

Name: Nitán Banger

Product
By
Post

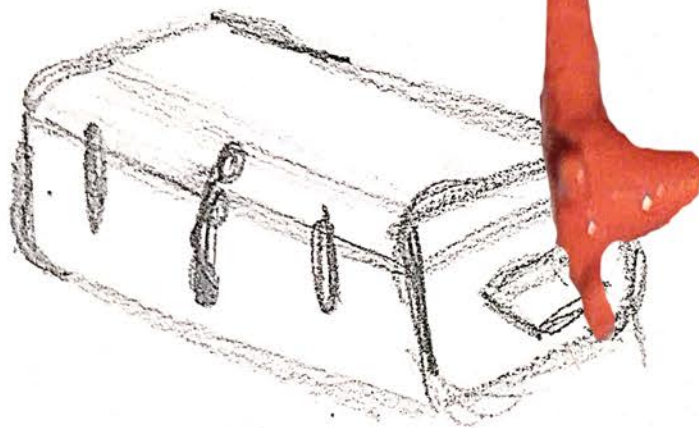
Unit 8, 93, 94

Primary Research

The images of bull, giraffe and horse could potentially give ideas animal toys as they are small and easy to fit in a sort of packaging.



The suitcase could a package design and could be made possible in smaller scale.



Primary Research



The design of this kitchen air filter is very futuristic and simple.

The Lamp in down-left corner does seem to come from sci-fi movies' lights.



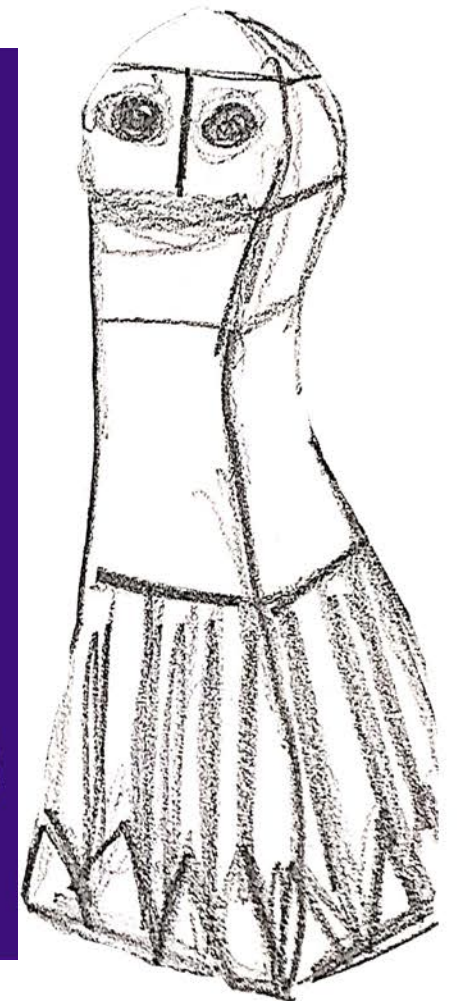
Primary Research



The lights and lamps seem having a concept of optical illusional designs



These two small dolls seem to have concepts of Native american's sculptures and also reminds the culture of ancient arts.



Secondary Research



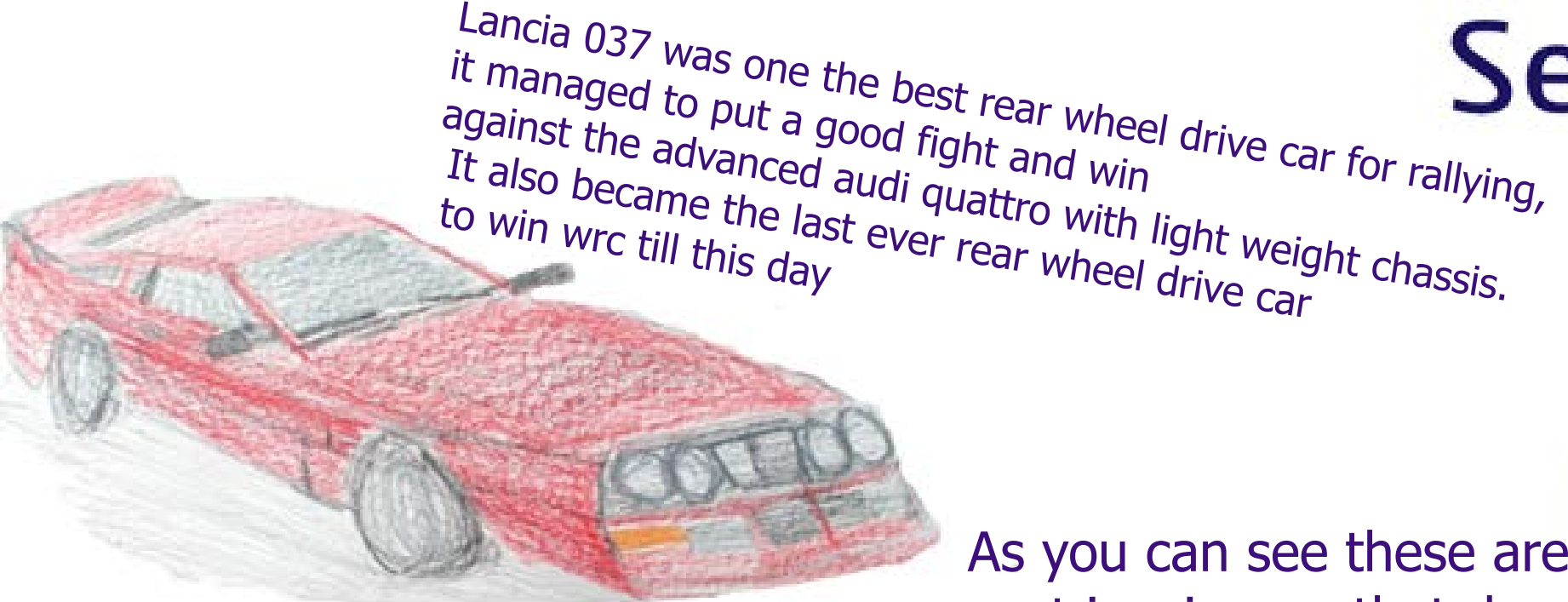
Sketches of Lancia
Fulvia and Delta
Intergrale



Lancia is an Italian car manufacturer founded in 1906 by Vincenzo Lancia. It became part of FIAT in 1969; the current company, Lancia Automobiles, was established in 2007. Lancia is mostly known for rallying heritage in WRC, Group B and A.



Secondary Research



Lancia 037 was one the best rear wheel drive car for rallying, it managed to put a good fight and win against the advanced audi quattro with light weight chassis. It also became the last ever rear wheel drive car to win wrc till this day



As you can see these are the past iconic cars that dominated WRC as well as Group B and A. From between 70s and 90s, Lancia made their name through these cars



Lancia stratos was another iconic rear wheel-drive car. It was also nicknamed off-road ferrari because its engine comes from Ferrari Dino.

Lancia Delta Integrale was made to replace rear wheel-drive 037, with sophisticated four-drive to challenge the audi quattro.

This car is one of the most exciting hot hatchback of all time with the aerodynamical and beautiful body makes a piece of art

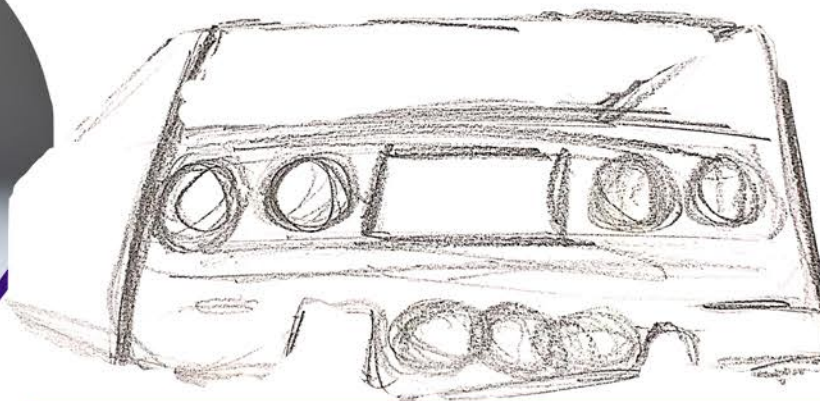


Secondary Research

When owning a hypercar or an exotic car, you would often get toys, small scaled model car or fancy gifts from the car manufacturer. For example, owning McLaren P1, you would get 2 1:32 scale models of P. One would be made of your chosen colour and texture, whereas, the other one would be made of foam board. This fancy gifts is a warm welcome to P1 club



Amalgam is small scaled car model manufacturer, making small models of the licensed cars. They focus on making small car models of F1 cars, racing/ GT car and old exotic cars.



Secondary Research



Prohibited and restricted items

The following items are **not allowed** in UK or international mail, they are **prohibited**:



Aerosols
(not for toiletry or medicinal purposes)



Alcohol above 70% ABV



Compressed Gases



Corrosives



Ammunition



Explosives including Fireworks & Flares



Flammable Liquids & Solids



Lighters & refills containing flammable liquid or gas (new & used)



Lithium Batteries
(sent on their own without the electronic device it powers)



Matches



Oxidising Agents & Peroxides



Pesticides



Solvent-based Paints & Varnishes



Poisons, Toxic Liquids, Solids & Gases



Weapons



Wet Non-Spillable & Lead Acid Batteries

The following items are **not allowed** in international mail*. They are **allowed** in UK mail but they are **restricted**. You must present these items at the counter:



Aerosols
(for toiletry or medicinal purposes)



Electronic devices
(sent with or connected to lithium batteries)



Nail Varnish, Polish & Gel



Perfumes & Aftershaves
(including Eau de Toilette)



Spirits
(Alcohol above 24% e.g. whisky or vodka)

*Electronic devices containing lithium batteries may also be sent in international mail. When posting **restricted items** you must follow applicable quantity, volume, packaging and labelling requirements.

Failure to comply with Royal Mail and Parcelforce Worldwide prohibitions and restrictions may affect your ability to claim compensation. Specific country restrictions may also apply to international mail. You are responsible for checking whether an item is prohibited or restricted. We reserve the right to refuse any other item banned by law or that in our opinion may be harmful or dangerous to our customers or employees. Posting prohibited goods or restricted goods (where you do not comply with the relevant terms and conditions), could result in prosecution.



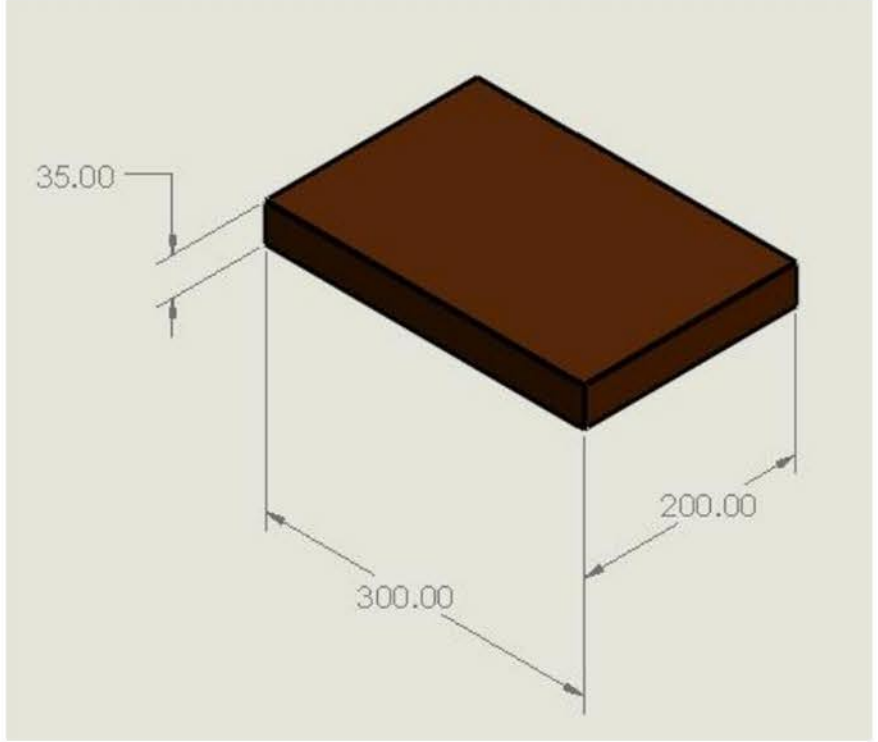


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RM0G27

This particular project Product by Post has restrictions in size as it shows in the picture right hand side. It cannot be bigger than 300-500 mm x 200 mm x35mm. The receipt will receive their deliver through Royal Mail. They would make that every package has met the standard criteria from Health & Safety policies.

All dimensions in MM ONLY
Max size (MM): 300 (L) x 200 (W) x 35 (H)



Design Brief

Introduction

Lancia car brand was founded in 29 November 1906 by Lancia Vincenzo in Italy. Lancia is known for successful WRC heritage, as they hold most Manufacture Championships till this day by their own iconic cars. However since 1992, Lancia was reduced to manufacture rebadge or unexciting cars.

Rationale

Since the late 90s Lancia was not able to make more iconic cars because of reputation of corrosion, resultant poor sales and financial issues. This created an issue for Lancia fans as they cannot have more iconic cars. This gives an opportunity to create a small product that would commemorate Lancia's WRC success.

Aim

The task of this project to create small product that would promote Lancia's reputation. It's mainly aimed at Lancia fans, as they wish Lancia to try hard to make a new exciting car. Lancia brand would be the epicentre of this project.

Objective

Phase 1

Complete during 24th Feb-16th March

- Primary and Secondary Research
- Design Brief

Phase 2

Complete during 16th Mar-10th April

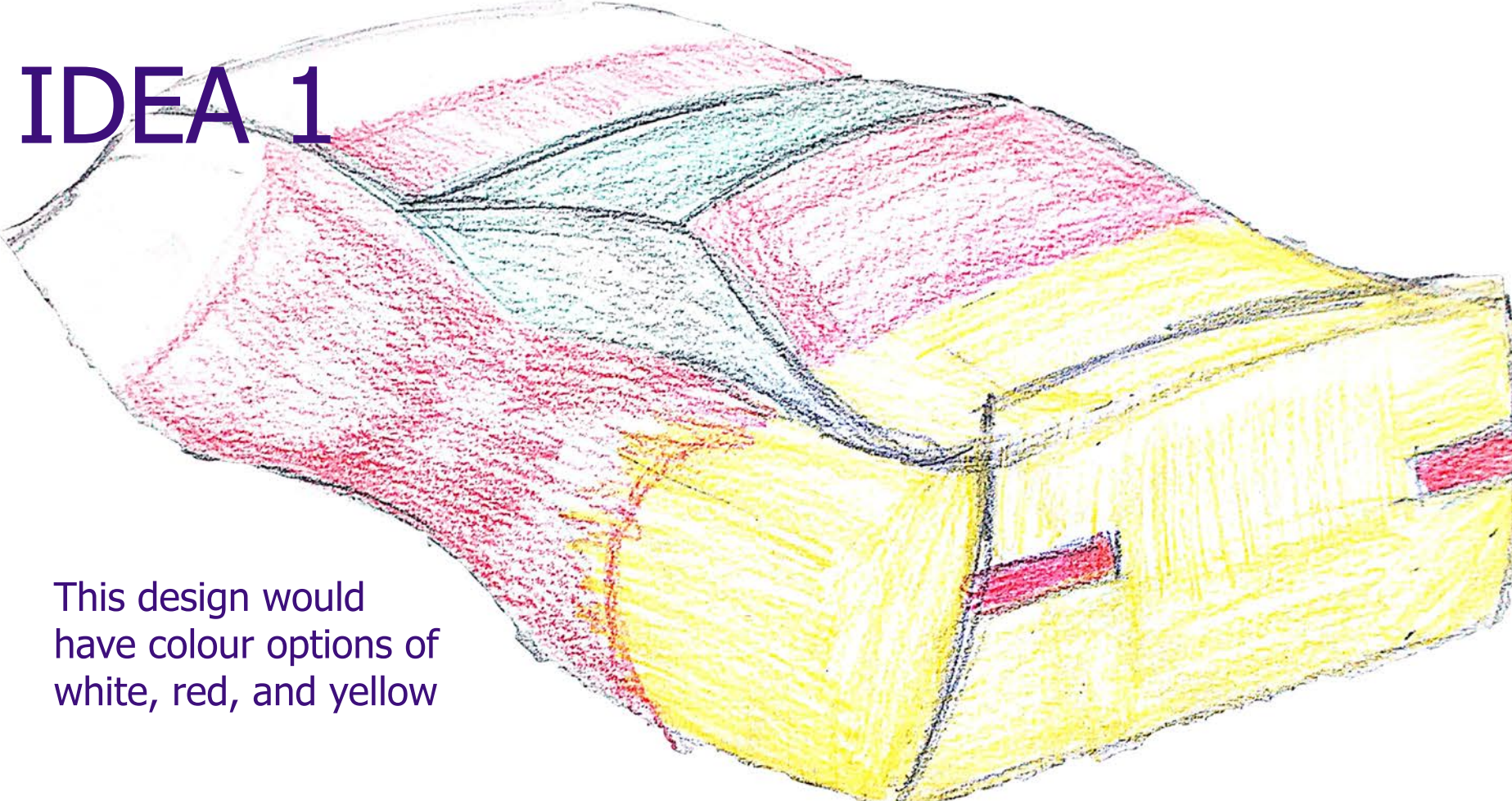
- Idea & Development
- 3 Modelmaking

Phase 3

Complete during 10th April-12th May

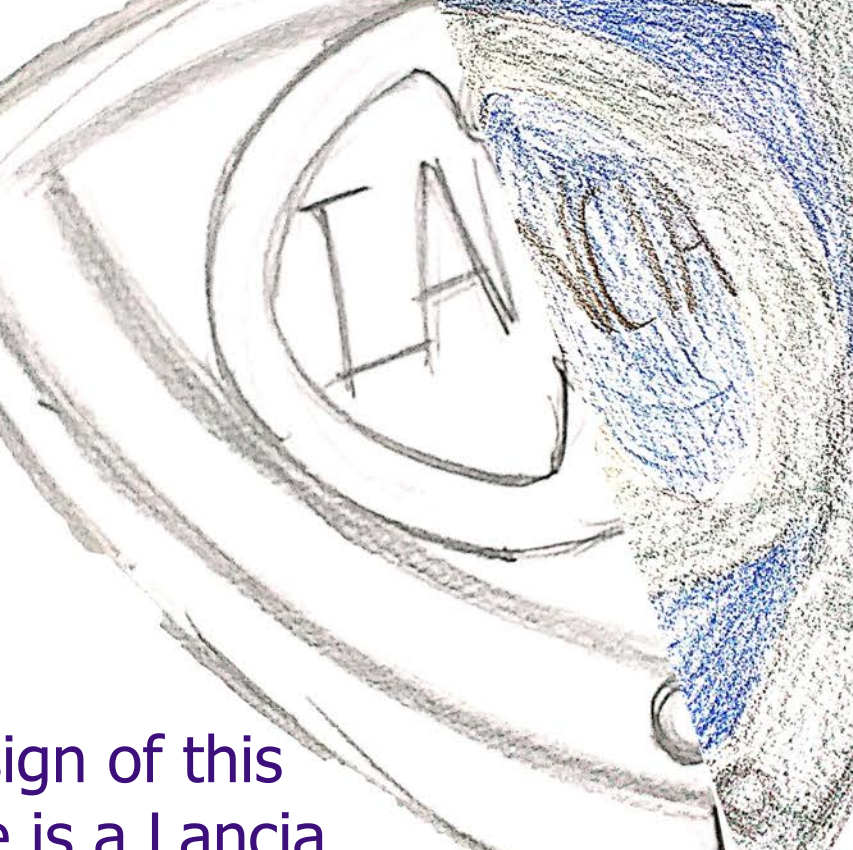
- 3 Googel Sketchup model
- Final modelmaking
- Final design slides

IDEA 1



This design would have colour options of white, red, and yellow

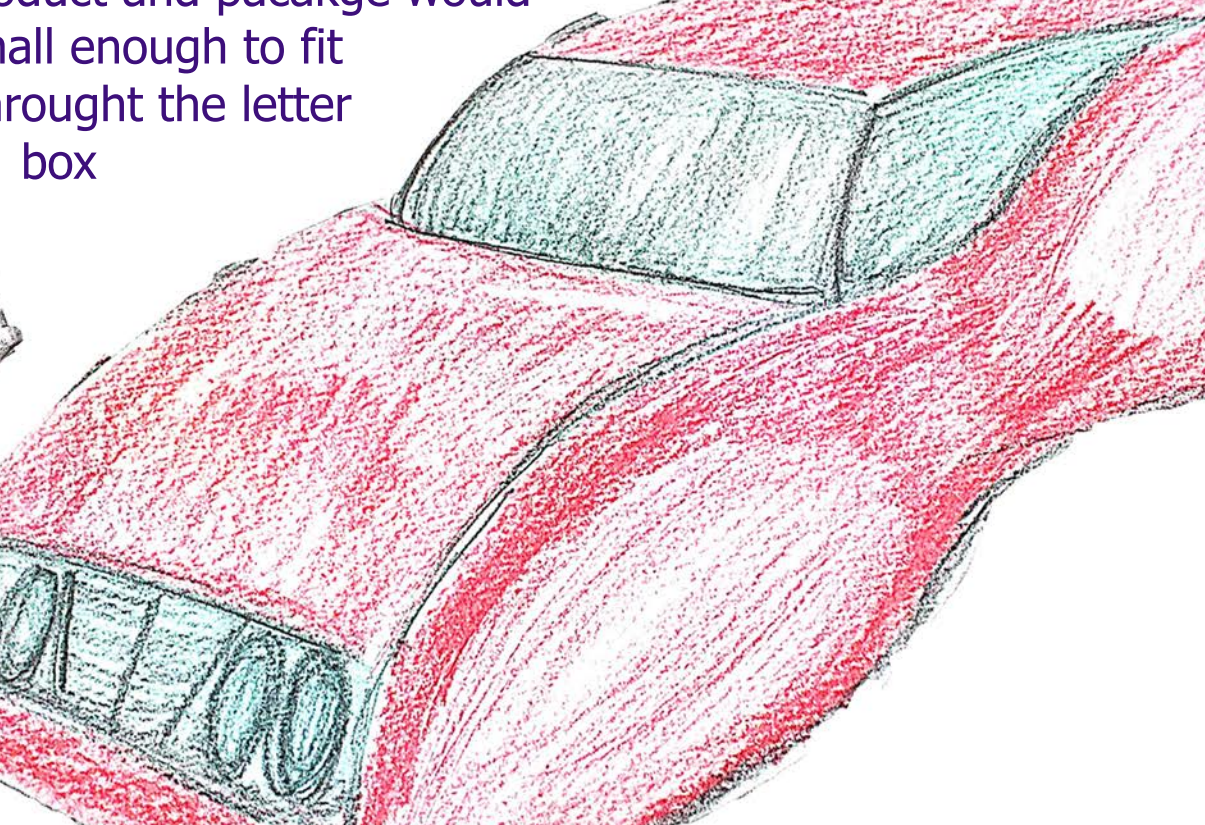
This design would have colour options of white, red, and yellow



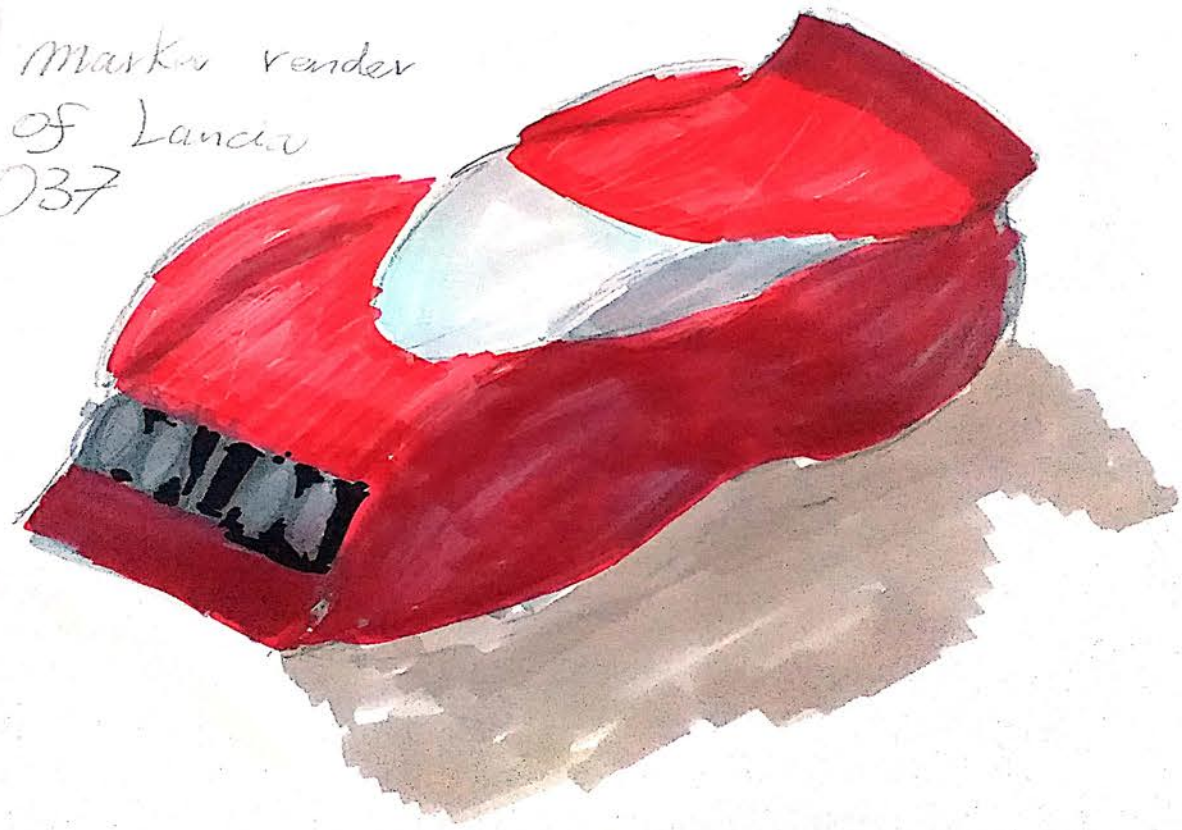
design of this
kage is a Lancia
of shield

This
by p
pro
sma
thr

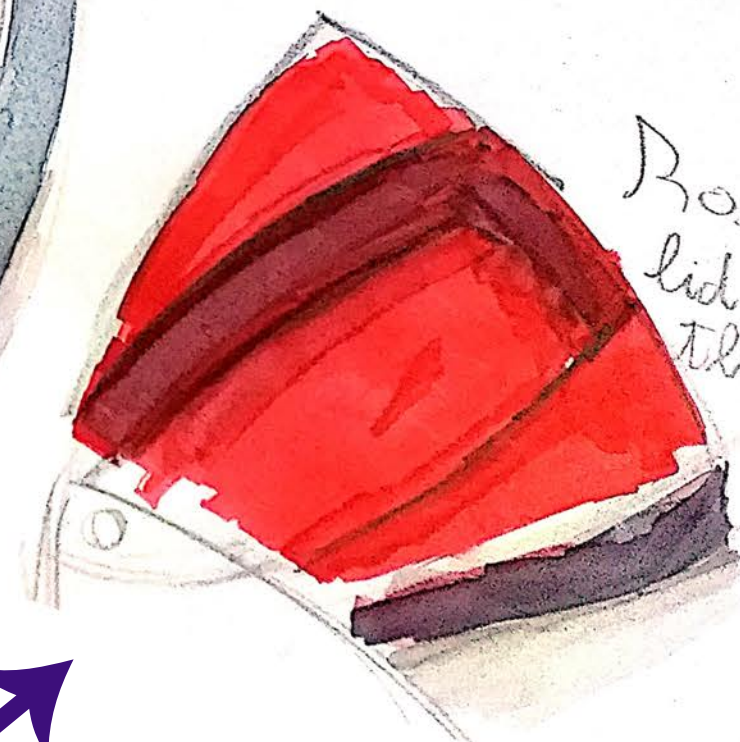
This design would be ideal for product by post as the design of this product and package would small enough to fit throught the letter box



Marker render
of Lancia
037

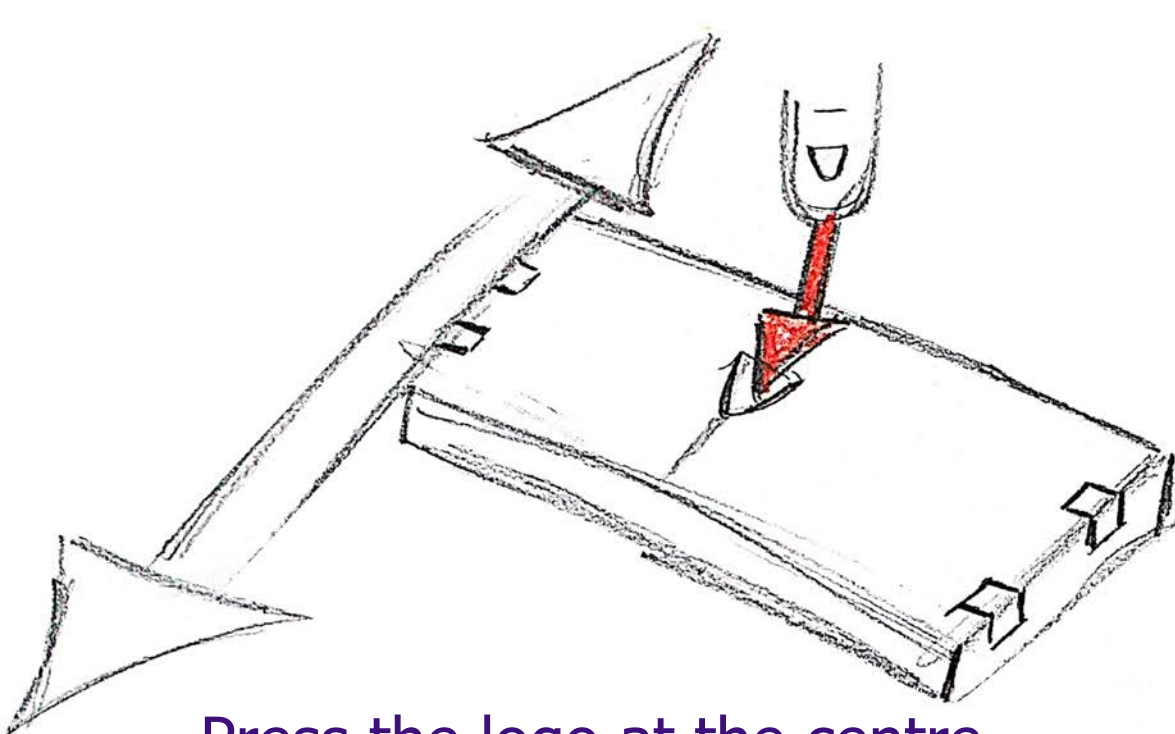


Marker Render
IDEA 1

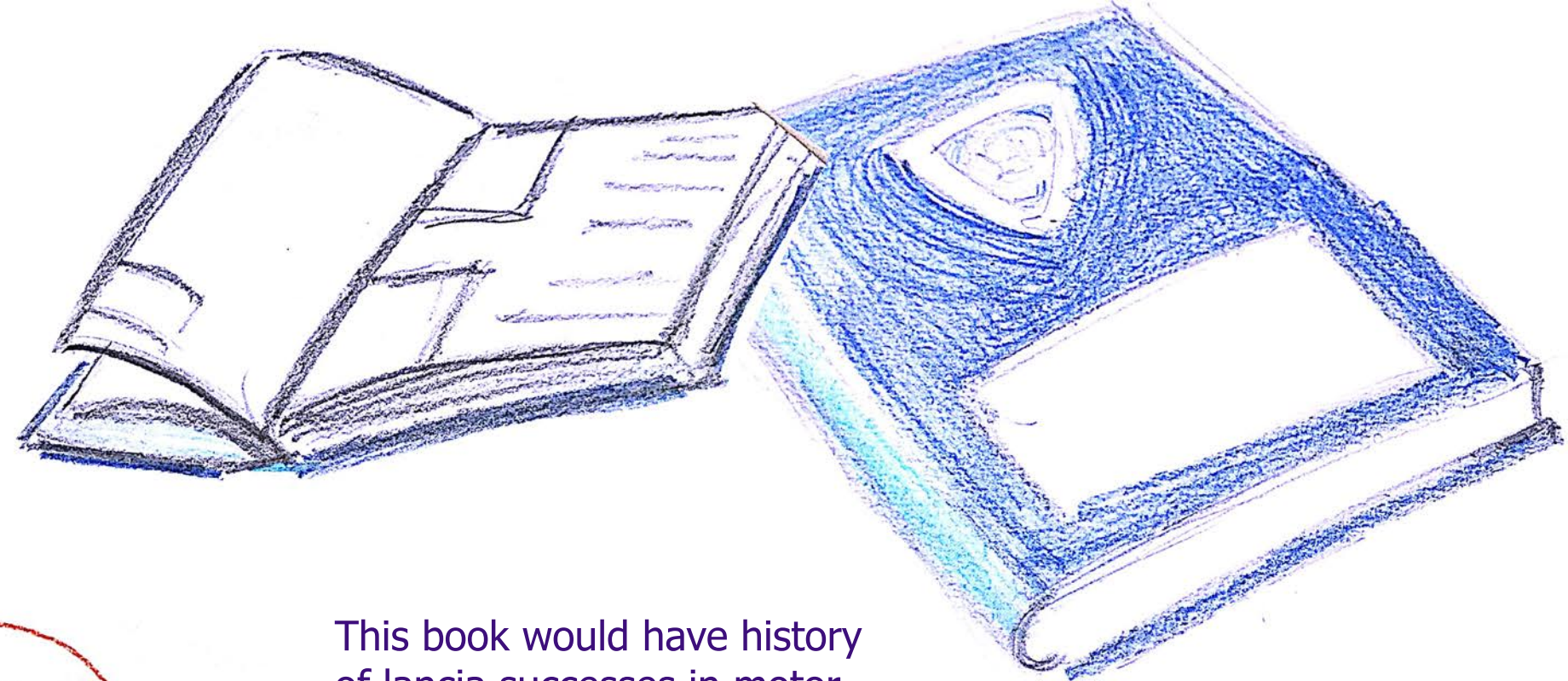


Rotate the
lid to open
the package

Marker render
of the packaging

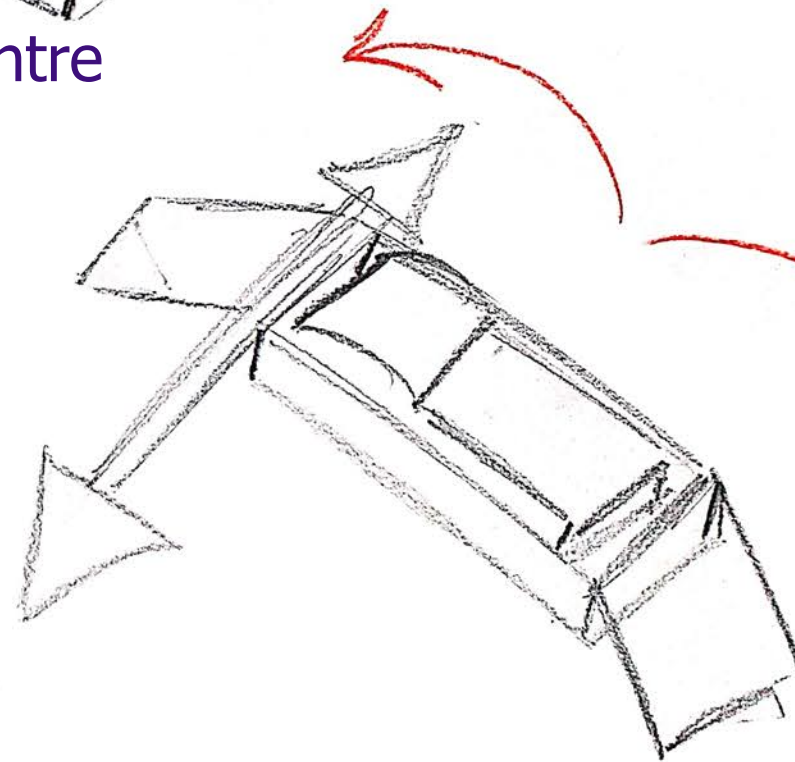


Press the logo at the centre to open the packaging

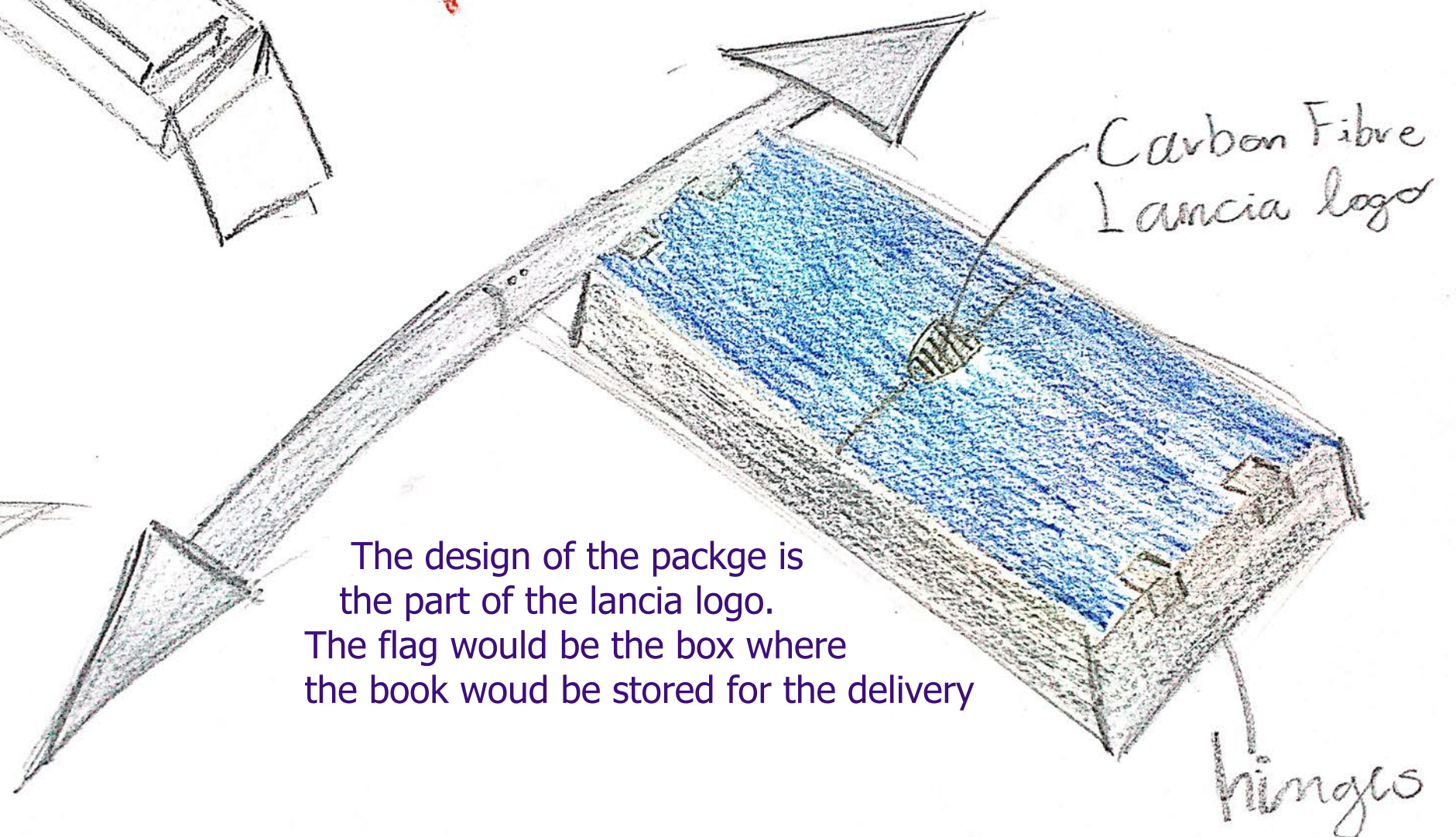
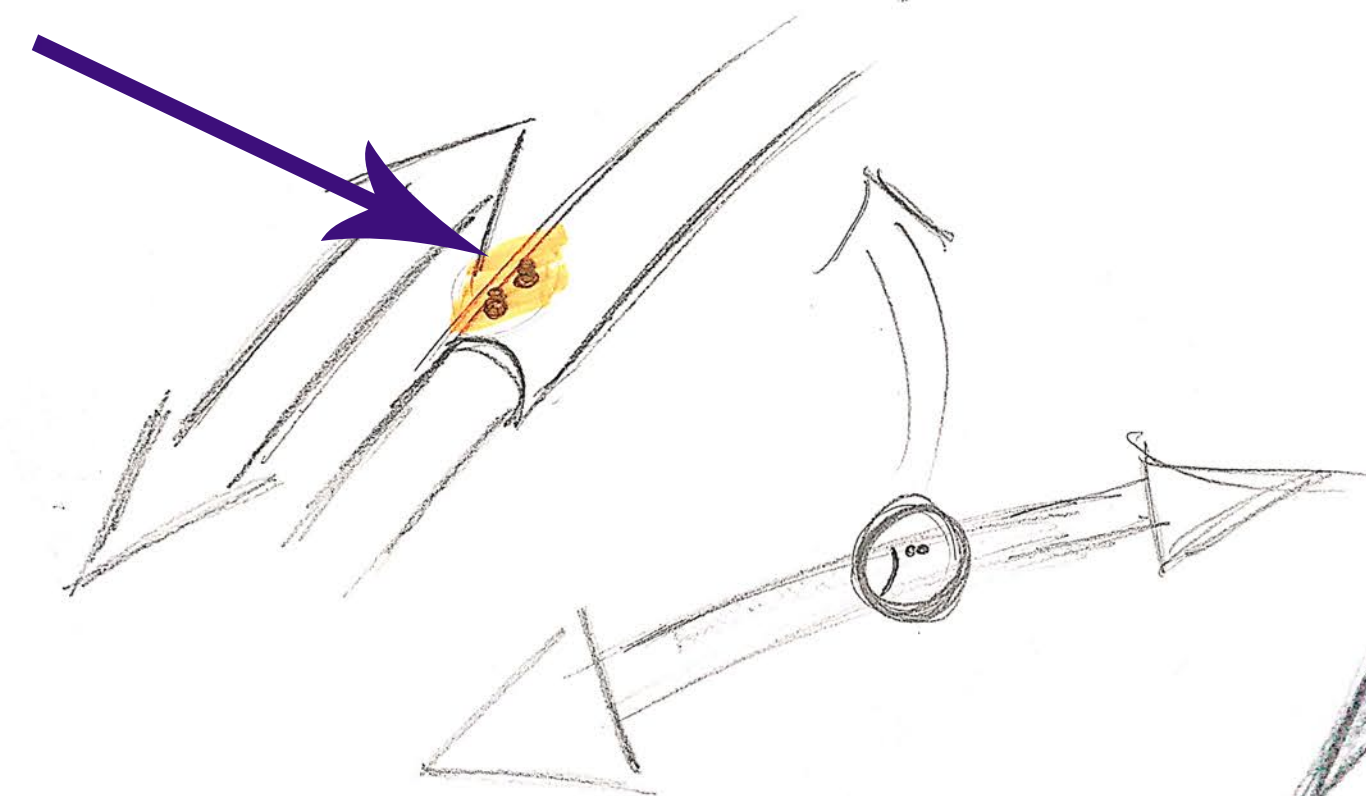


This book would have history of lancia successes in motor racing, rallies and in making one of the most beautiful in the world

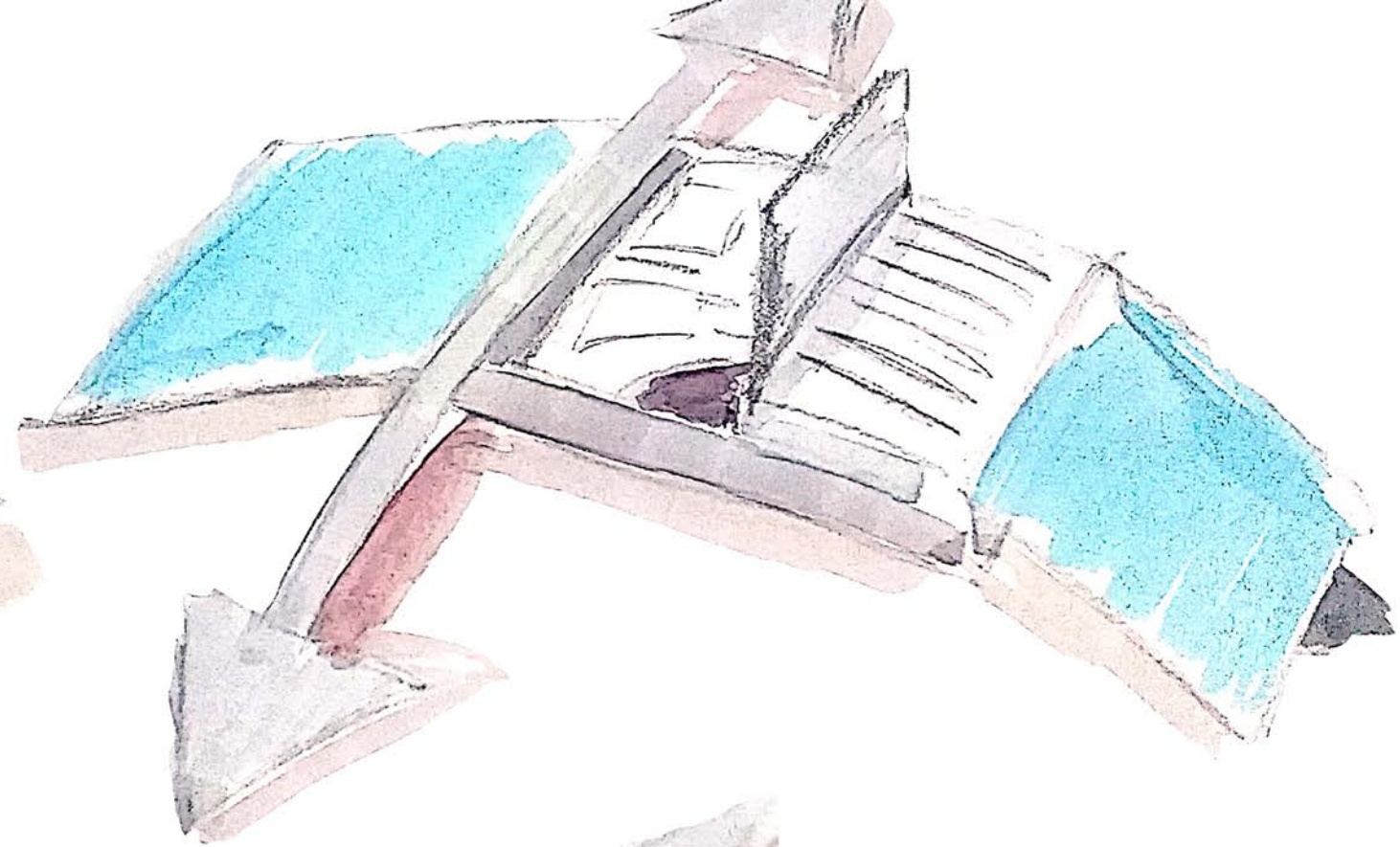
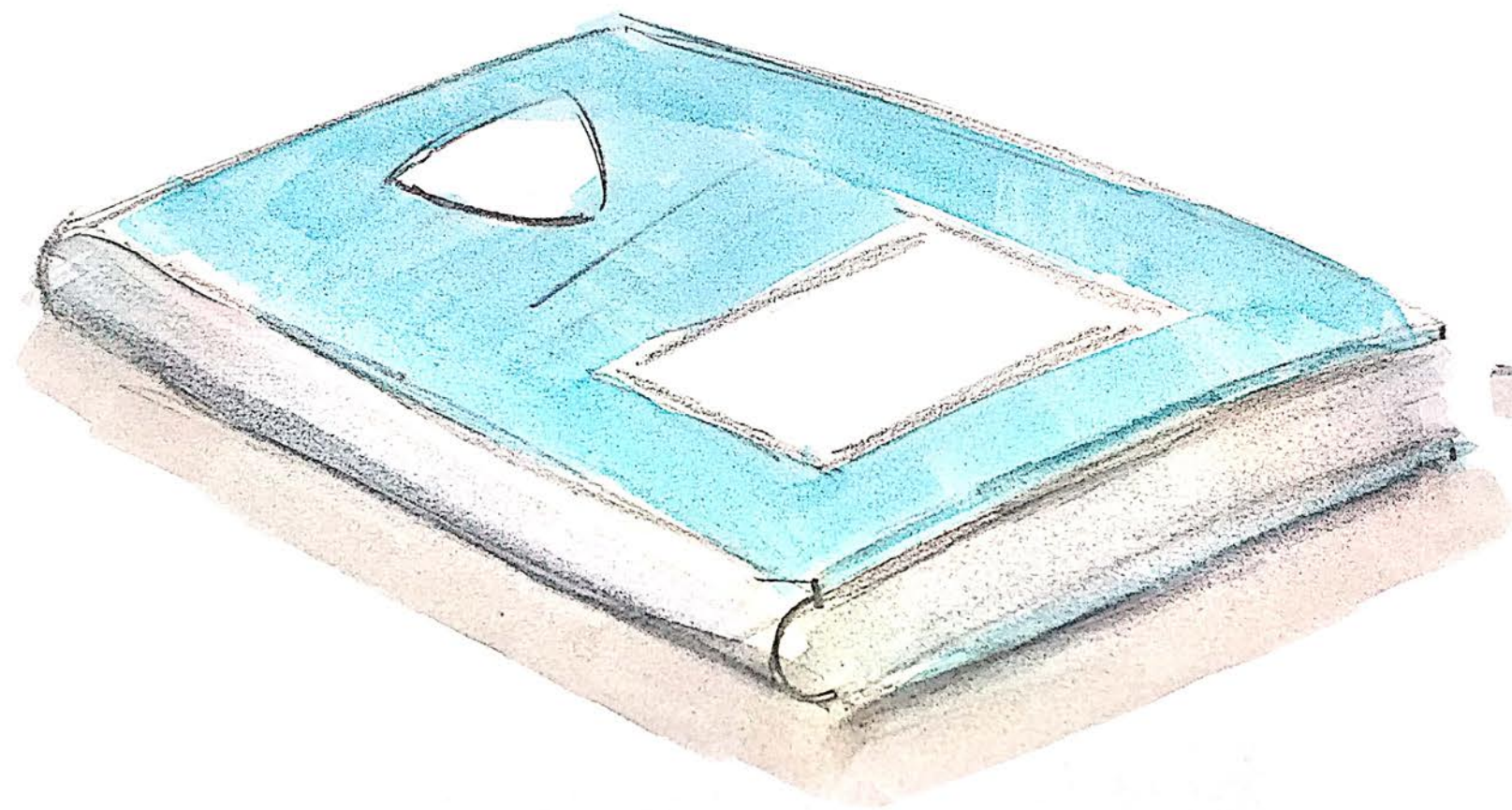
IDEA 2



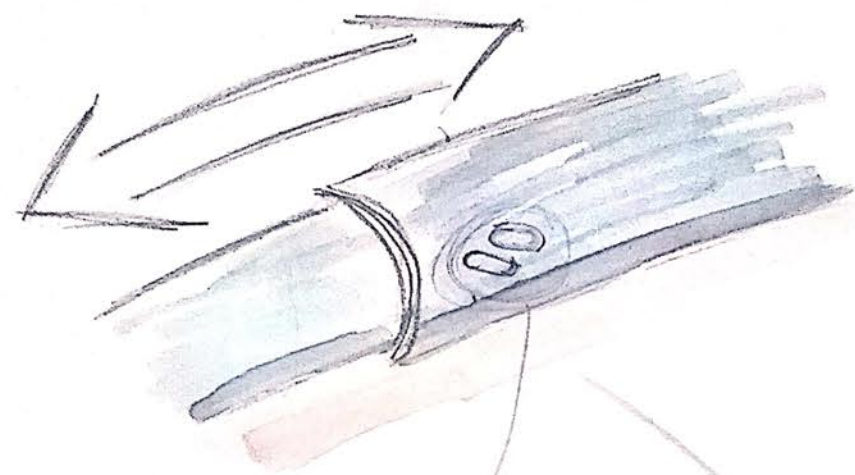
Press these two buttons to expand or shrink the length of the stick



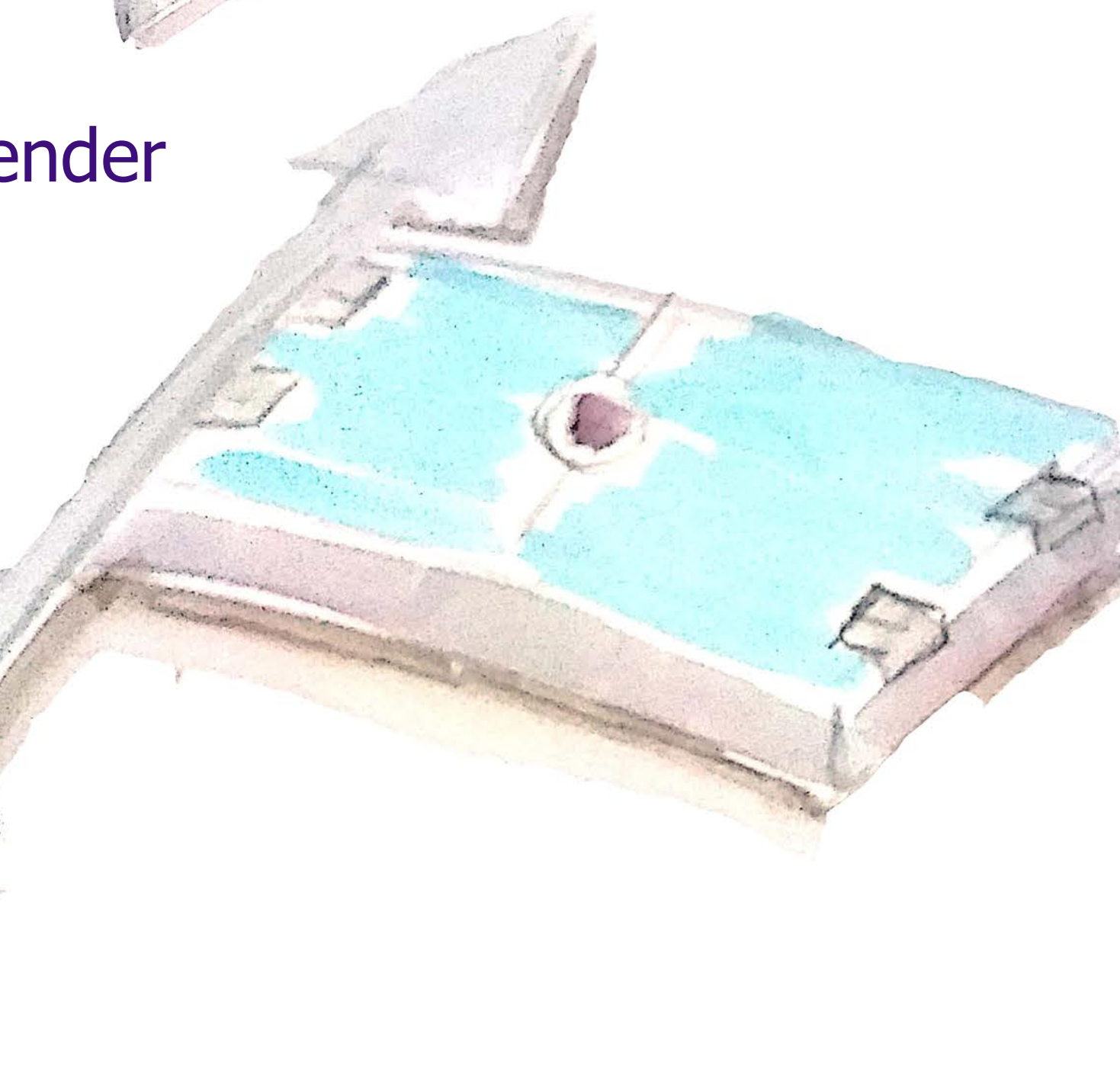
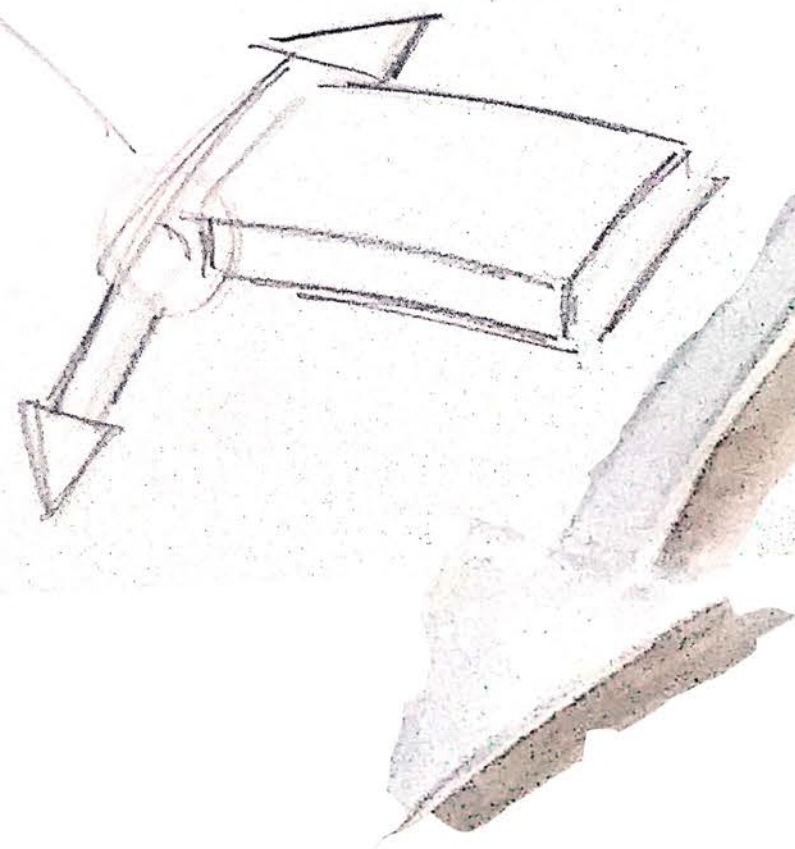
The design of the packge is the part of the lancia logo. The flag would be the box where the book woud be stored for the delivery



Marker Render IDEA 2

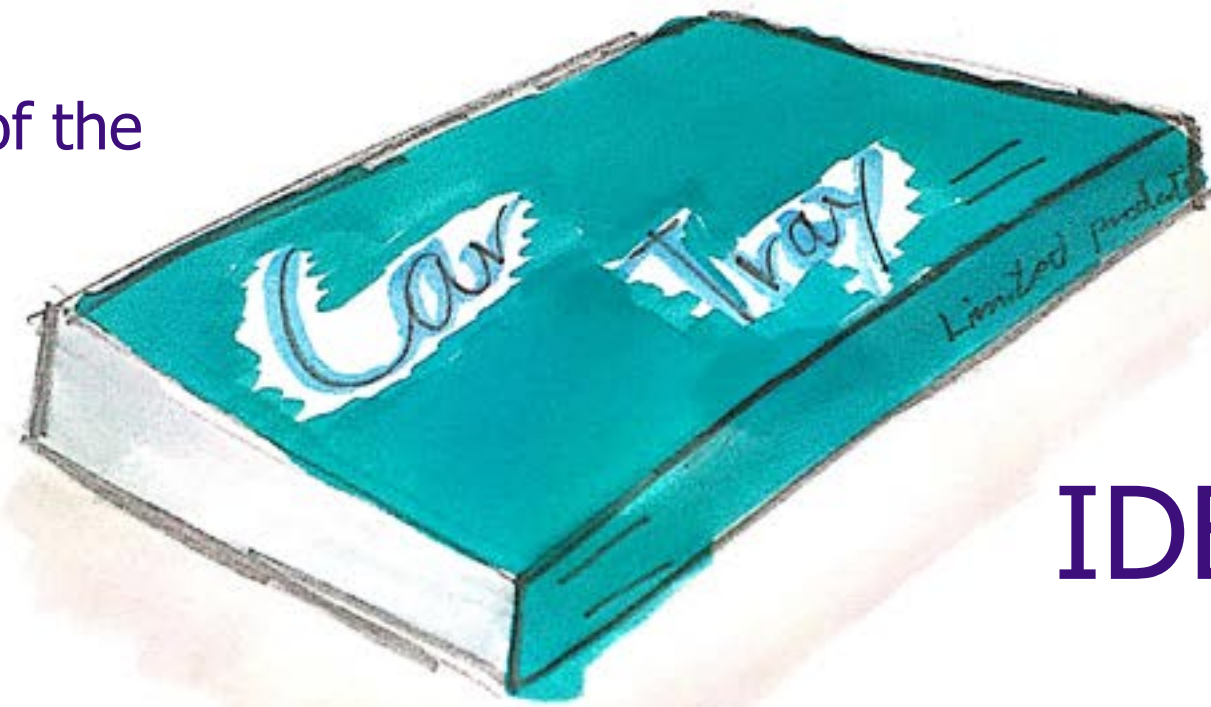


press these
two small
buttons to
extend/shrink the
stack's length

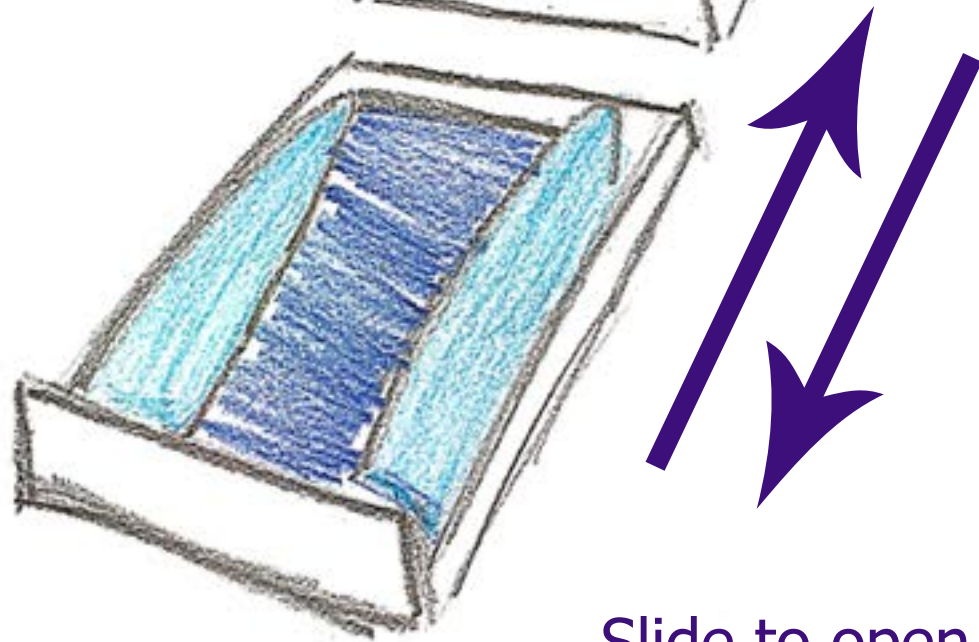




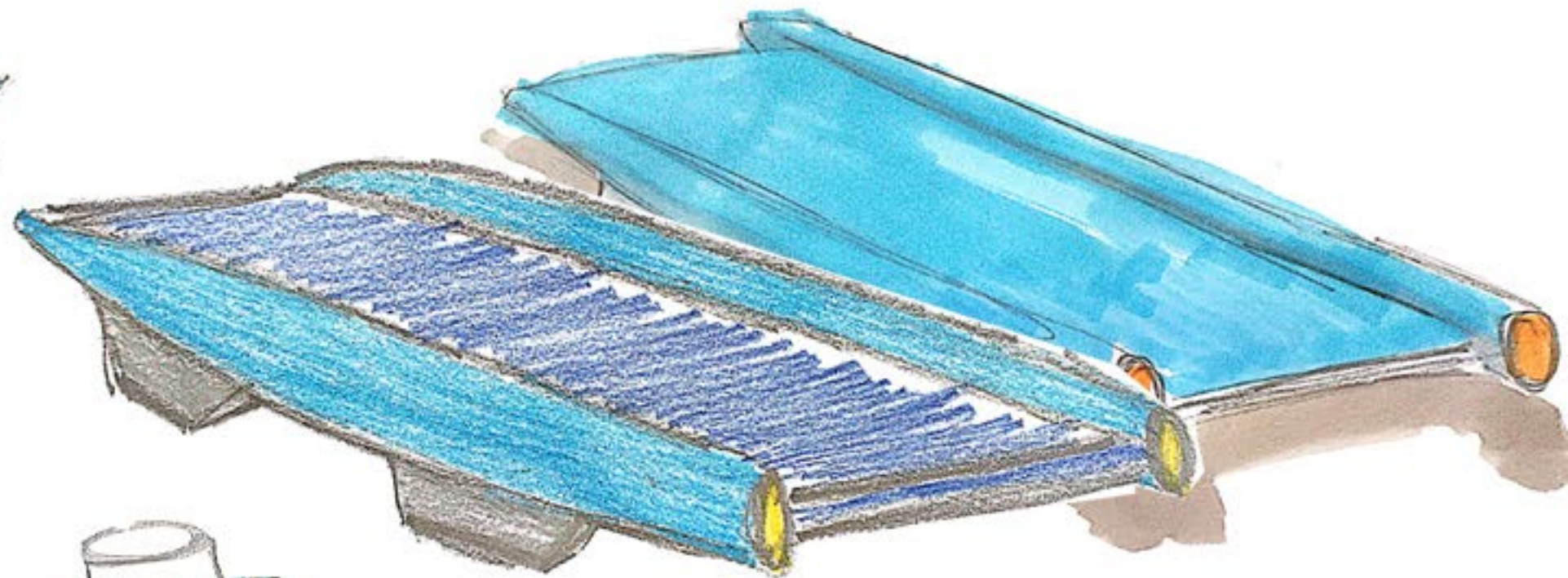
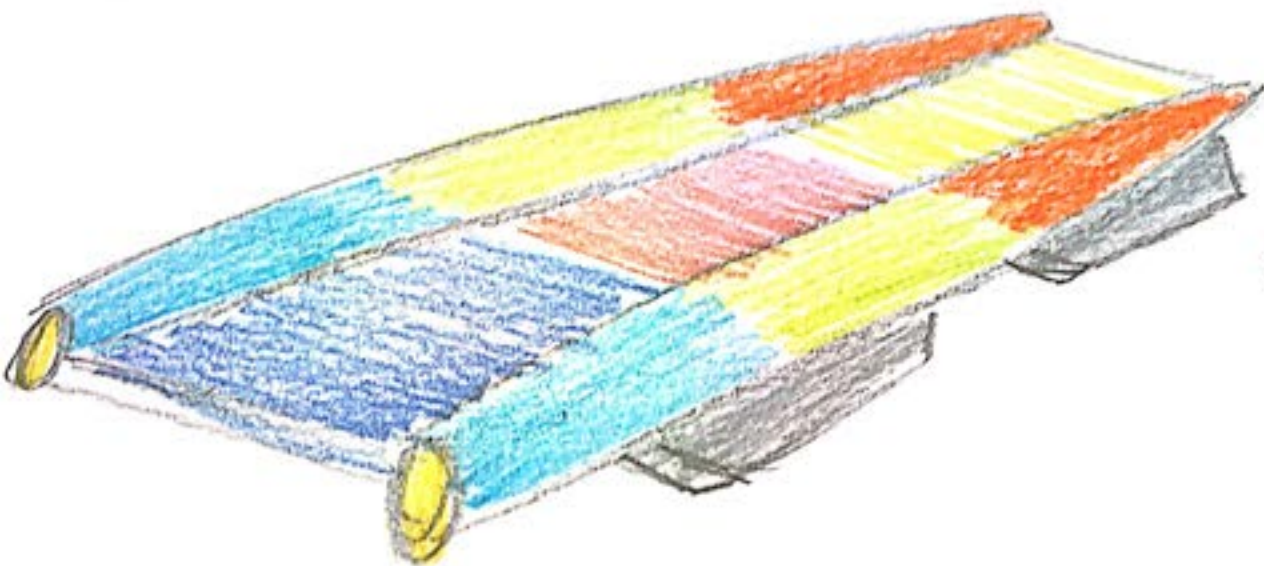
Drawings of the packaging



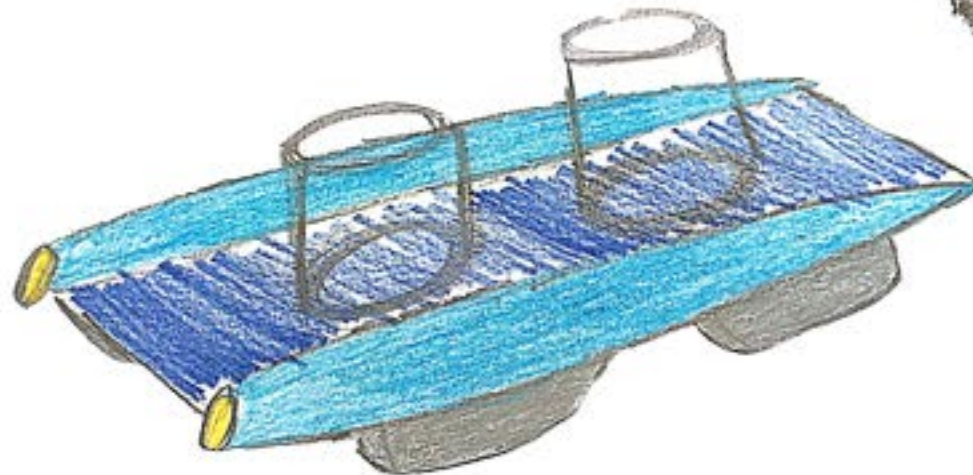
IDEA 3



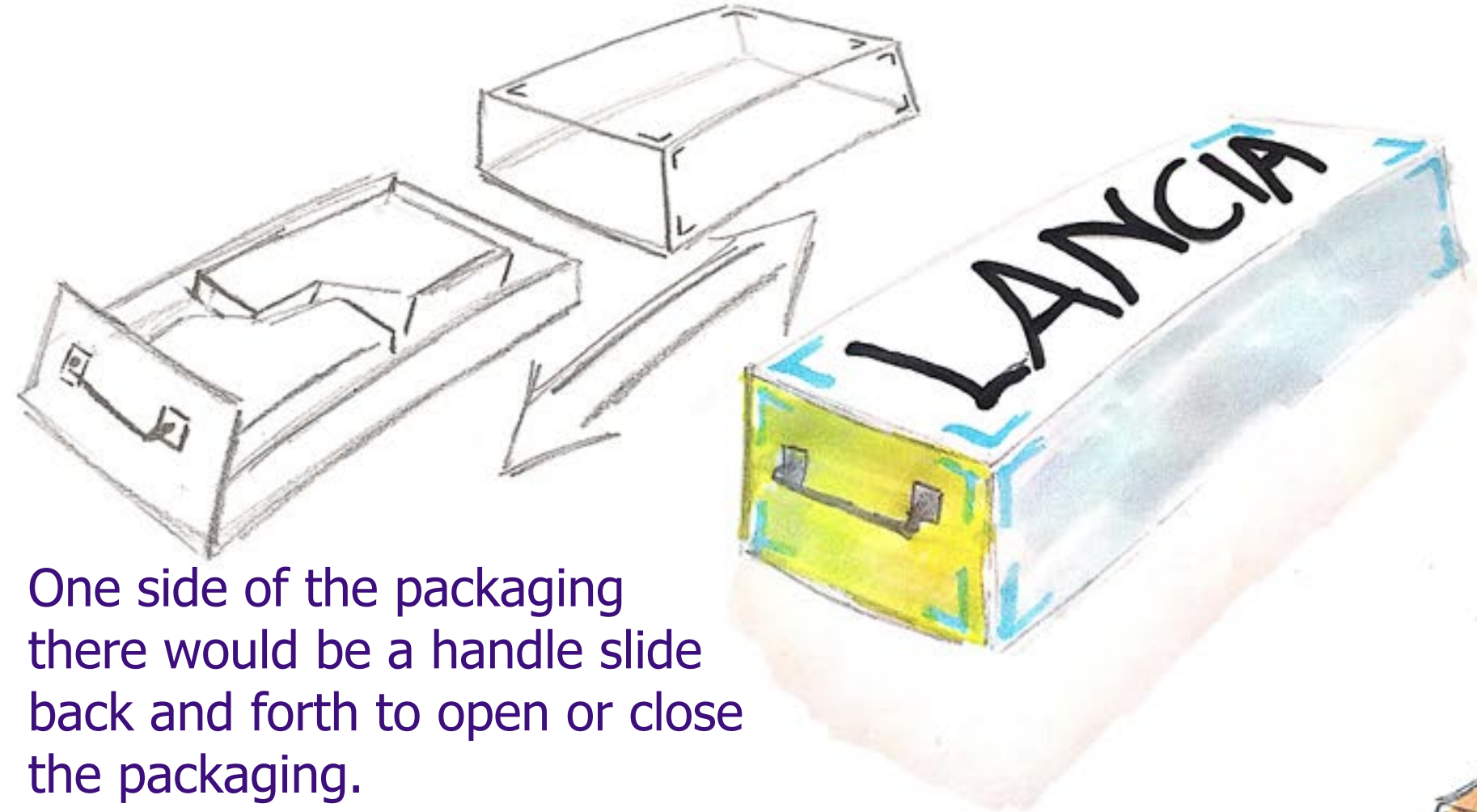
Slide to open the packaging



This concept also has
3 sets colour options
set1: blue, sky blue
set2: yellow, brown
set3: orange, yellow



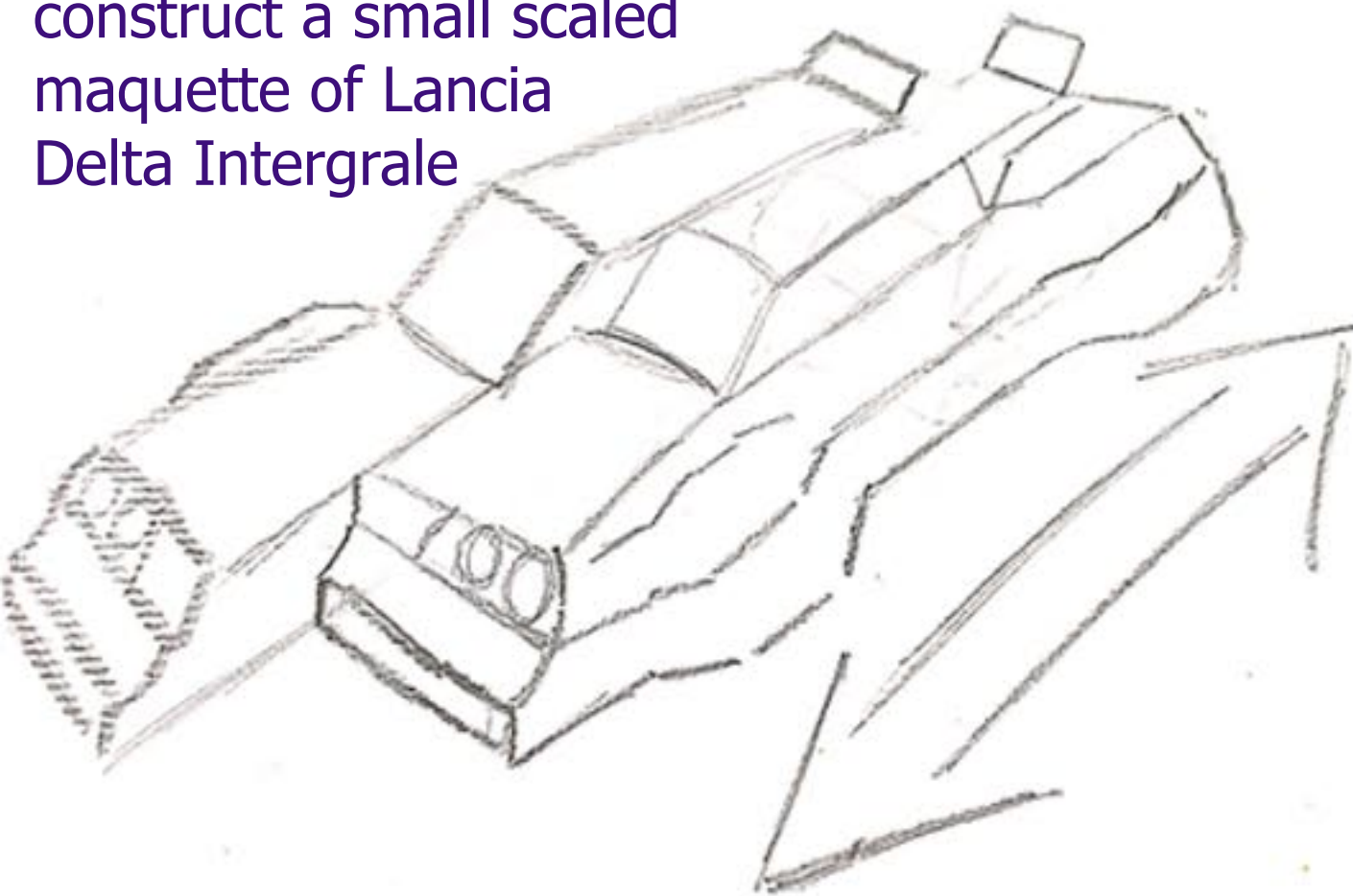
This design is a tray that has a shape of car
from the 60s. This design does preserve a purpos
of serving food and beverages



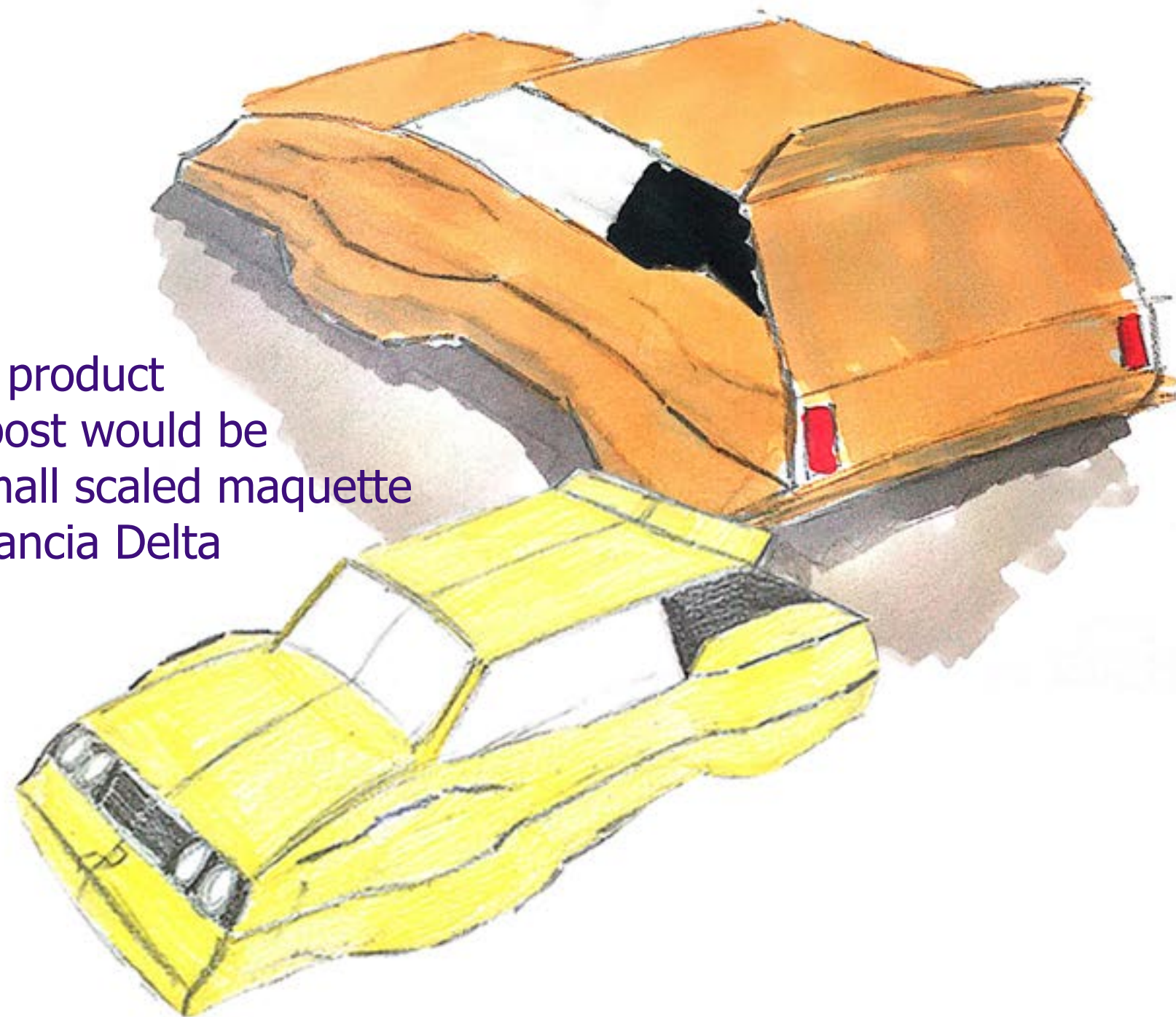
IDEA 4

One side of the packaging
there would be a handle slide
back and forth to open or close
the packaging.

Slide one half of the car to
construct a small scaled
maquette of Lancia
Delta Intergrale

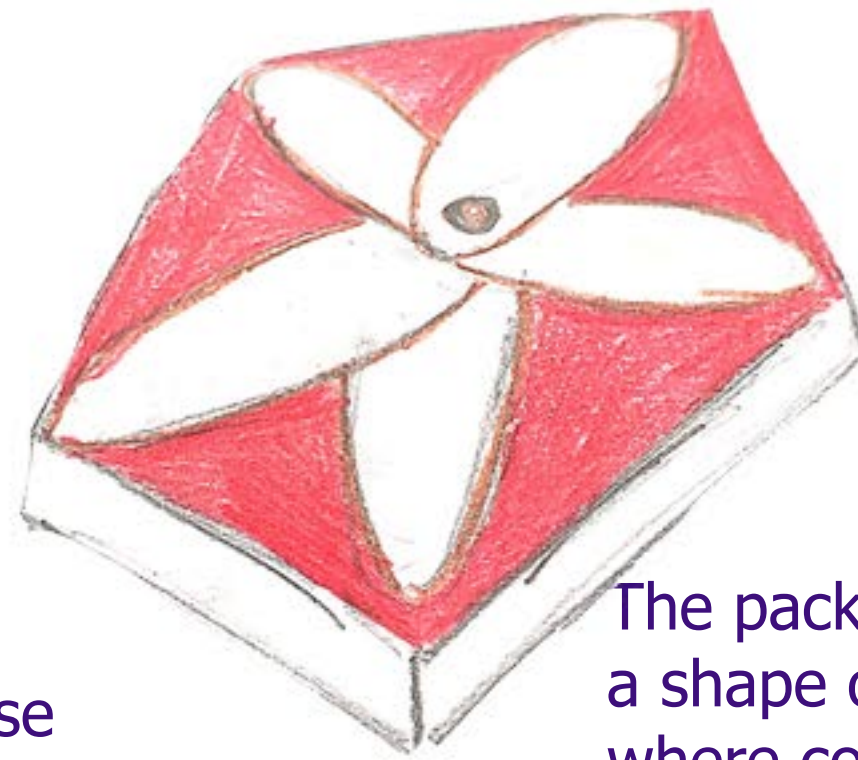


The product
by post would be
a small scaled maquette
of Lancia Delta

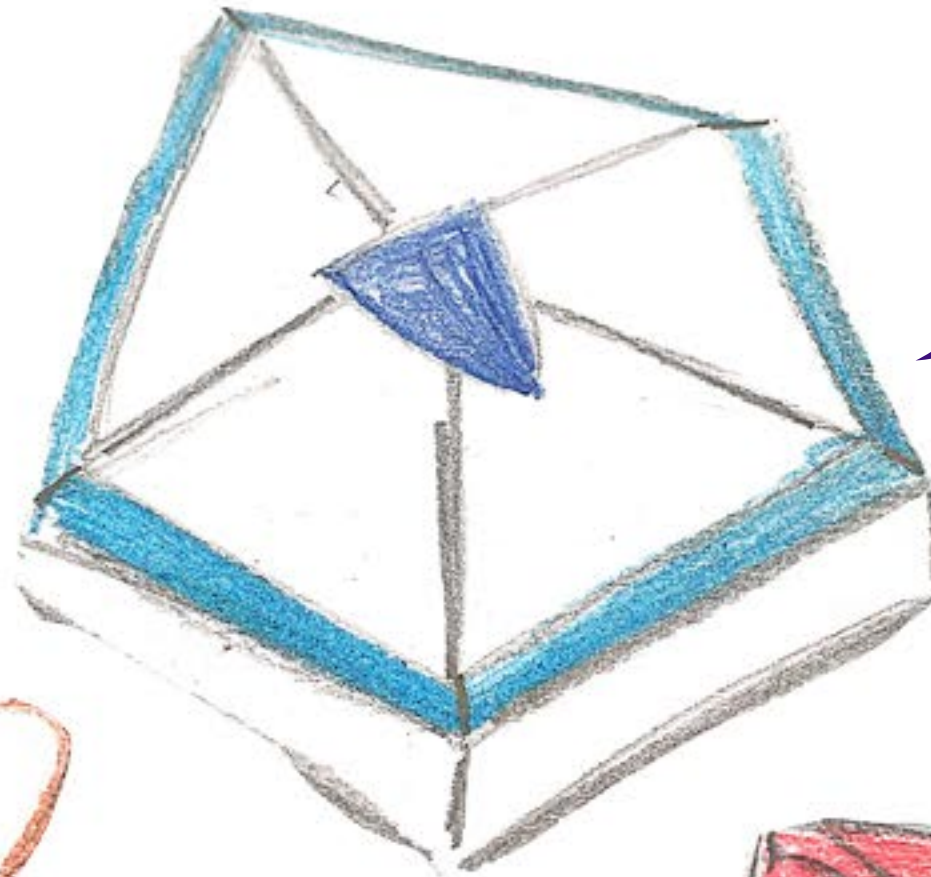


IDEA 5

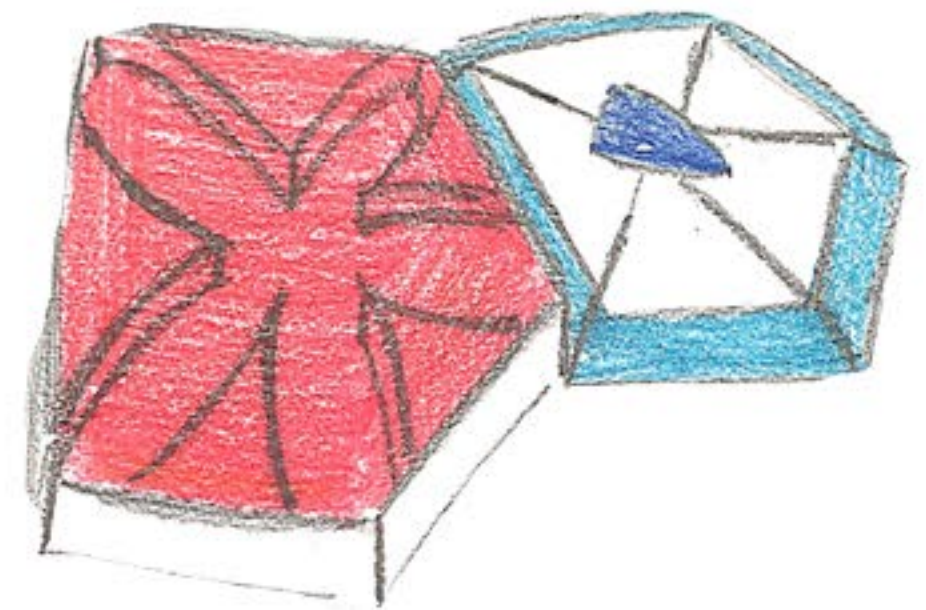
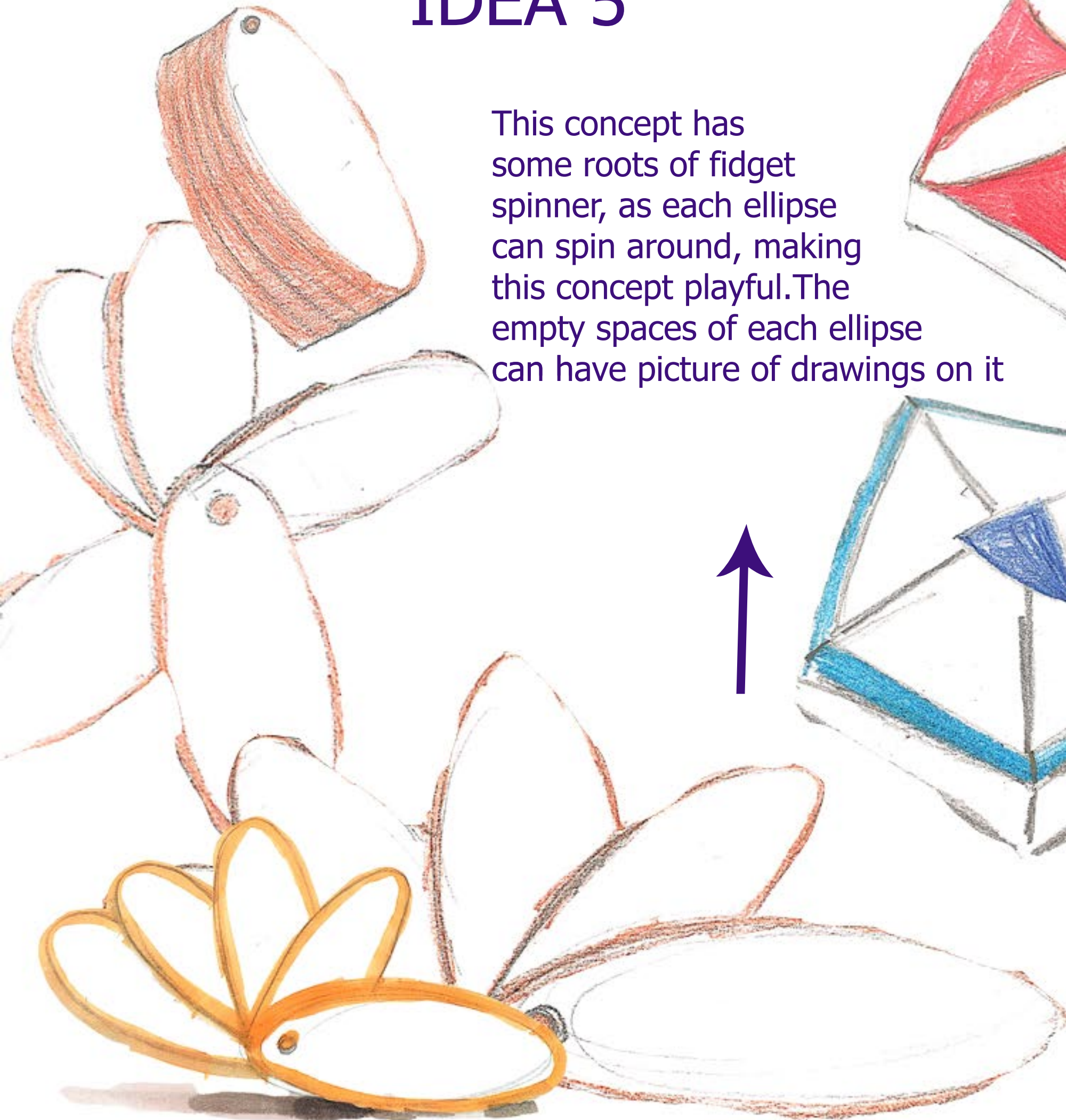
This concept has some roots of fidget spinner, as each ellipse can spin around, making this concept playful. The empty spaces of each ellipse can have picture of drawings on it



The packaging would have a shape of pentagon and where concept would be placed



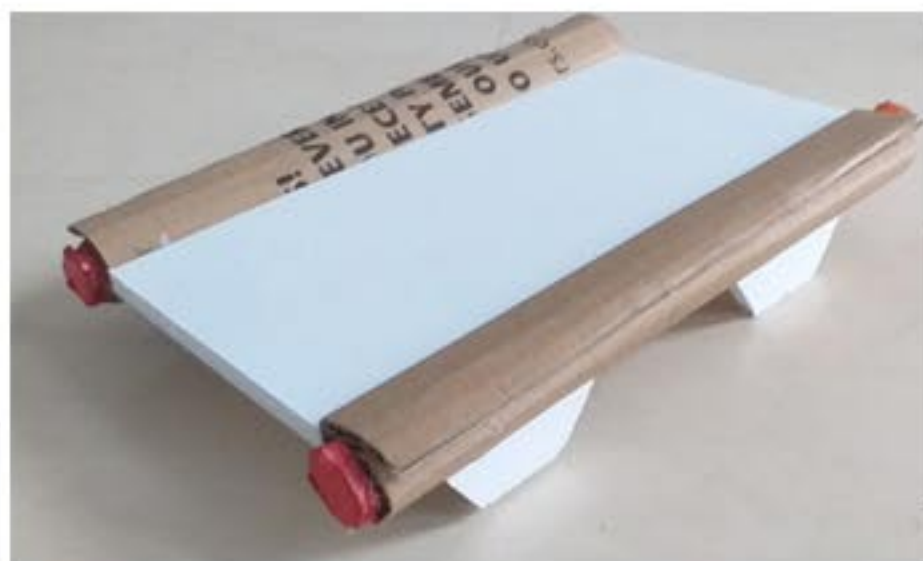
Lift the lid to open the package





Delta would be mad of two parts,
in order to make it fit in the packaging

Concept 1 ↓ 2 ↑



For Concept 1, I put 2 glass of water
on the car tray, to test functionality



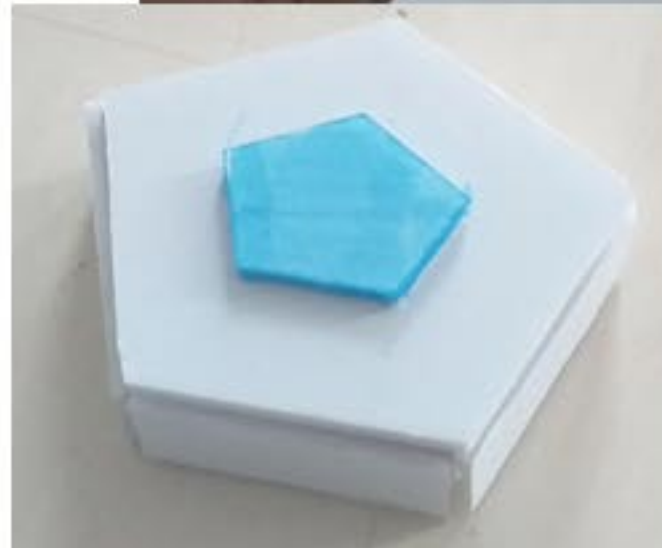


Concept 3 ↓ 2 ↑ When it comes to the recipient, he/she would have to drag the handle to open the packaging.

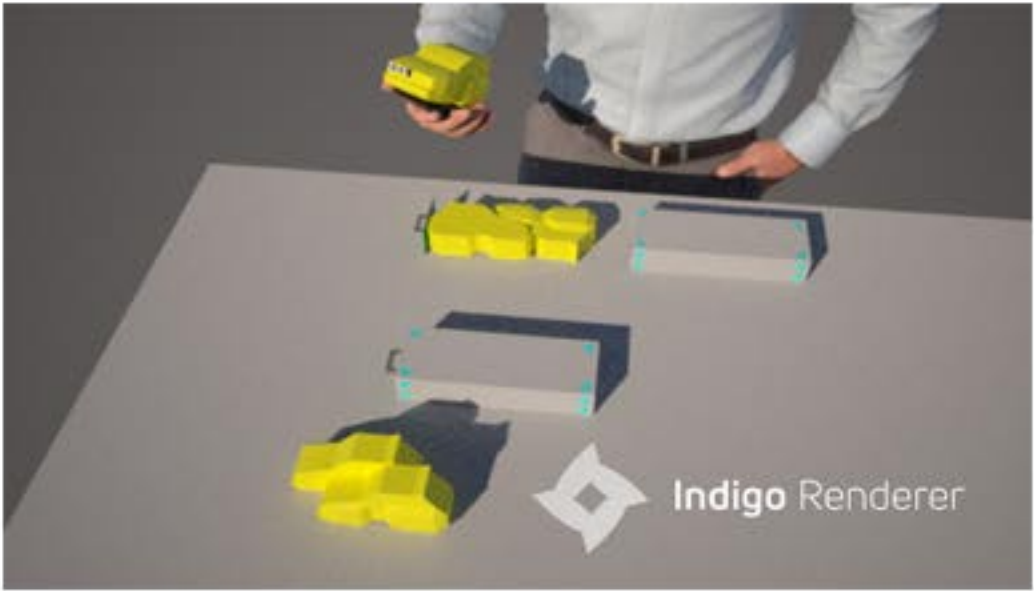
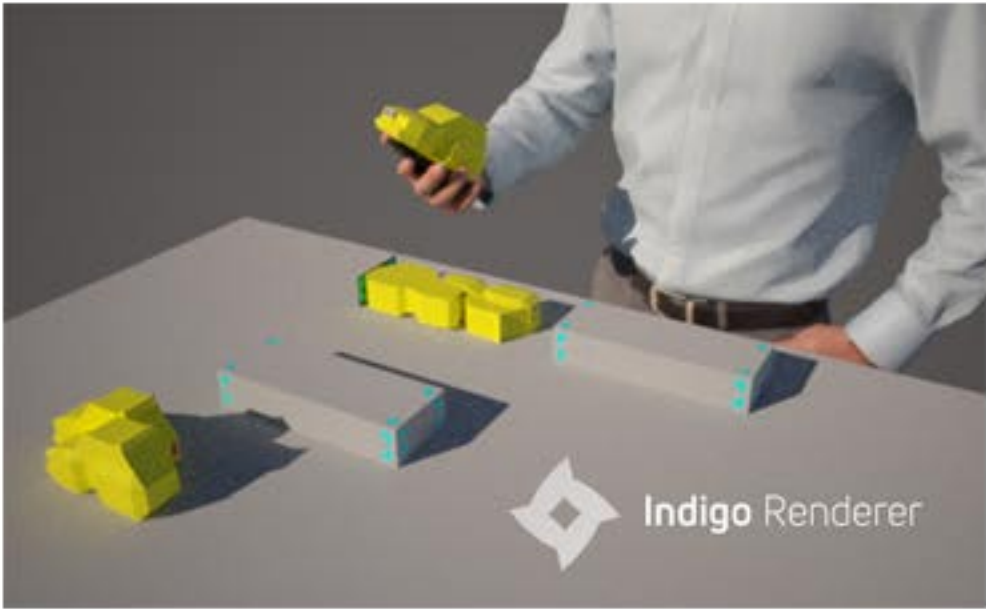
Each ellipse can spin around like fidget spinner by itself



The package has the shape of pentagon

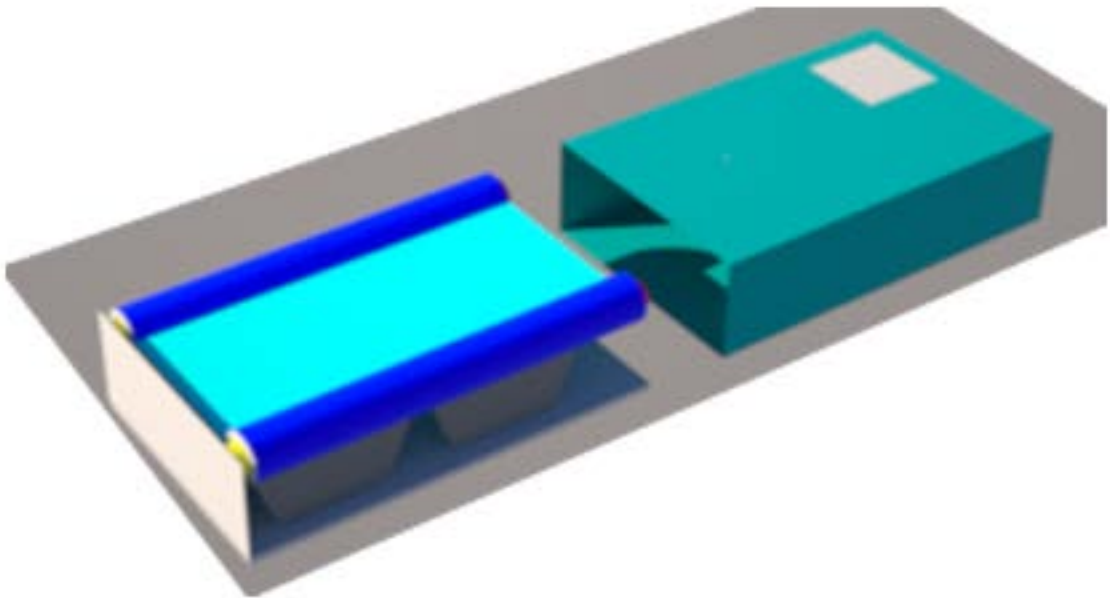
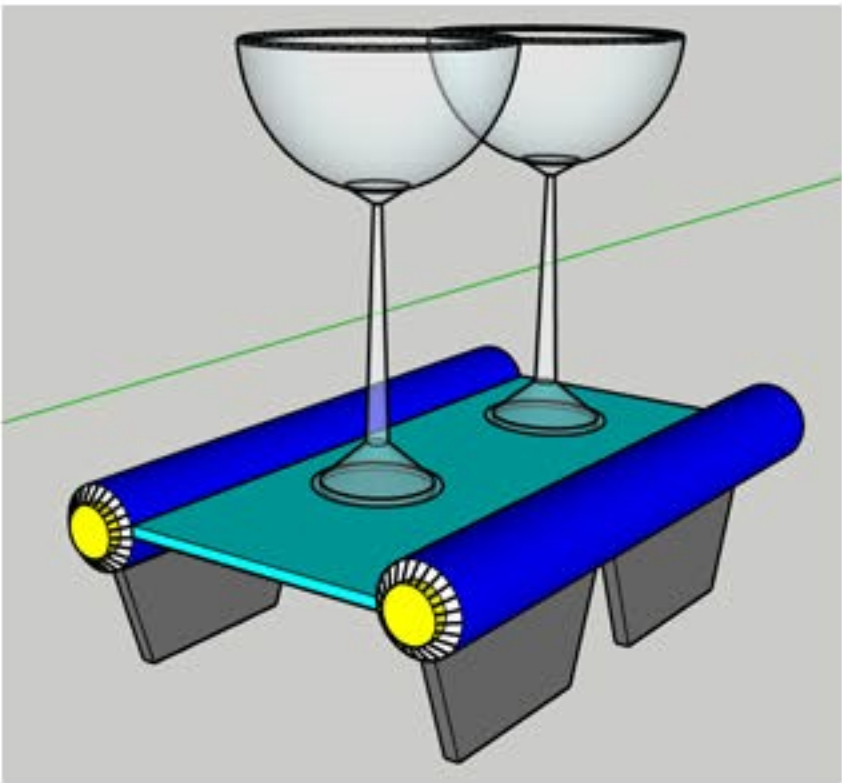
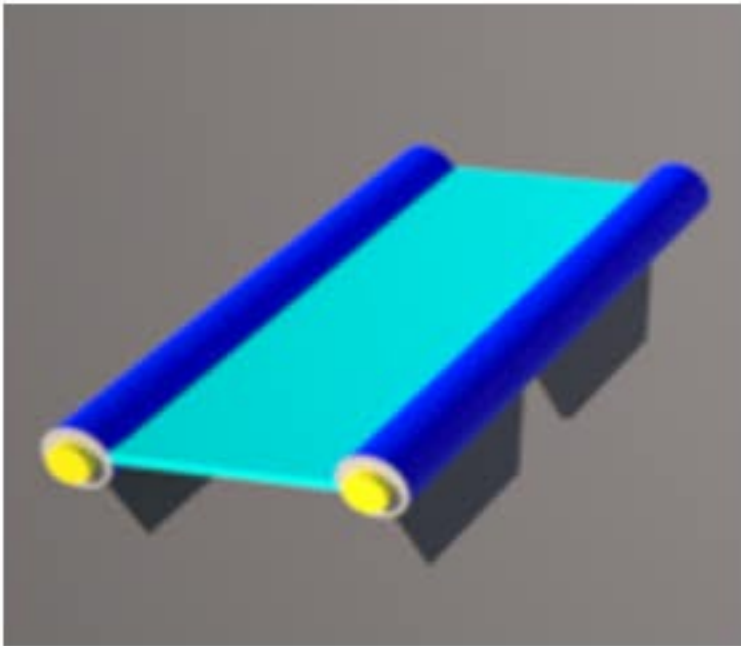
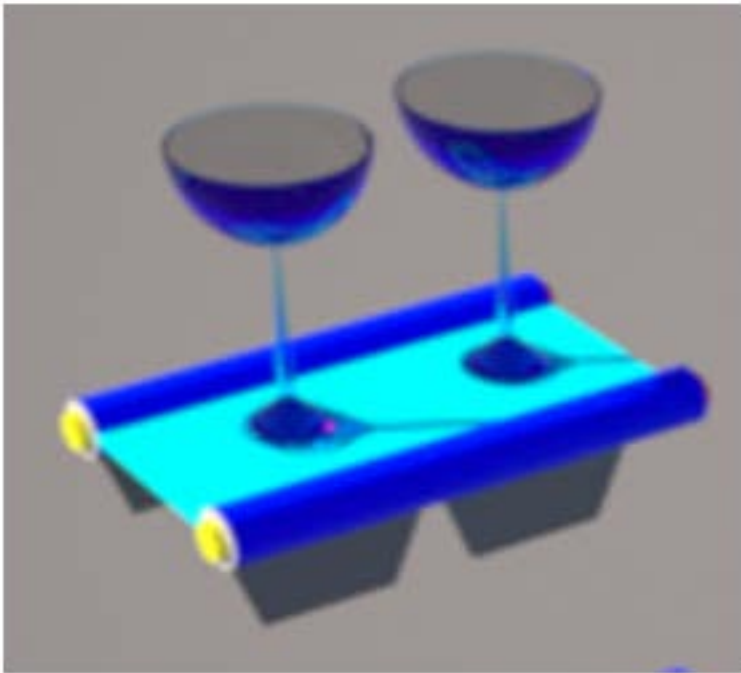


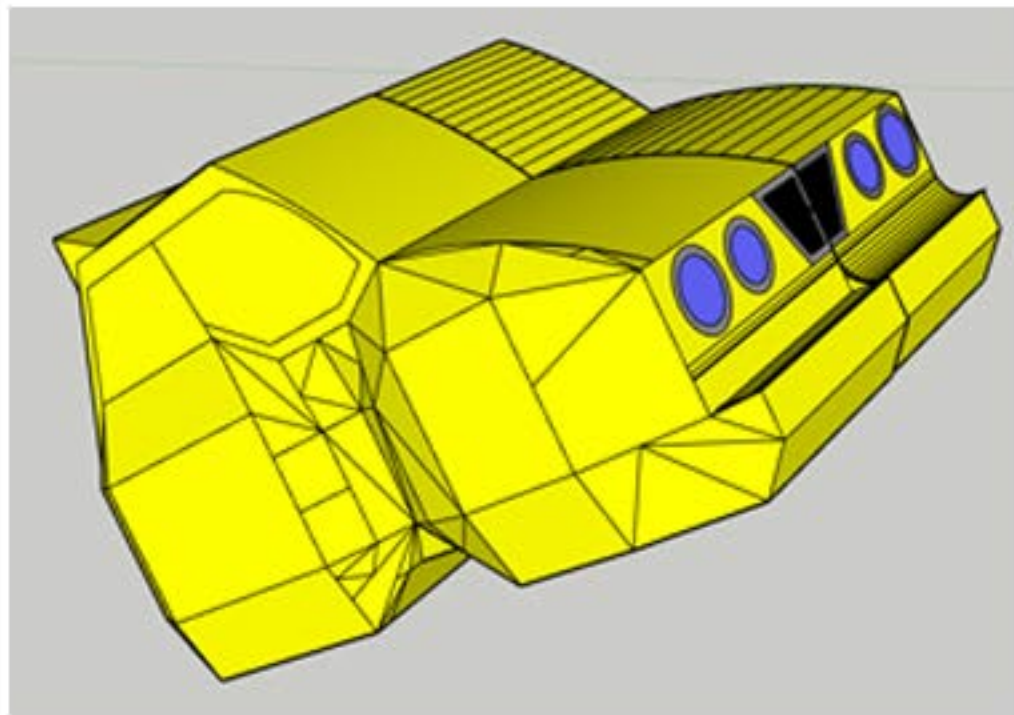
For Concept 2, I have added a 3d person holding the car, so it would show interactions with model.



Concept 1 ↓ 2 ↑

Using Google Sketchup, I have added two wine glass to help the viewer understand the size of Car Tray in real life.

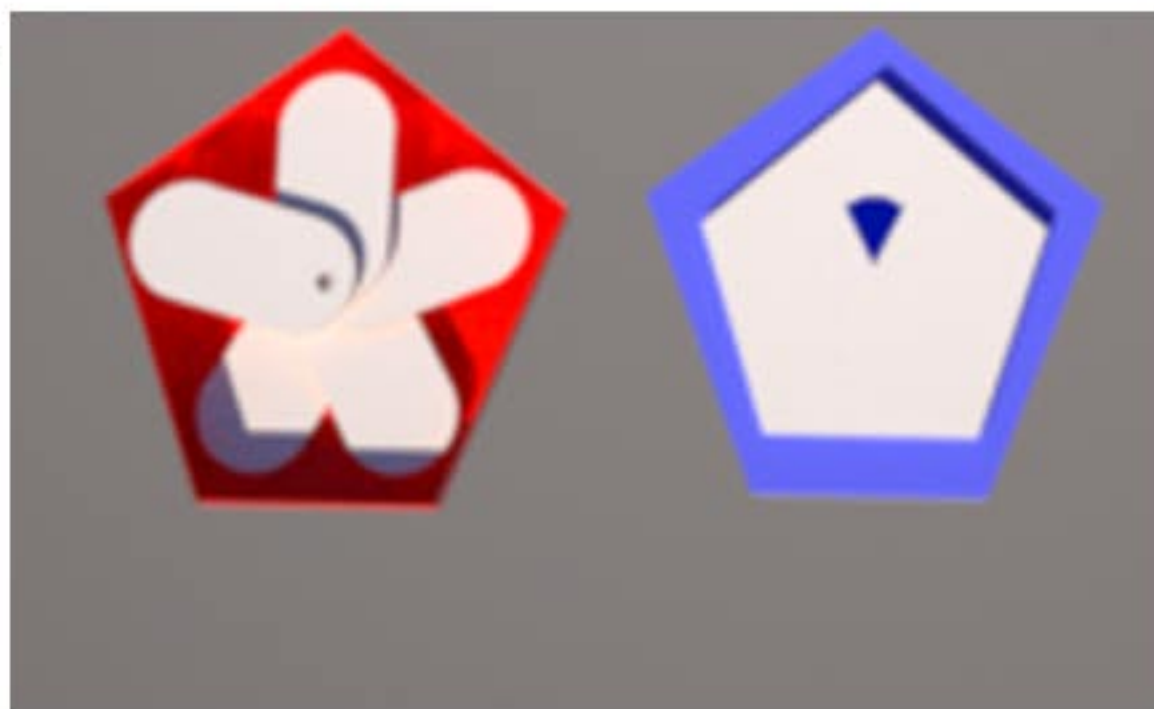
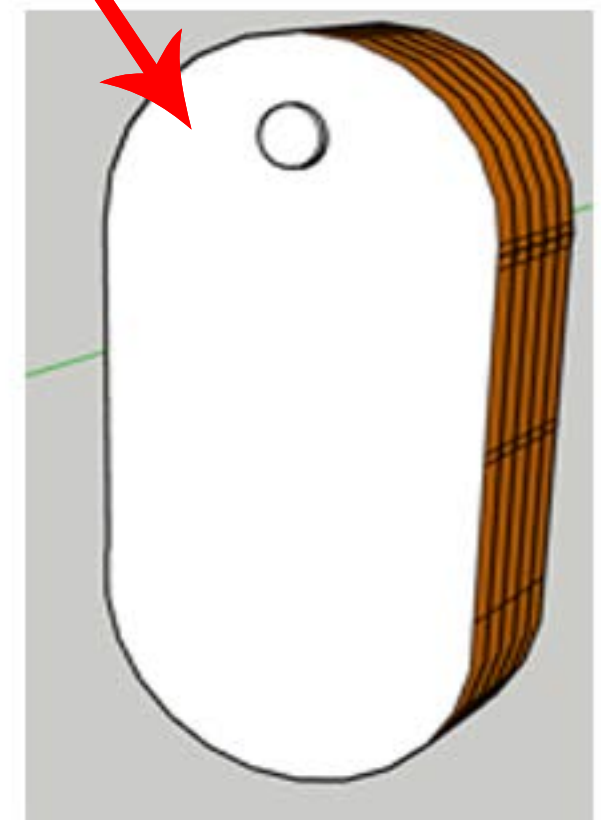
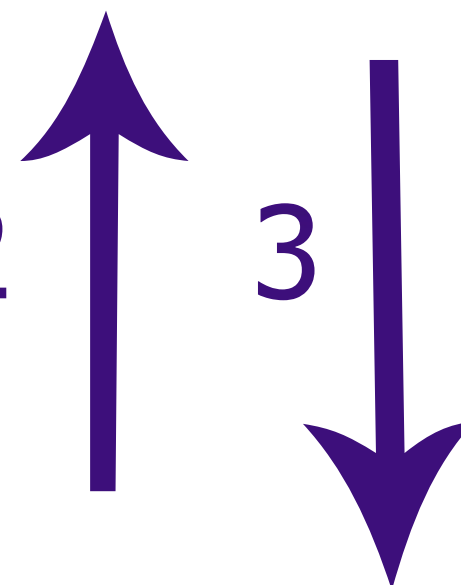




The empty space is for the recipient as he/she can put drawings or pictures

To make 3d Delta Intergrale, I had to draw 2D side of Delta on a rectangle, then I extracted to create one 3d side, after I had to repeat that process again for the other side of the car.

Concept 2



Material/Equipment



Material Used:

- Blue Foam
- Cardboard
- Foamboard



Equipment Used:

- Glue Gun
- Pencil
- Rubber
- Scalpel
- Stainless Steel Ruler
- Marker Pens
- Two Sanding Sticks

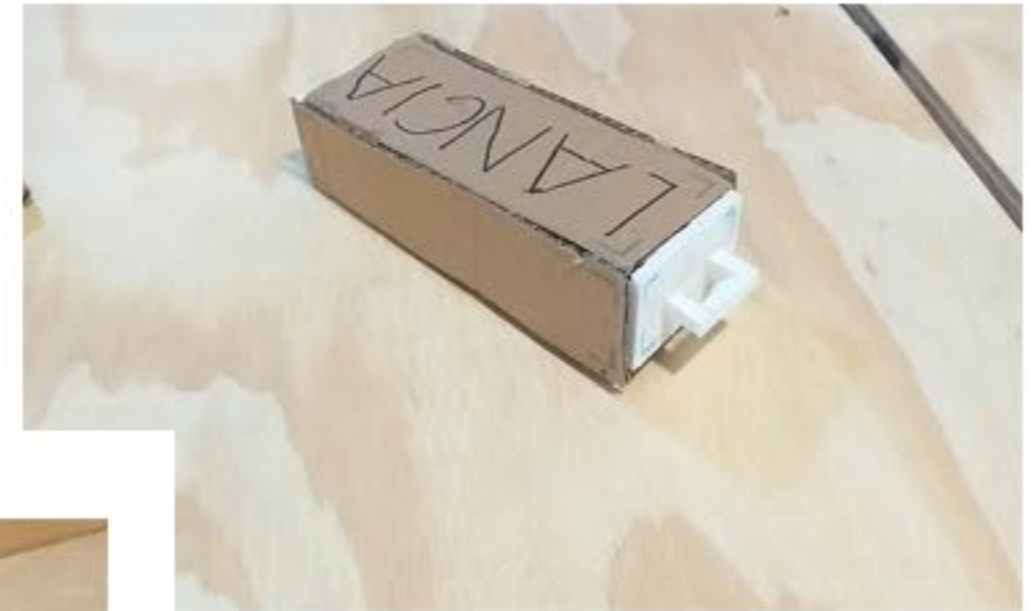
Process



First I started to make the packaging of the final model. I cutted out 5 cardboard slides, 2 with measurements of 7CM(L)x19CM(W), the other two of 3.5CM(H)x19CM(w) and last one with 6.5CM(L)x18.5CM(W). Then I worked on graphics to add the detailing. Moments later, I cutted 3 more pieces from foamboard, two rectangles and one handle. The handle would be glued to a foam board rectangular as they are the part of the opening of the packaging. Afterwards I glued 4 pieces of cardboard and 1 foam board rectangle with glue gun to form the structure of the packaging. Later I moved to the modelmaking of Lancia Delta Intergrale. I used scalpel and two sanding sticks to craft a parts 3d Delta Intergrale. Cutting through blue foam was tough and time consuming as scalpel's blade was easy to break. That is why I used sanding stick help to cut through easily. As a result of this issues, it took me around 1 and half hours to craft the car. Then I moved on making the spoiler of car from foamboard and glued on the rear end of the car.

Outcome

In the pictures, the one half of the car had been sanded more than the other.



The outcome of Final model making was positive as the body/shape of the car was identical to my drawings.

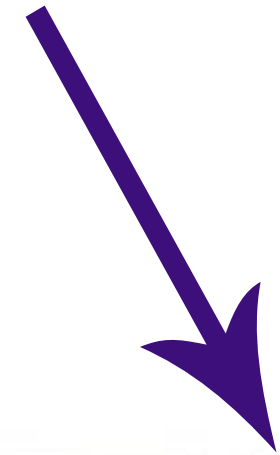


There is issue of quality and detailing of the car as well as the packaging.

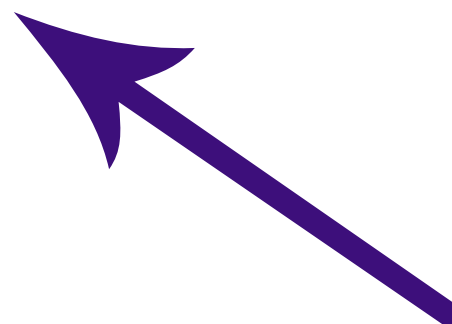




Through the letter box

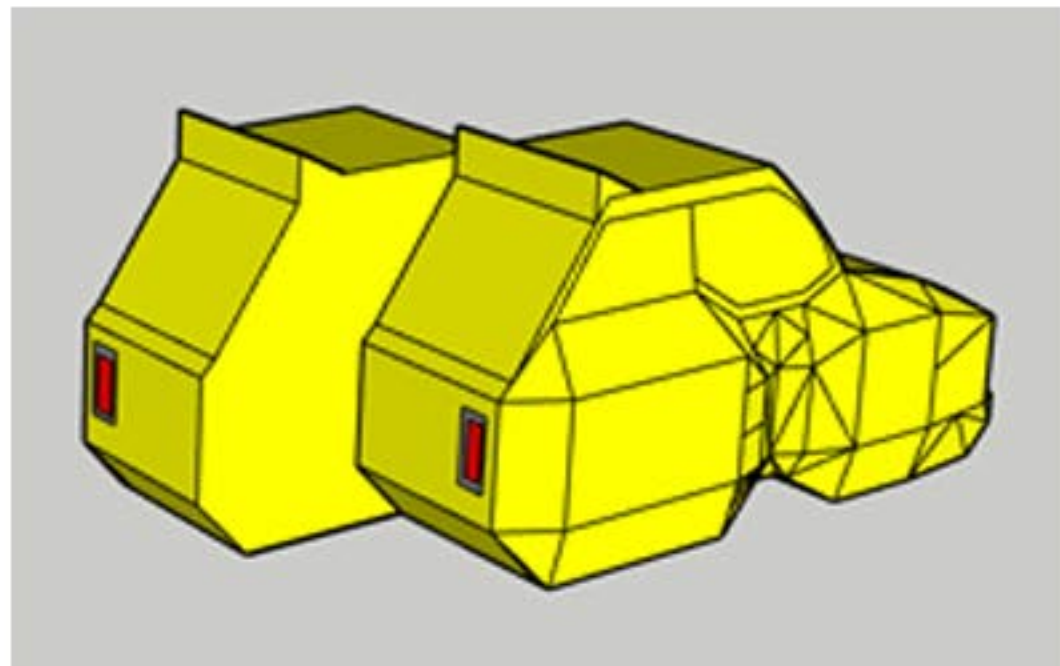


This is what recipient
would receive

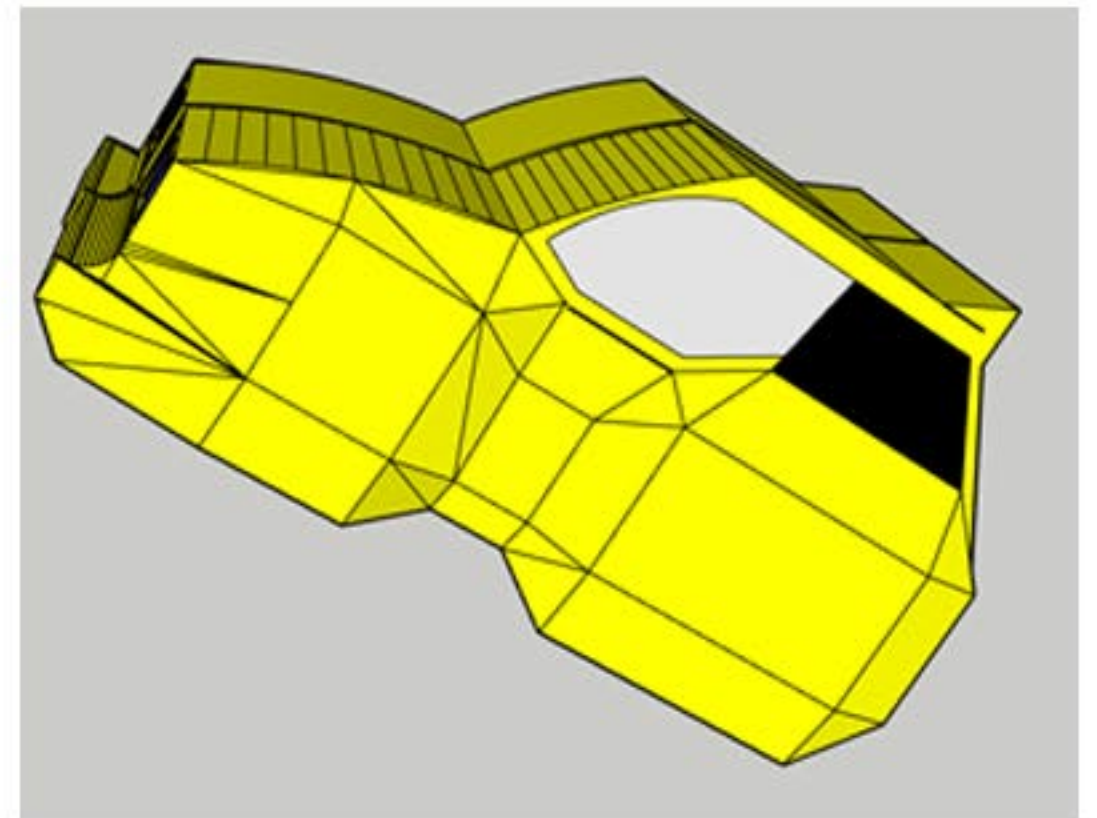
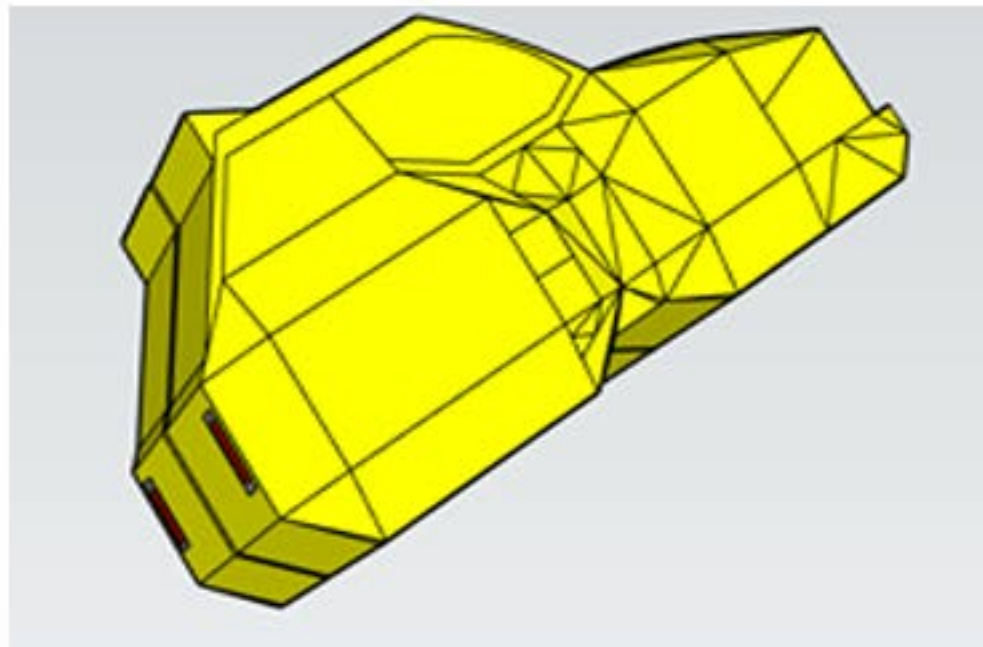
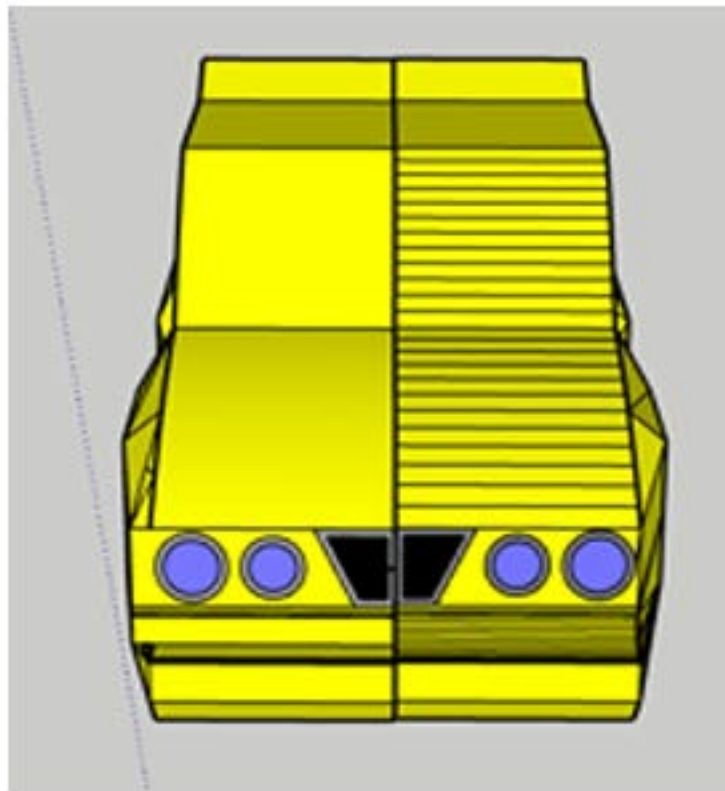
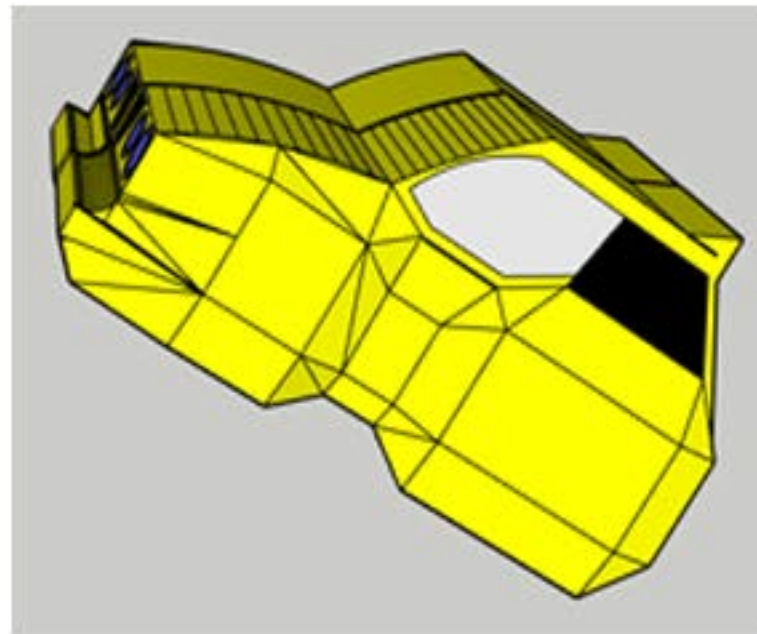


Slide to open

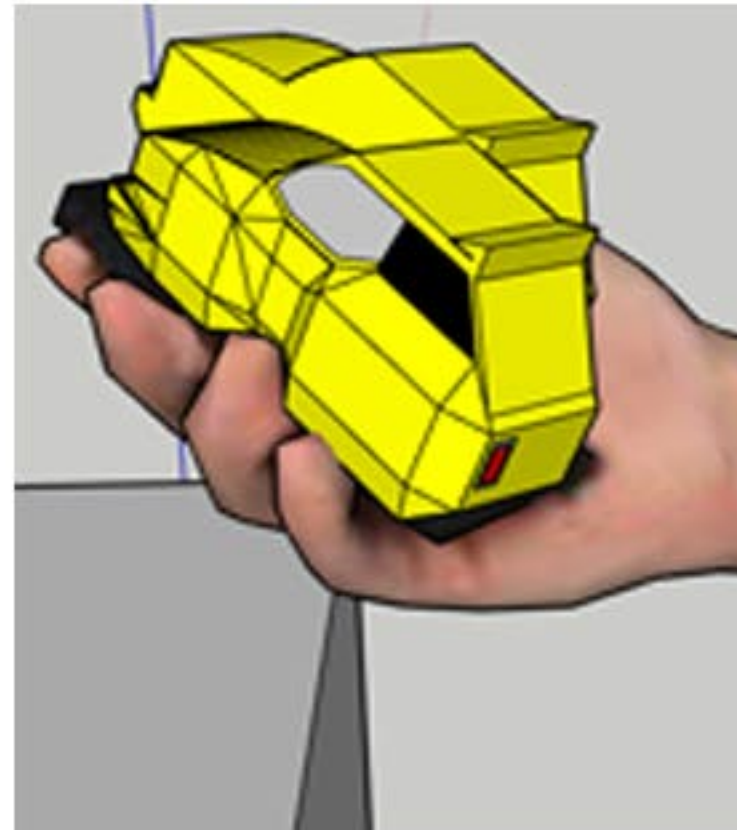
Final Model Google Sketchup



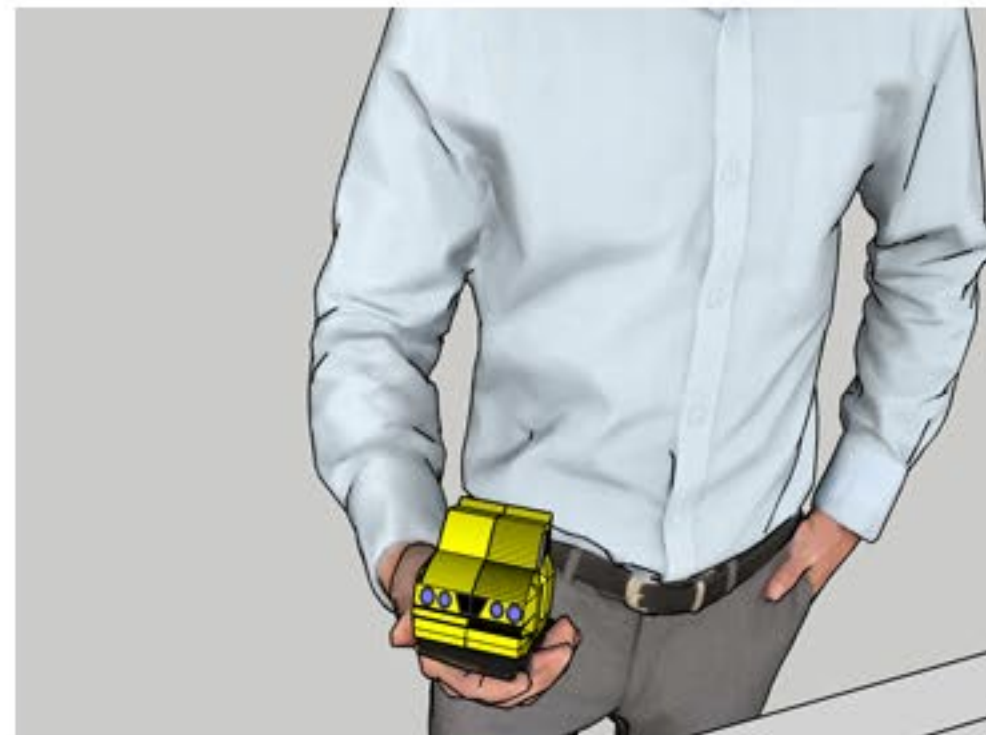
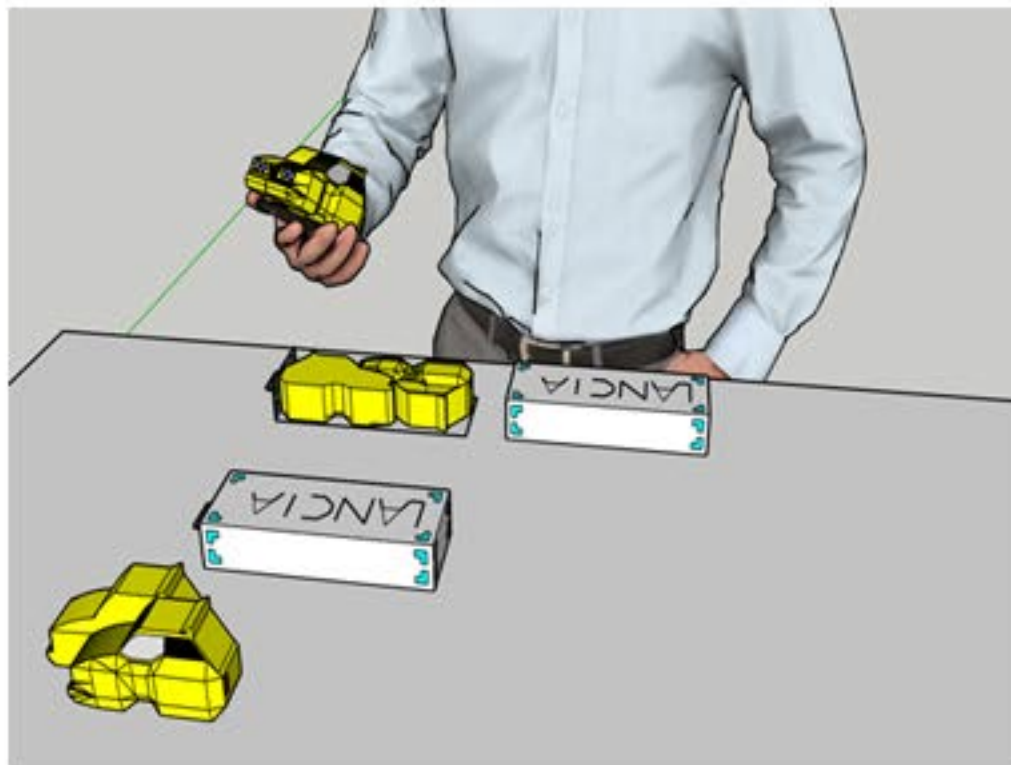
Delta Intergrale was successful to create, as the shape/body seems identical to the original one. The colour of the car would make the viewer think that this Lancia would be exciting. The car would look quite large for the packaging. So the car has been splitted in two parts, in order to fit in the packaging

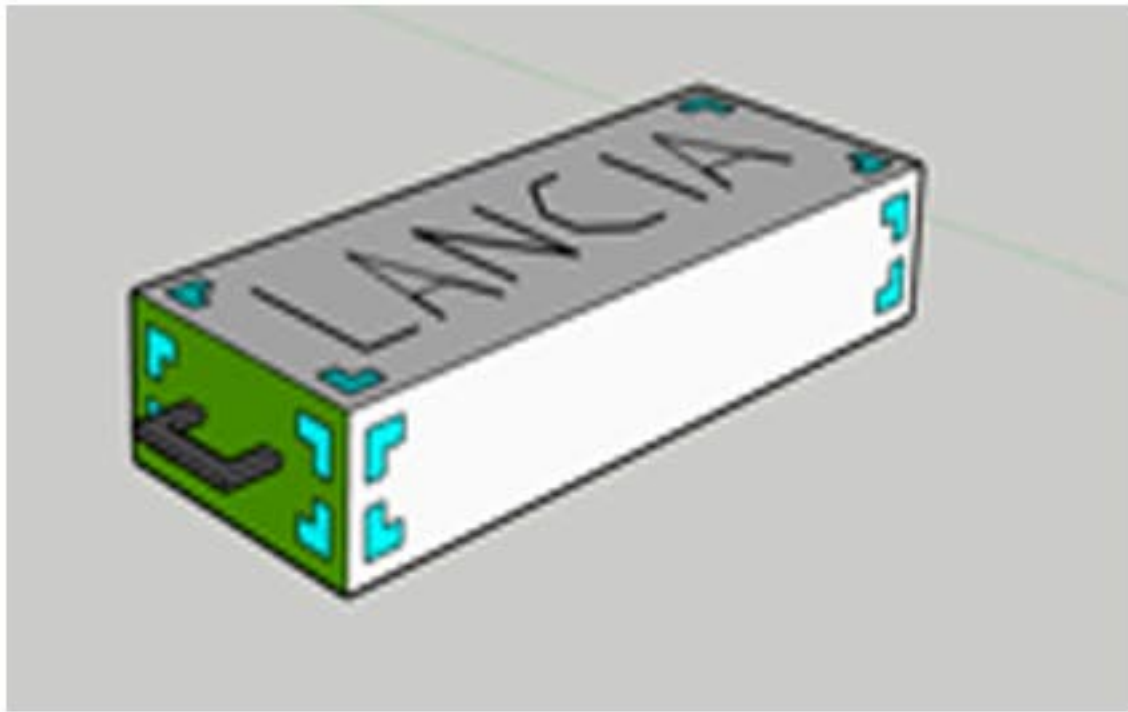


Final Model in Google Sketchup

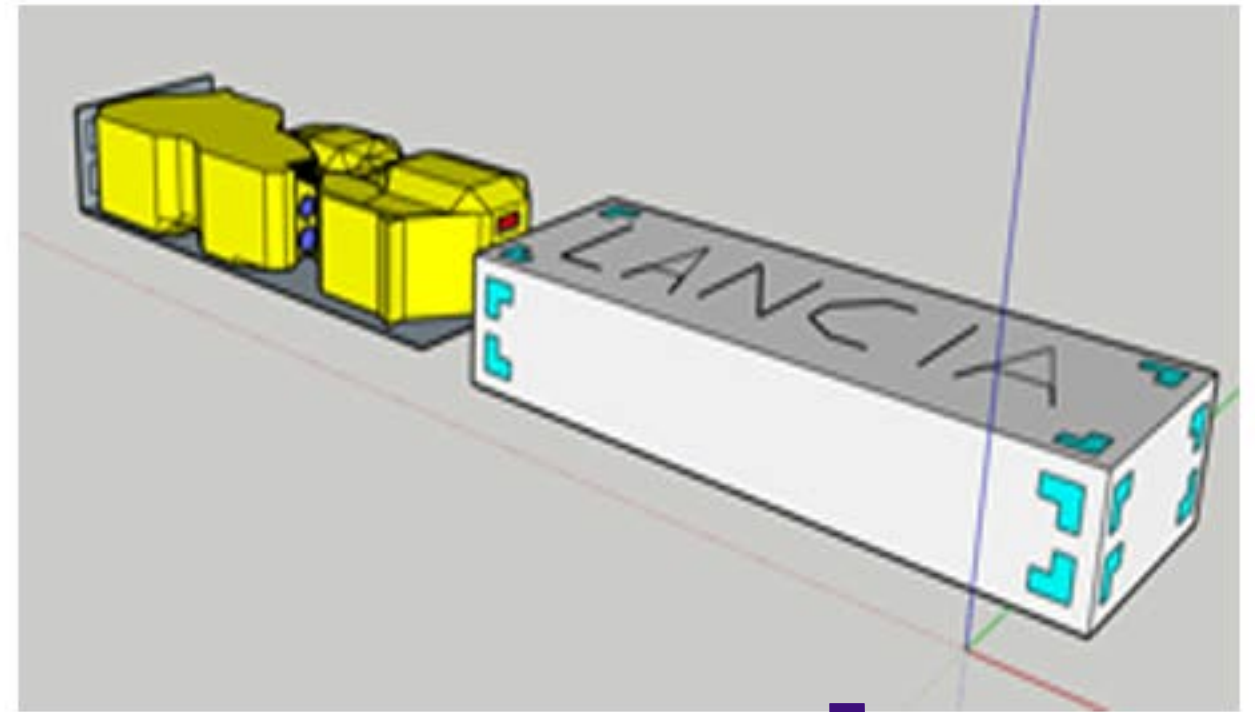


To help the viewer understand the scale of this product, it has been added person. By doing this, it would prove that it's on scale, as it shown in the images. The height of the car is 7.5 CM, whereas, the width is 7 CM. The image would clear the doubts about the scale and measurements.

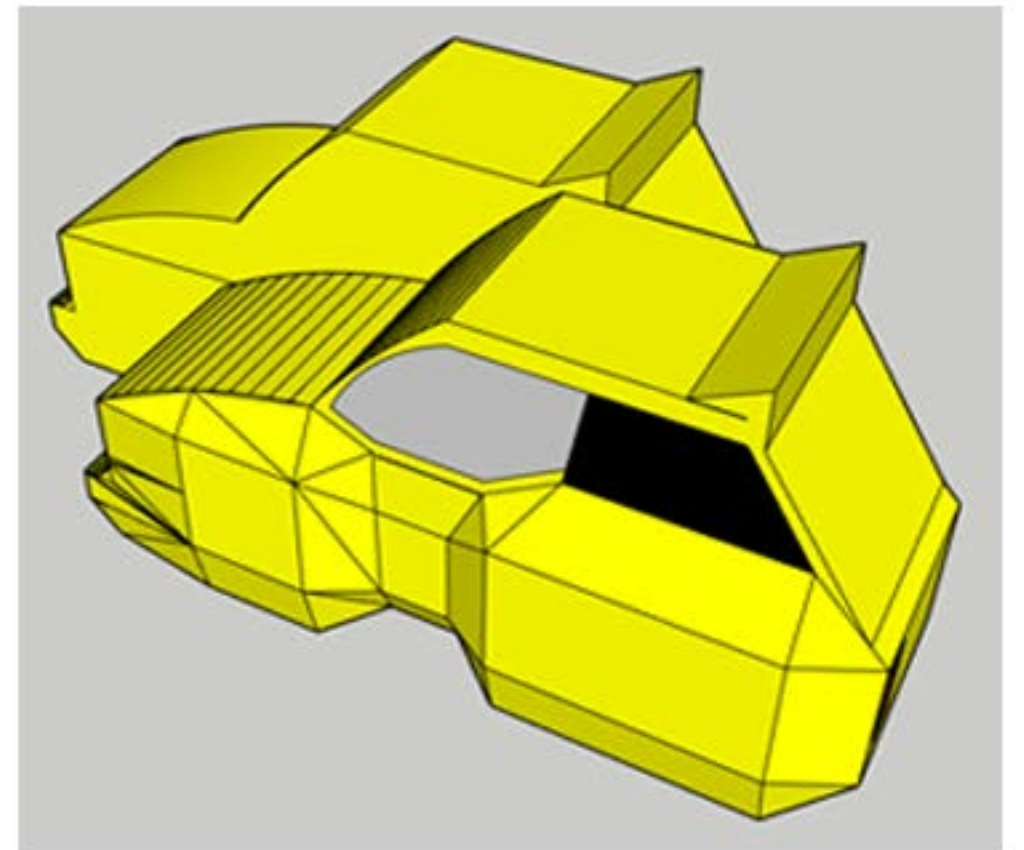
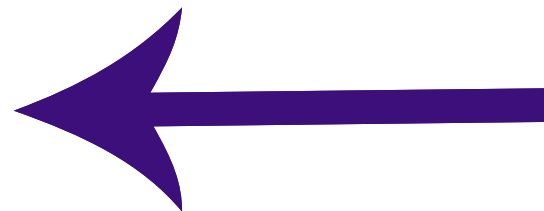
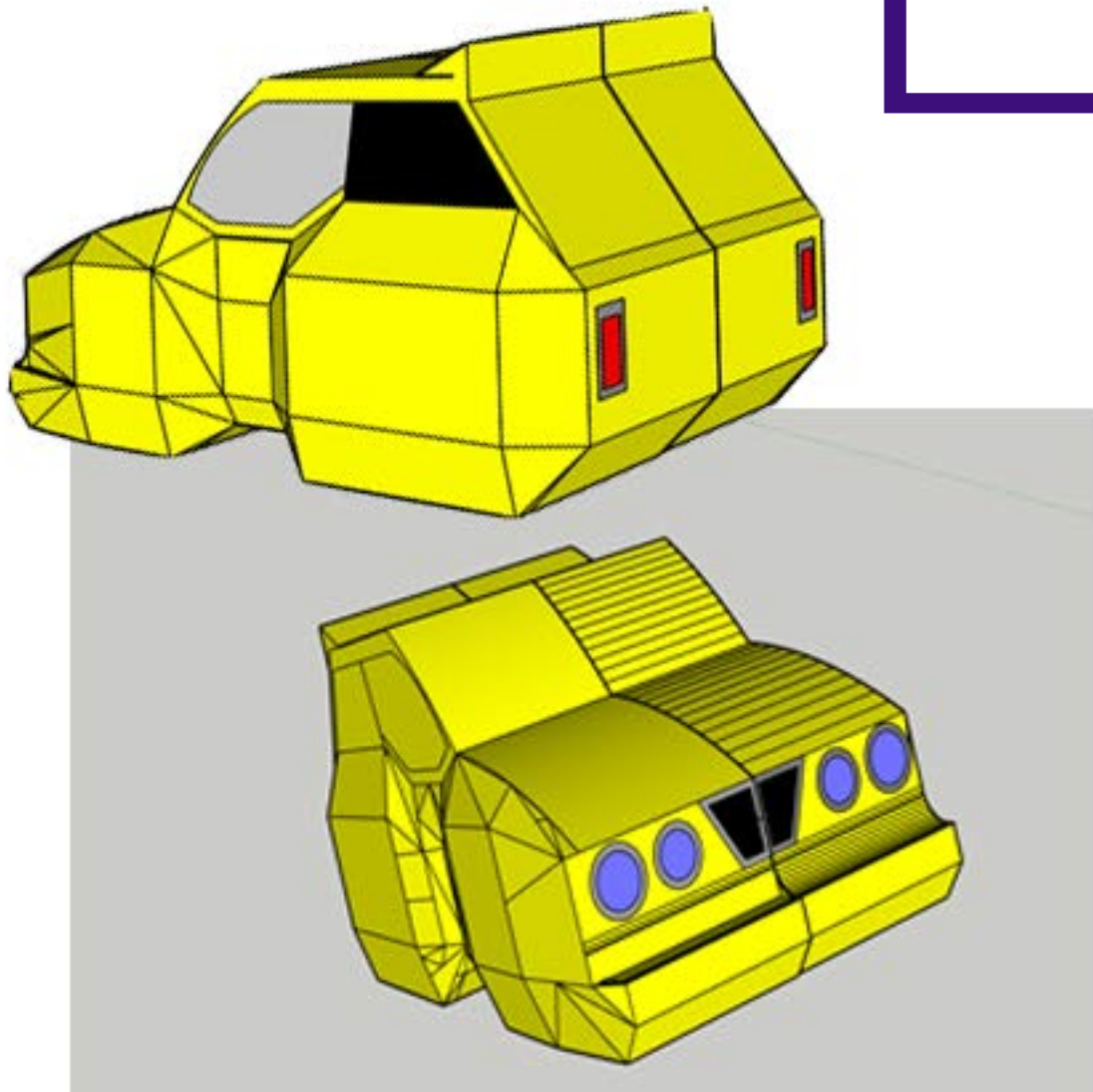
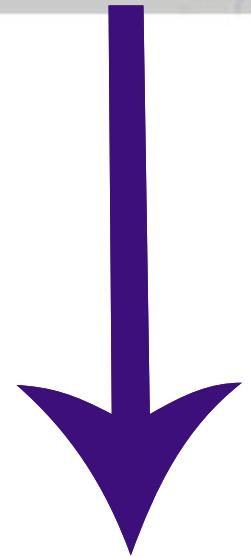




Slide to open the
packaging



This is what the recipient
would receive.(Google Sketchup)



Indigo Rendered Final Model



I have used Indigo Render, to render good picture of Google Sketchup Final Model. The by looking at the rendered pictures, the viewer would have an idea of how the Final model would look like in real life.

