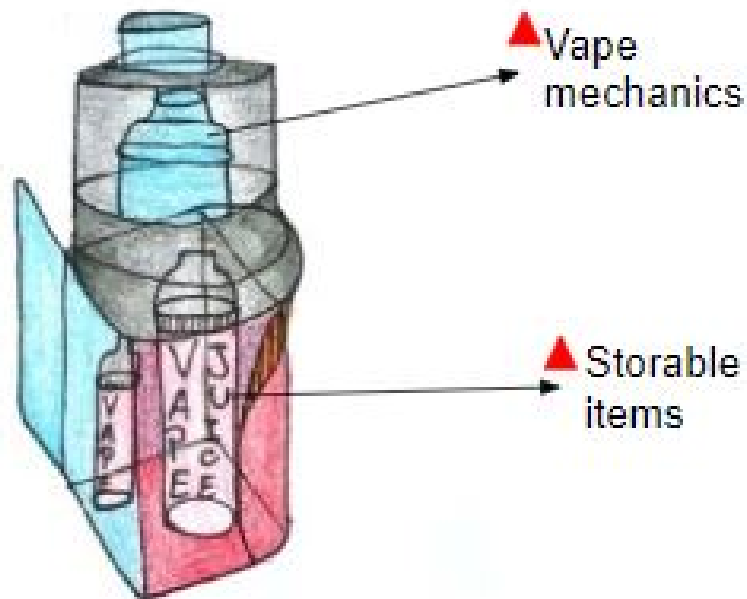
▲ A small bag of cubed sugar

▲ A bottle of honey

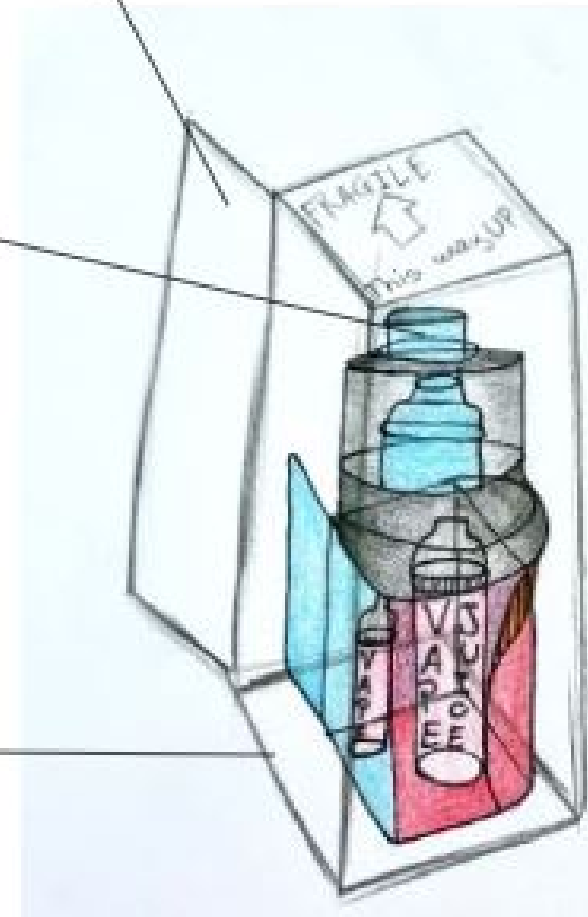
Concept 2

▲ Vape Liquid holder.

- ▲ I've thought about making something that is even better than just recycling. I came up with the idea of a box that looks like a vape, and it opens and closes like a cupboard so you can easily store all of your liquids and vape accessories.

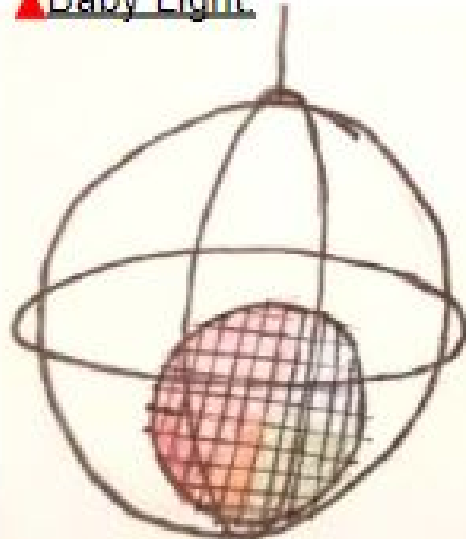


- ▲ This is how the product should come in a box

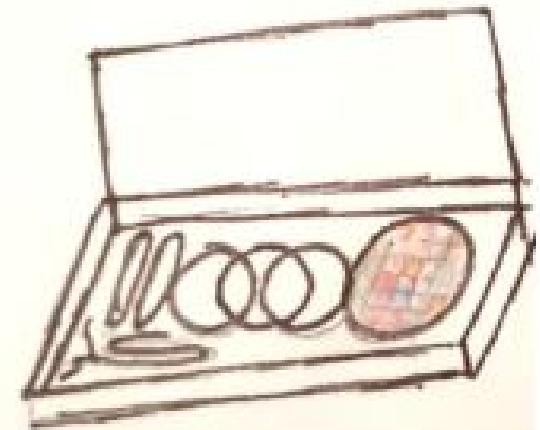


Concept 3

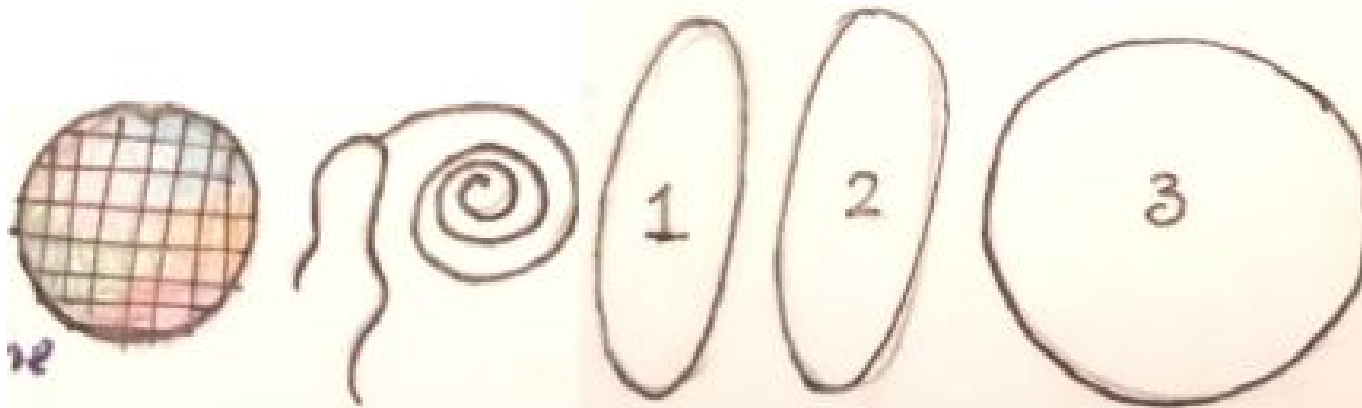
▲ Baby Light.



- ▲ This is a baby light, it has a durable string that comes with it and when it's fully installed you can attach it to a lot of surrounding objects such as; a baby push chair.



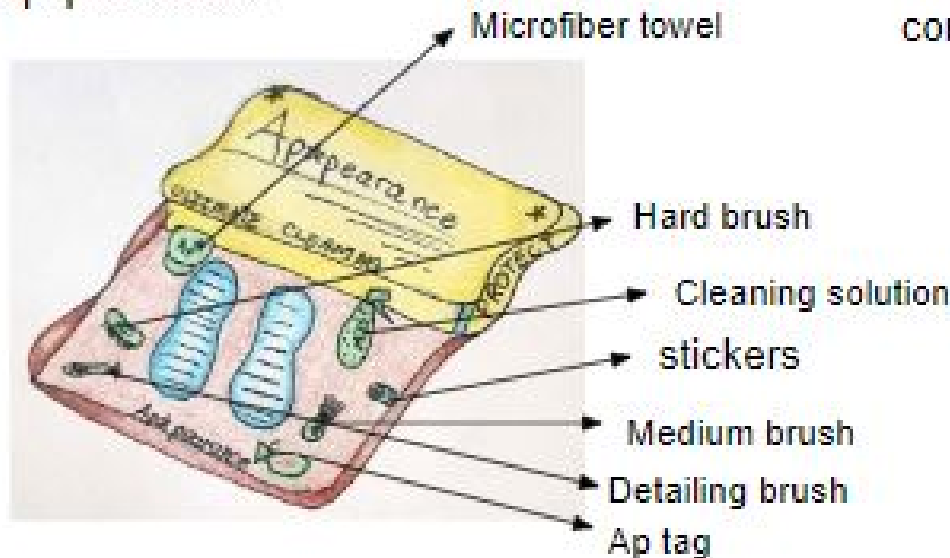
- ▲ This is how the product comes in through the mailbox. Simple, easy, affordable and lightweight.



- ▲ This infant toy comes with a 5 piece set that you can easily put together in minutes. It is low cost which separates itself from most of the infant toys.

Concept 4 and 5

▲ Ap-pearance



- ▲ Ap-pearance is a self made company of shoe cleaning kit. It is based of non poisonous liquids, which makes it 100% mail legal. In the above picture the box is open. But when the box is closed it is half the size, and it can easily fit through a letterbox.

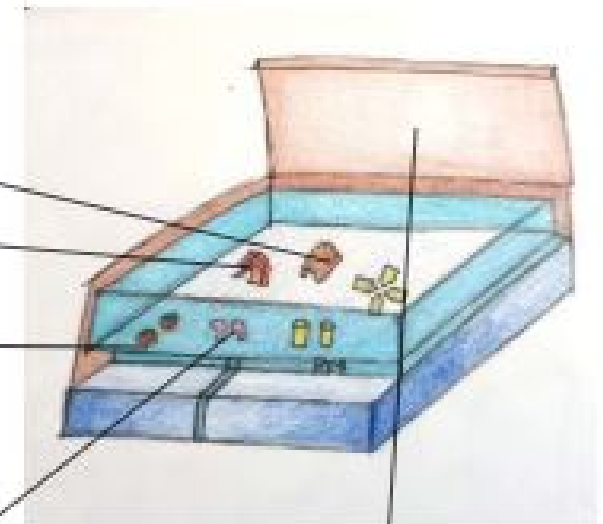
Rubber touch pad for controller

Sound controller

Controller stick covers

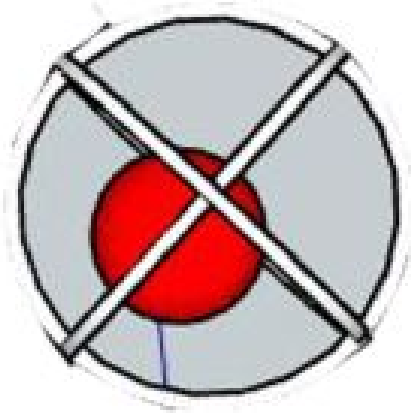
headphones

This is how the box opens up.

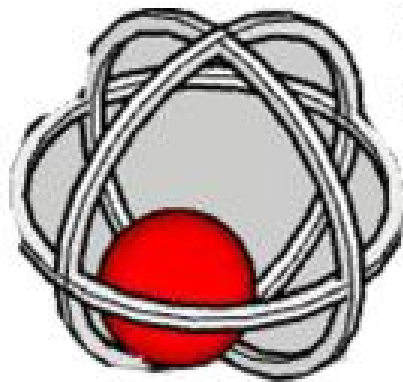
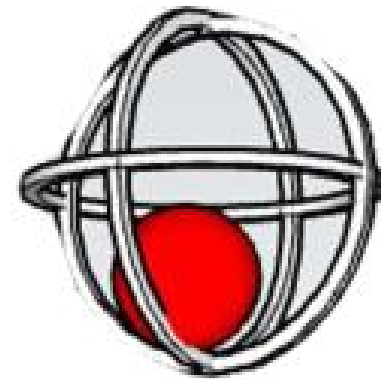


- ▲ This is a playstation 4 concept box. Is made out of cardboard and it is made to hold ps4 accessories and even CD games. I've designed this because i dont want the customer to throw away the cardboard box after receiving the accessories.

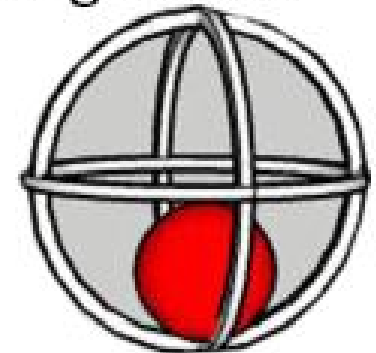
Infant Ring ball toy Unrendered



Pictures taken straight
from SketchUp2020



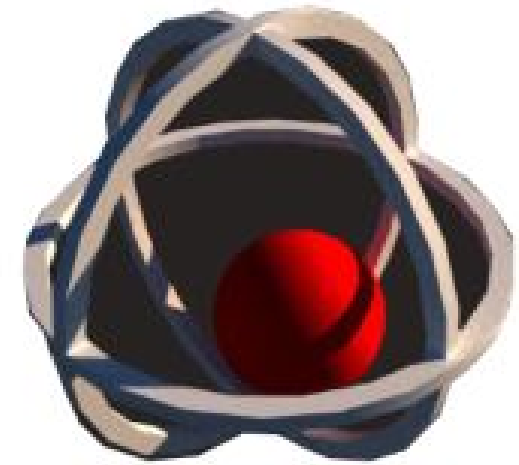
In these pictures you can clearly see how much a
rendering program helps to improve the finishing look on
a 3D model



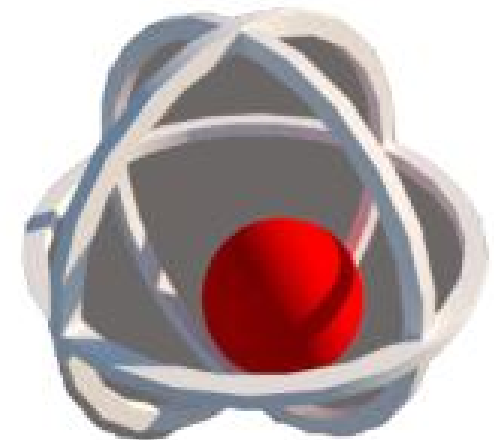
Infant ring ball toy.
Rendered



3 rings that are surrounding a
small red ball.



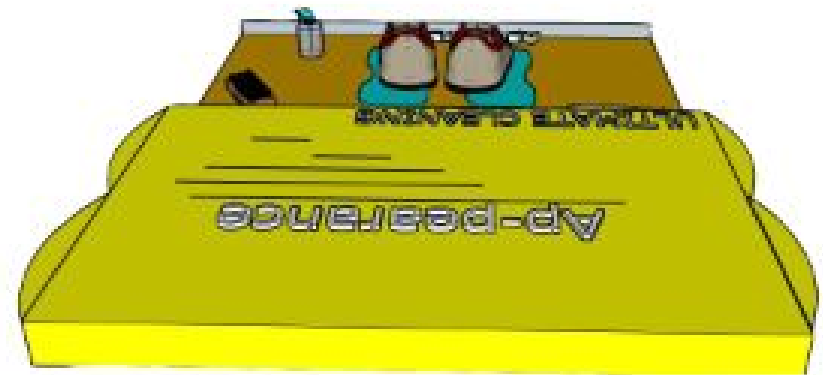
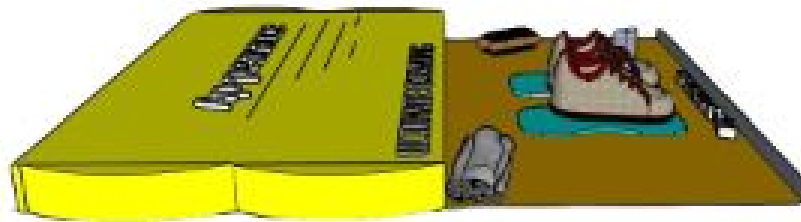
The simpleness of this product makes
it really eye catching.



Ap-pearance sketchup model



This is a 3D model of my ap-pearance concept, it was created in Google Sketchup 2020.



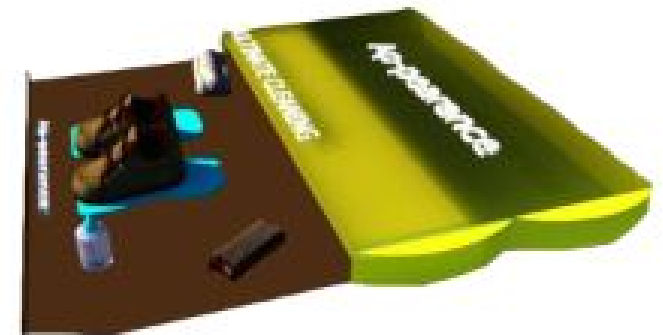
I have introduced many points of views so that it can be seen from many angles



Ap-pearance model Rendered



These are pictures of my shoe cleaning products in the box.



The box is open.

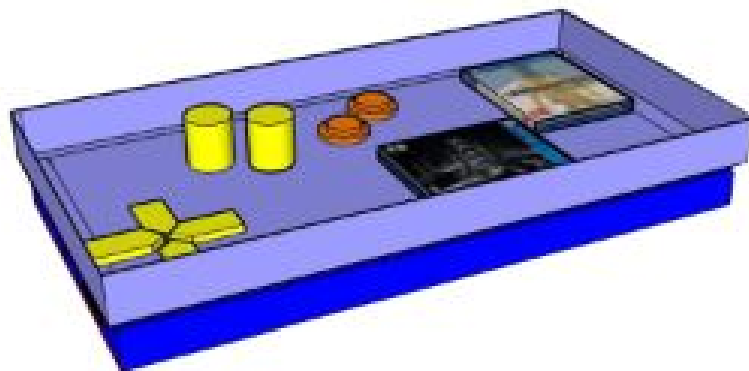
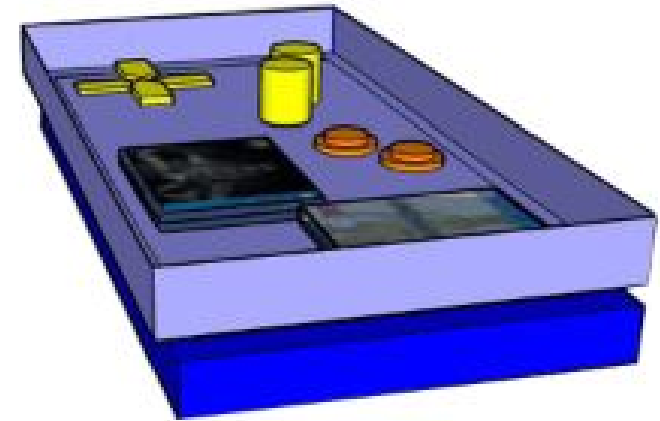
As you can see everything is there, the cleaning spray, microfiber towel and a brush.



Playstation4 box concept Sketchup model.



It is a box that was made in such a way that after you receive it and you get your accessories and games from inside you could want to keep the box too.

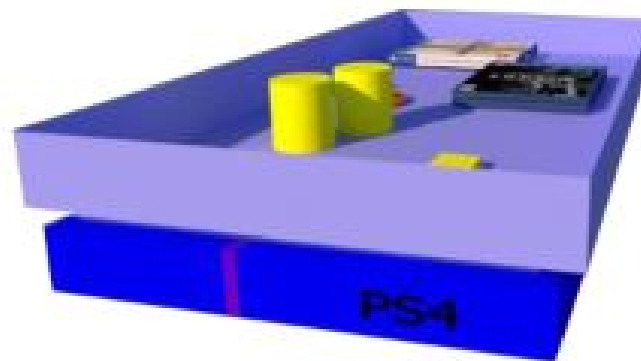


This Playstation4 concept box is made to hold accessories

Ps4 Gift box Rendered design



I designed this model in Google Sketchup 2020 and i have rendered it in V-ray renderer.



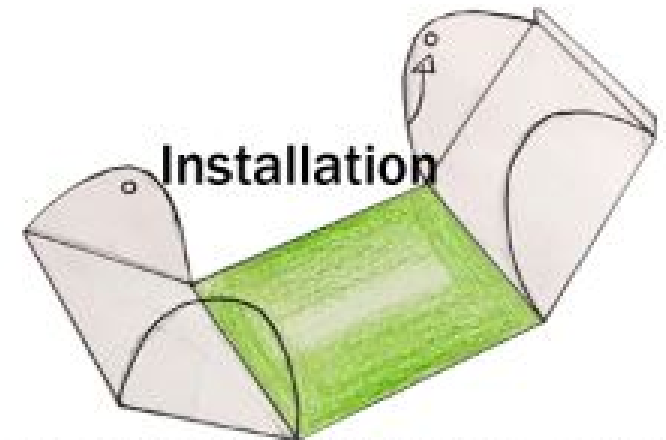
Ive placed some Playstation4 accesories in there so the buyer gets a real feeling of what they will receive in the package

Final design

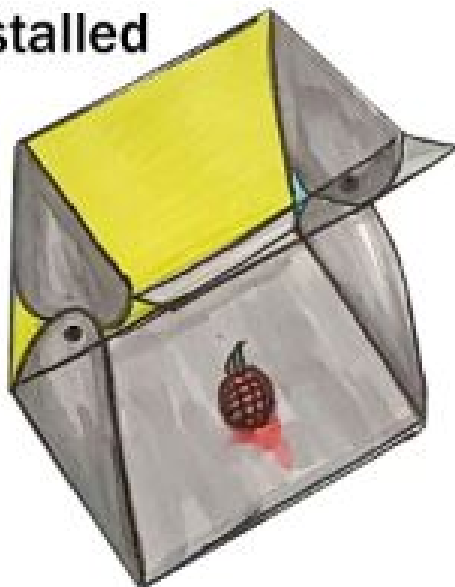


Here is the Szn-Photo, this is a photo booth that I thought about designing since I've seen an advert about the camera company "Canon".

Here is how the photo booth comes when it comes in through the mail. It is folded up into three easy pieces to install.



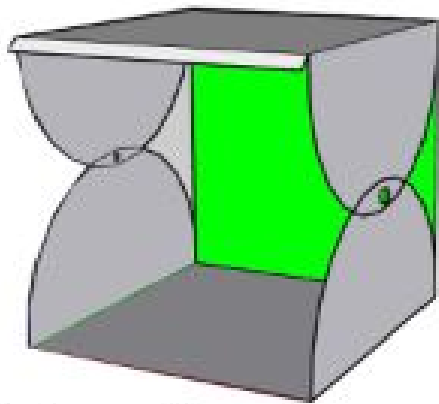
Installed



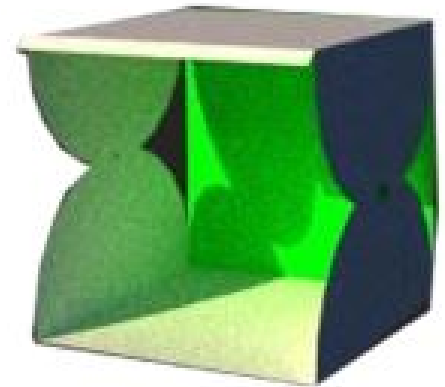
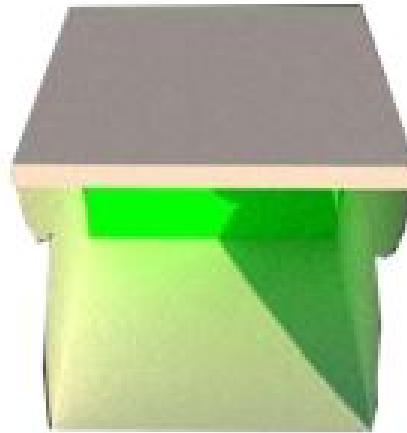
When in desire to use the photo booth, all you have to do is unfold and click in the tabs to connect the sides together and keep the booth sturdy.

After some easy installation steps you are finally ready to start shooting your videos or take your own professional pictures. You even have a green screen behind your object.

Photo booth in Google
SketchUp2020, and rendered in V-ray renderer



Not rendered



Rendered

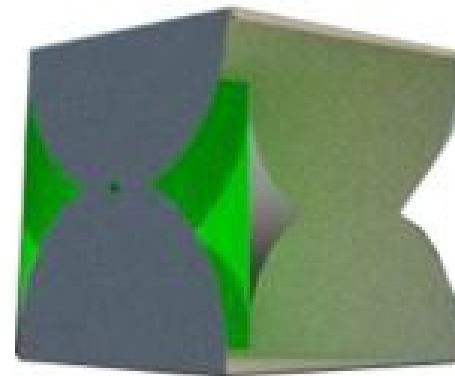


Photo booth 1:1 Model

step:1



step:2



step:3



Step:4



behind view



inside view



side view



inside the letter box

