

Products by Post

By: Harjot Pal

Unit: 8, 93, 94

Primary research

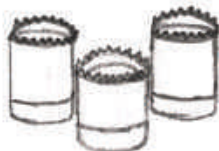
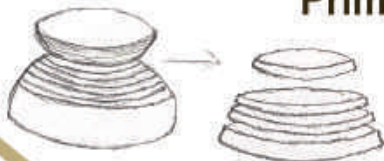
These are some of the designs that I saw at Habitat, most of them are products that we use at our house and these can be sent through the post.

These can be made into smaller sizes or these can be made piece by piece and can be reassembled.

These products are simple in design and can be made quickly and efficiently.

These all products are diverse in design, some of them are simple, modern and other show some historic designs and using products like ceramic, wood, and candles.

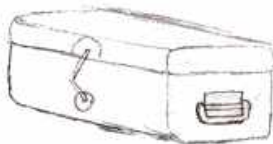
These pictures gave me quite a few design ideas and we have been researching products that can be posted through mail.



Primary research



This is some of the design ideas that can be used for the packaging.



This the light design that is quite modern and flashy and it can be made into smaller sizes as well.



These clocks are some of the best products that can be made into smaller sizes or can be broken into small pieces and can be joined together. These products gave ideas that can be simple in design and can be made quite easily.

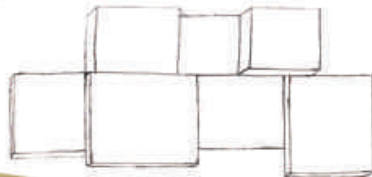


Primary research



This design is a light that was on display in Heal's, this is one of the best design I have seen for a light. It's modern, simple and sleek and only uses two circle shapes to make it.

The way how the clocks are placed on the wall, this formation can be used to place the product in the packaging box. The design used for the clocks are quite stylish, modern and some of them are based on the shapes of flowers as well.



This is one of the designs that I saw at architectural building in central London.

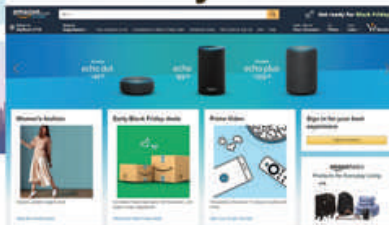
This is one of the best design ideas for a light. It is simple, sleek and curvy in design.





Amazon is one of the biggest online shopping websites used all around the world, you can buy anything as it is quite affordable.

Secondary research



As you can see an arrow underneath the letter A that all the way go to the letter Z means you can any product from A to Z.



**Come build the
future with us**



This cardboard shows how we can transform packaging box into something that we can utilise to make it easier for the product to be used.



These are some of the products that you can just buy online and be delivered to your house, it is convenient and efficient. These products gave a lot of ideas for this project to be made.



Secondary research

Cost Factor and target audience

As Amazon is one of the biggest companies in online shopping field so for them it is quite a big factor to sort products based on their functionalities, materials, etc.



The pricing of the products is mostly based on how much functionalities it provides, the materials used for the products or how rare or valuable the item is. This makes it more simpler to distinguish between products. The owner of the company is one of the richest man on earth and it all explains how well sorted is the money department.



The target audience for my product will be movie fans, kids, toy collectors or they can even be just normal person who enjoys watching movies and can join.

As my product is based on a toy it is quite easy to make and it can be made in smaller sizes or in pieces and then can be joined together.



Secondary research

Packaging and delivery



Amazon's packaging is mostly made by cardboard or plastic pouches.

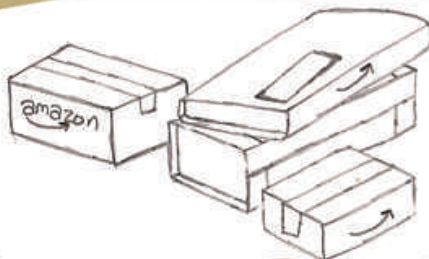
They have different types of boxes for different types of product such as heavy products or fragile products.

They have small boxes and large boxes, they have envelopes made out of cardboard for small things as well that makes it more efficient.

These all packaging is recycled as well as it only uses cardboard and the tape is removed as well.

They have used different types of occasion to decorate their packaging as well.

It is a very well maintained service throughout the world.



Star Wars

Figurines.

Dark side



Light side



Design brief

Star Wars is one of the most watched/read movie/comic series all around the world and it has been here since 1977 and it has become an iconic movie series because of the characters, plot and the story line that contained one of the most iconic characters such as Yoda, R2D2, C3PO and the skywalker family. These characters made the franchise grow and it helped them reach people heart and grow a large number of fan base through out the world.

As the franchise now is under control of Disney there have been new changes with the characters and most of the old characters are being removed and swapped with new characters and for that reason this product is made. This product is only made in limited numbers and all of the figurines are of those old characters that were the part of the previous movies. This is a farewell to the old main characters of the Star Wars franchise. It is small product that is unique and rare as well. Sent in the post.

Phase one: Research and Portofolio design: 24/02/2020-15/03/2020

Phase two: Concepts in 2D & 3D: 16/03/2020-05/04/2020

Phase three: Final design refinement: 05/04/2020-19/04/2020

Phase four: Final design presentation: 19/04/2020-11/05/2020

Phase five: Completion of all work: 12/05/2020

Concept: 1

Star Wars limited edition figurine.



These pictures shows us the packaging of the product, it has been shaped like a hexagon and it quite matches the design from a Star Wars movie or comics.



This picture gives us the marker rendered versions of the sketches that shows the colour varieties of the characters.



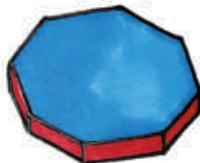
This picture shows us how the product is going to be placed into the box with the figurine and the stand for it as well and with the free pass.



These two sketches are the figurine and the stand that has been shaped to look like a spaceship from the Star Wars franchise. The figurine can be any of the main characters from the movies.



This picture shows us the colouring for the boxes but on the actual ones there would be graphics not colouring and it will have wallpaper posters and tickets as well.



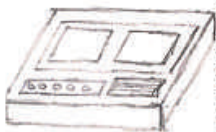
The colouring scheme is always based on red or blue as these are the most iconic colours in the Satr Wars franchise.



The colouring for the stand may vary as it can either white or black as these are the colours for most of the spaceships in Star Wars.

Concept: 2

The three layer book holder.



This sketch shows us how the pieces are laid out in the box and how a product can be divided into smaller parts and assembled together later. There is the base, the three dividers and the locking parts. It includes different types of bookmarks that can be used as well.

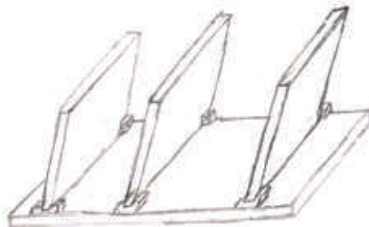
This sketch describe how the packaging box looks like and how it will be opened, it is just a square box containing the product.



As you see in these sketches the main material is wood for most of the parts except the box, bookmarks and the locking bricks. These rendered sketches tell us about the products materials and how well it is made.

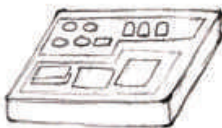


These two sketches shows the finished product that will hold the books in place and as you can see it has three different columns to use. This product is quite easy to assemble and vice versa. It is made out of wood and it is quite durable as well.



Concept: 3

Design your car kit.



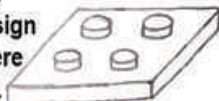
These sketches shows us the packaging used for the products and it is a square shaped box but the materials used to make it are high quality ones.

This sketch shows us the part that is the companies logo engraved onto a wooden plack and it is for a showpiece.



These two sketches shows us the part where you can choose the key, exterior colour and interior colours for your car.

This sketch shows us the part which lets you choose the design of the tyres for the car and there are four types to choose from.



This sketch shows us the key that has a design based on the companies logo.



This sketch shows us the material used for the box is carbon fibre and it is quite an expensive material but as this is Koenigsegg it is obvious that the material used to make the box should be carbon fibre.

As you can see in this sketch the logo engraved onto the wooden plack.



This sketch shows the different types and colours for the tyres.



This is just a sketch, marker rendered key design for the car. It is made out of wood and aluminium.



Concept: 4

The sun ray clock.

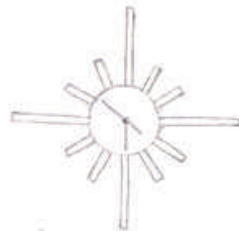


These sketches shows us how the packaging looks like, it is a hexagon shaped box and it is made out of cardboard. You can see how the pieces are placed into the box.

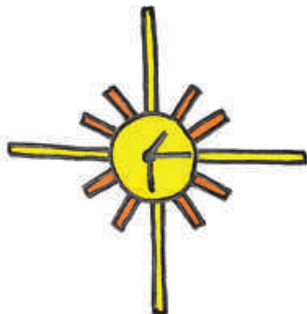
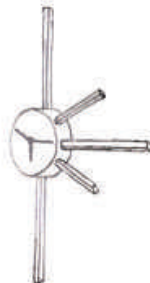
All of the parts are made out of wood so it is quite durable and easy to maintain.



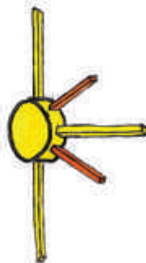
This sketch shows us how the interlocking method works to connect the wooden pieces to the circle.



This sketch shows the fully assembled clock, it resembles the sun and the wooden pieces around it as the rays of the sun. I had this idea from one of the places I went to do my primary research.



These rendered sketches shows us the colouring scheme that is based on the colours of the sun and two different colours are chosen to differentiate between the smaller pieces and the bigger ones. Yellow as the primary colour and orange as the secondary.



This rendered sketch shows us the layout of the product in the box.

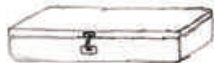


Concept: 5

Pencil case.



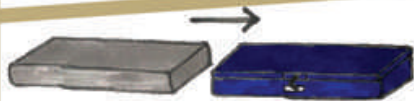
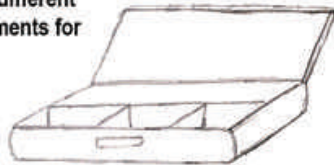
This sketch shows us the packaging of the product and the how it is opened. The packaging is simply made out of cardboard.



This is the sketch of the product that looks like a storage trunk made out of aluminium or steel and this idea came from visiting a store in London.



This is the sketch of the inside of the pencil case and it shows the different storage compartments for the stationary.



These are the rendered sketches that shows the two toned colouring scheme and different types of colours can be chosen as well or different patterns.

These sketches show the two tone colour scheme and how the product looks like with this colouring scheme.



1:1 Scale Model

Limited Star Wars figurines

The process: Packaging



First I drew a hexagon on a paper and used it as a measurement and design for my packaging box.



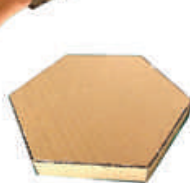
These are the cardboard cut out pieces that I have used to make my packaging box.



Tools I have used for making my cut out: Scalpel and Stanley cutter.



I have added graphics on the box as well and I have used spray mount to stick the graphics on to the box, these graphics are the free tickets for the upcoming movie and a poster as well to be used as a wallpaper.



These pictures shows how the packaging looked like before and after the graphics and it shows the final product for the packaging.



1:1 Scale Model

Limited Star Wars figurine

The process: figurine and the free pass.

This is the stand for the figurine and I have used cardboard to make it. It is meant to shape like a Y wing a spacecraft used in the movies.



This is quite a simple design, it looks good and quite easy to understand if the person is fond of the Star Wars franchise.



This picture shows us the figurine that you get in the box with the tickets for the movie and a special VIP pass for the upcoming ComiCon. This is going to be a limited edition figurine and limited sales will be put on these products.

For the figurine and the pass I have used foamboard and graphics.



Final Model

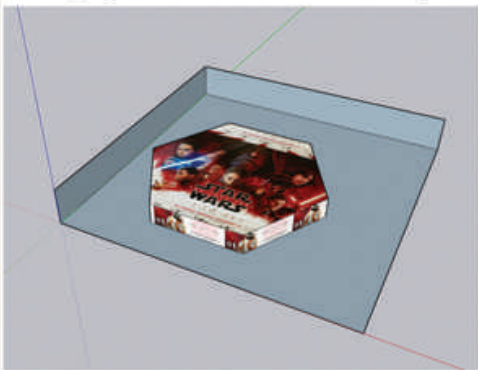
Limited Star Wars figurine



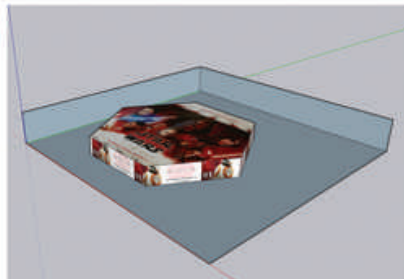
Google

Sketchup/Rendering

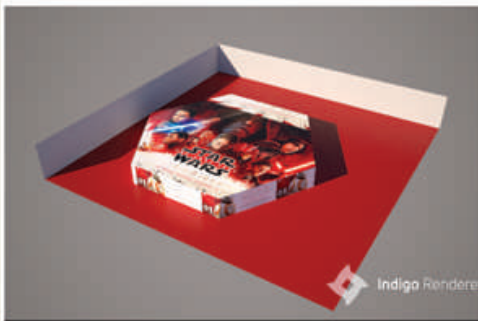
Packaging: Limited edition Star Wars figurine



This google sketchup model is the packaging for the product that I have created and it was a quite simple job to make it as it only was a hexagonal box and the rest was to apply graphics around the edges and on the top of the box. I have added a background as well so it would look good when it is rendered.



The bottom two sketches are the rendered ones and they show how will it look like in real life and the shadows give it real life like look.

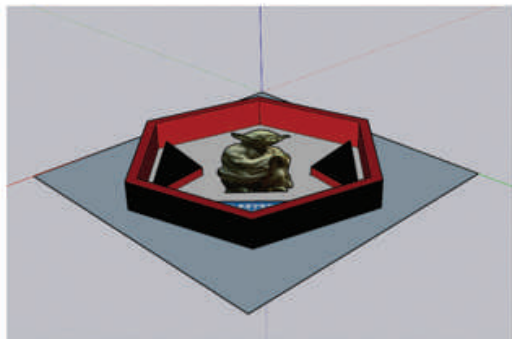


All of the colours are bright and it makes it more beautiful as the light reflects on it.

Google Sketchup/Rendering

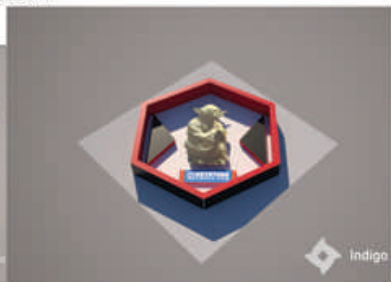
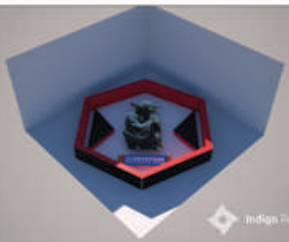
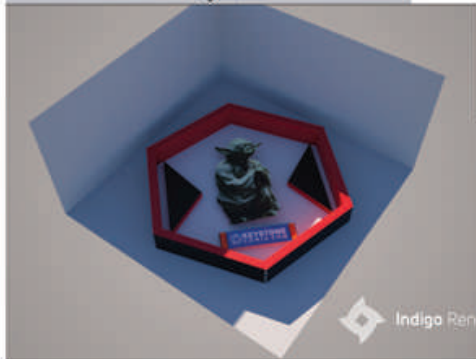
Packaging: Inside the box.

These sketches are the inside of the packaging which contains the product. It contains the figurine, the stand for the figurine and the free VIP pass for the upcoming ComiCon. The colouring scheme is quite simple I have used the colours from the Star Wars franchise. Red and Black.



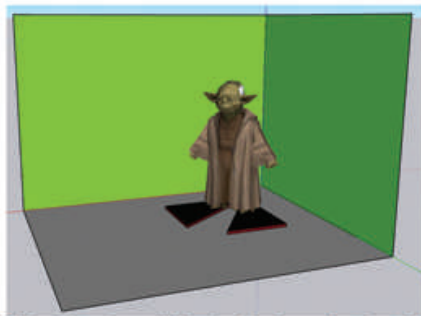
It was quite a simple task to make this design, because of the shape and simple parts to make as well. It was difficult to find a Yoda figurine when I was making it but at the end I found one and was able to finish it.

The bottom sketches are the rendered ones and they look pretty good. The lightning effects and the shadow makes it look real .



Google Sketchup/Rendering

The product: Figurine



This sketch model is the final product that I have made for this project, this took quite a long time to get the perfect Yoda figurine and I had to make some changes to my design as well. To find the Yoda figurine I used 3D warehouse from where you can get models already made such as the Yoda figurine.



The rendered model can show how would it really look like in real life and shows us the light effects and makes the model more clear and smooth.



Rendered Model

The limited edition Star

Wars figurine.

