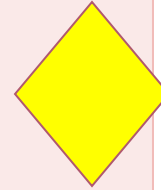# Violeta Mares

DESIGN PORTFOLIO
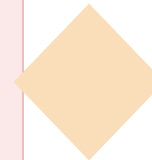
UNIT 5/ TASK 2
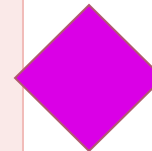
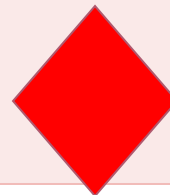# Contents

Optical Illusion and Light Project
'Glow Festival 2019'

The aim for the project is to bring light to the darkest months and bring opportunities for our local communities to come together at this festival. The theme for GLOW 2019 is ILLUSION, exploring perception, magic, perspective and more!

Also being creative, imaginative and unique is very important so that we can attract lots of peoples

Being creative and also creating an illusion that capture the heart of the light.

Optical Illusion and Light Project
'Glow Festival 2019'

Interior concepts

Two sketches of the bench concept.

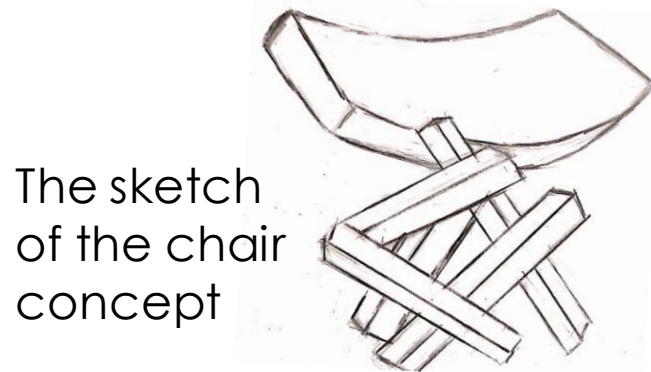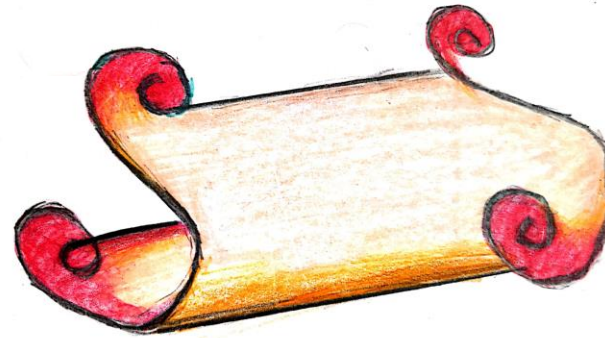Chair design inspired from London design festival
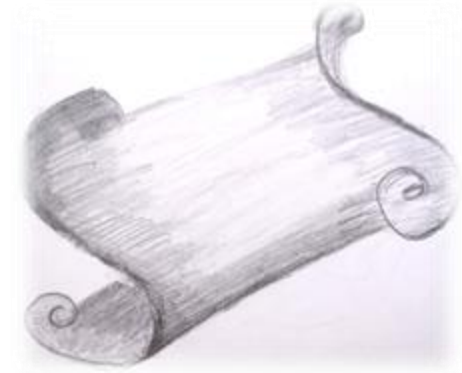
The design of this concept is a bench . This design is also inspired from London Design Festival.

The sketch of the chair concept

This piece is inspired from one of the V&A museum visit objects.
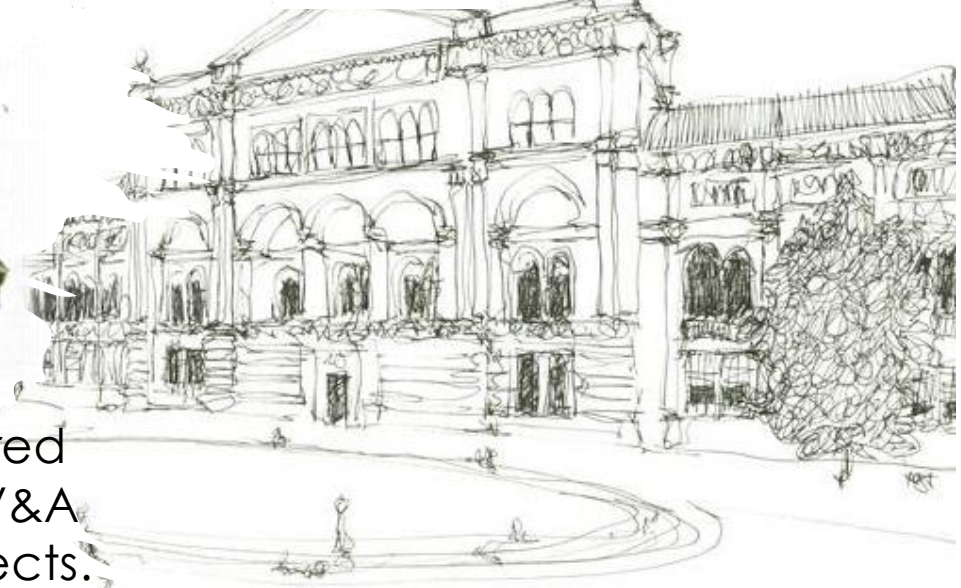
Optical Illusion and Light Project
'Glow Festival 2019'

Models concept

Here are three of my model design ideas that I've done in the practical lesson. Because the theme of the project was optical illusion – Glow festival 2019, I thought this was a perfect chance for me to be creative and come out with nice ideas. All three of them rendered with led/lights { night version} looks very beautiful and unique.
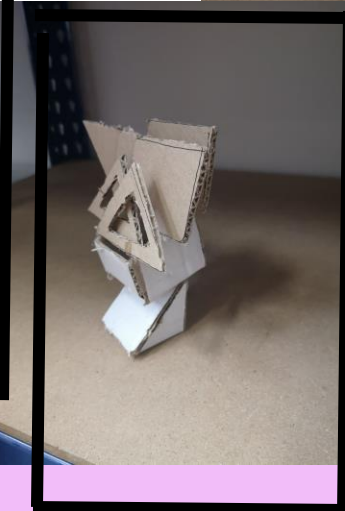
Optical Illusion and Light Project
'Glow Festival 2019'

The vision of London Design Festival and Creative Barking and Dagenham;

Glow Festival. is to celebrate and promote London as the design capital of the world.
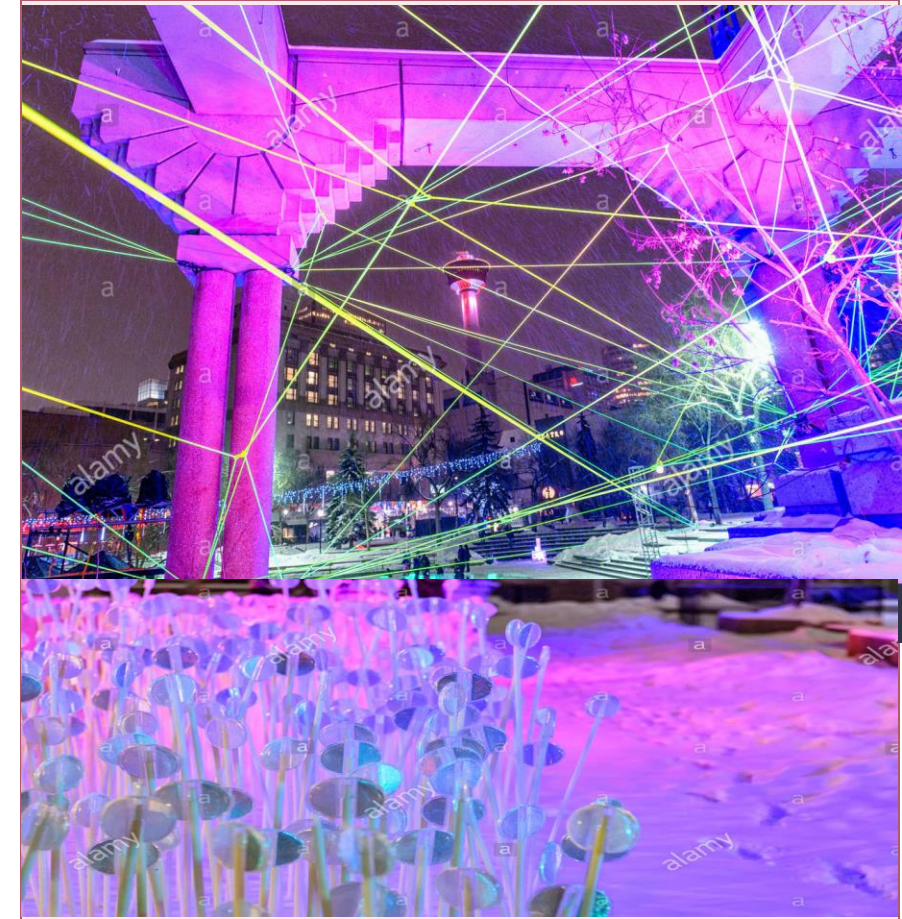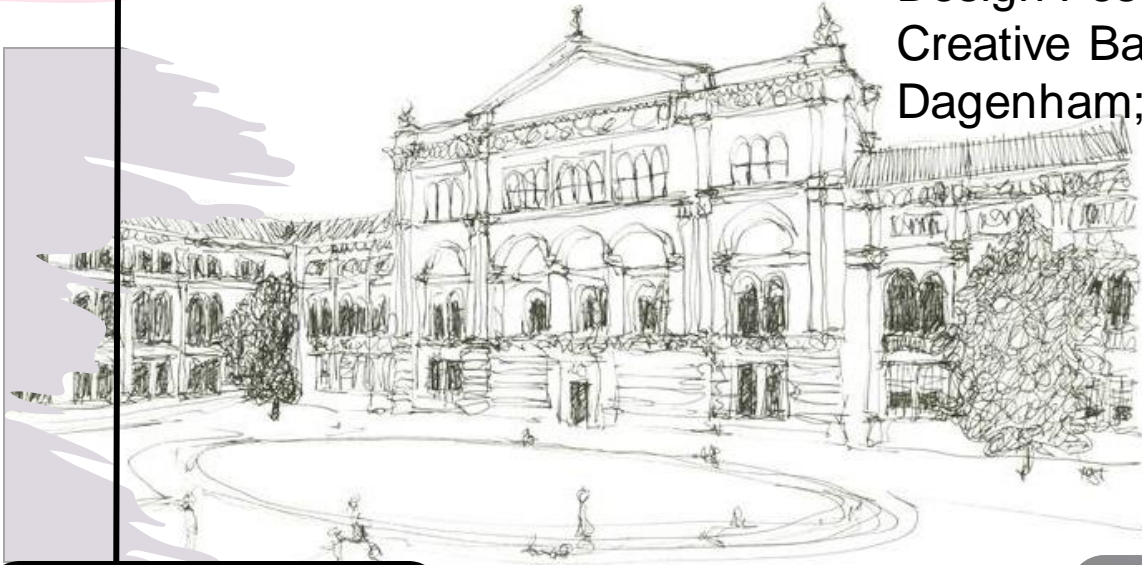
Here are three of my SketchUp that I have design for the optical illusion – Glow festival 2019 project.
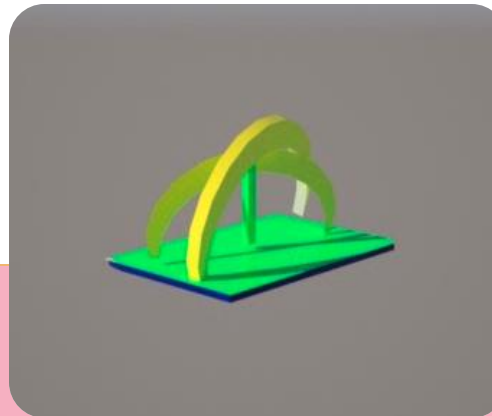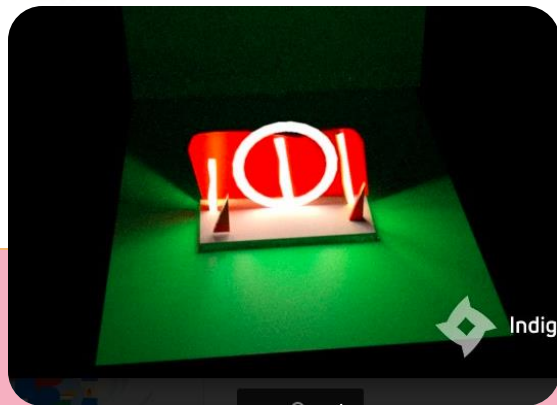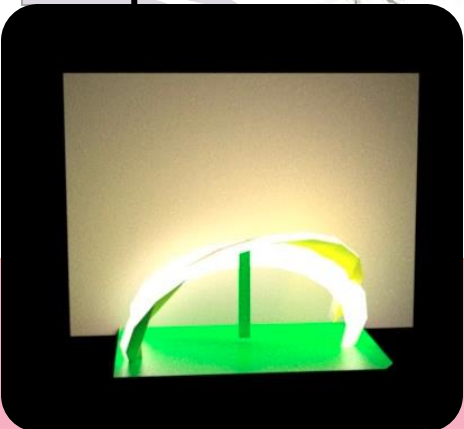
Optical Illusion and Light Project
'Glow Festival 2019'
Manor House

Eastbury Manor House is a Grade I listed building situated in the London Borough of Barking and Dagenham in Greater London, England. It dates to the Elizabethan period, although the land on which it was built was formerly part of the demesne of Barking Abbey

Optical Illusion and Light Project
'Glow Festival 2019'

Final model
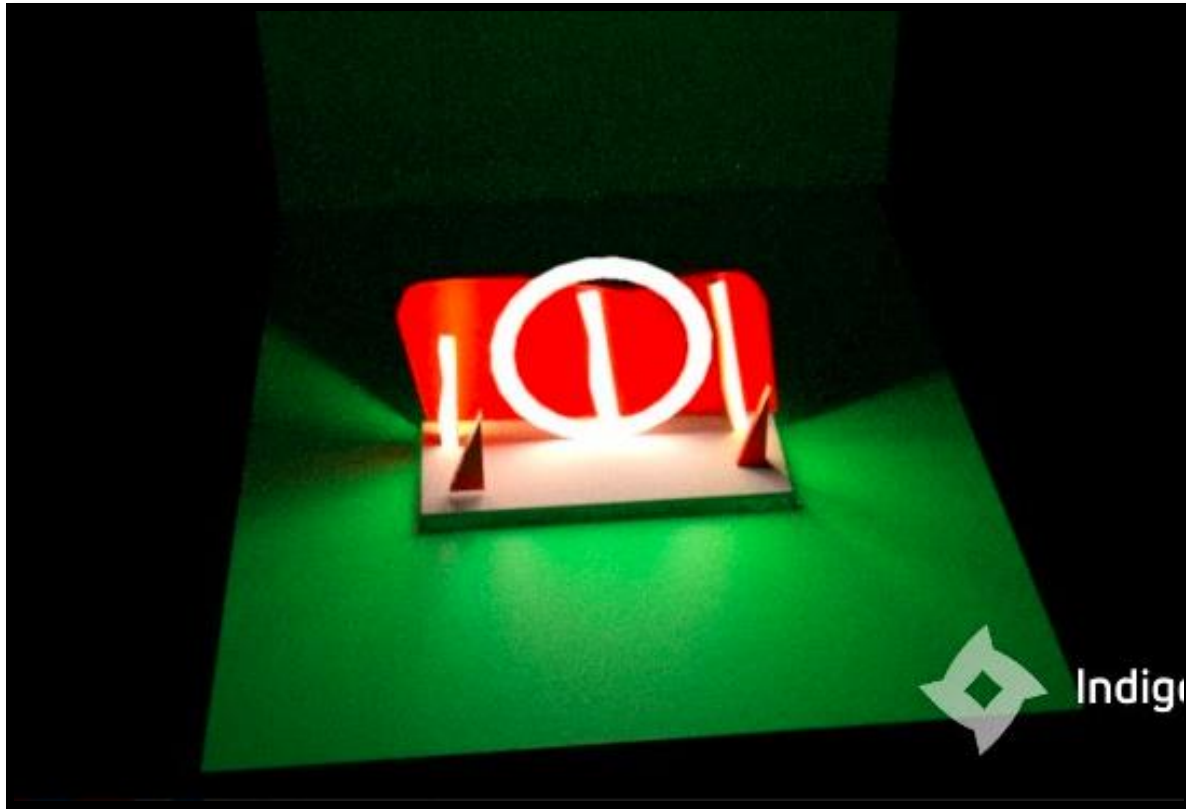
]final concept

My concept designs were created after carrying out thorough primary and secondary research in multiple popular shops. By careful selection I identified key components, ideas and characteristics and used these to develop the concepts with specific attention

Paid to similar attributes such as colour, design and the overall impression.

Skills learned :

- to convey design ideas by applying colour and details.
- Understand basic components and apply them standard details.
- Ability to produce a set of working drawings.
- Digital skills.

Optical Illusion and Light Project *'Glow Festival 2019'*

Summary of the project

- What I've been looking for was interesting shapes, forms and pattern. For the shapes I looked at triangles, pyramids, parallelograms and semi-cycle in different size and structure, something different , interesting and eye-catching.

- the structure and the shape for my first model [bird house model] i used parallelograms and triangles , also the materials that i used was cardboard and card and to stick them in I used glue gun. At first I did not know what it is but after I finished, it ended up making a bird house. The second design that I've done is a chair, the designer that inspired me to do this design is Jaffer . A British Indian designer , he had a very simple designs but very productive, using simple shapes but still very modern. the materials I've used are form board and a strong cardboard at the bottom of the model for stability. My third design i kind of go for a semi-cycle shape using form board and a strong card at the bottom. My forth design was very small, also I've used a lot of form board. Finally for my fifth design i used a strong cardboard at the bottom to make it more stable and for the aesthetic of the design [details] , I also used card for the shape and details [aesthetics of the design] . Because of some technical problems some of the pictures with some of my models had deleted and i didn't put all my models.

- From the V&A research i found some of the greatest resources for the study of architecture, furniture, fashion, textiles, photography, sculpture, painting, jewellery, glass, ceramics, book arts, Asian art and design, theatre and performance. To make 3D effect I used the structure of statue, objects, furniture, jewellery and ceramics. Eastbury manor house is a very nice place, it has a lot of ancient things to see like: very old clothes, furniture, old designs, objects and old spaces [rooms]. It also have a very nice history background and it's very ancient.

Desk top accessory product

Primary research

I create those designs after i made some research and I came out with designs that are mainly for people that loves sport objects.
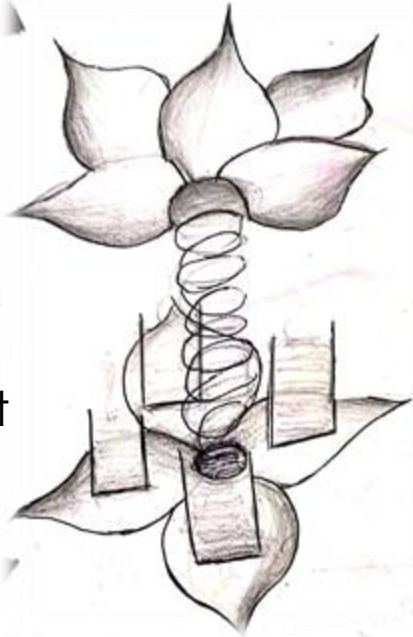
This design is a cup holder {drink coster] with an hand holder to make it easier for the person to hold the cups.

This little concept is also for the people that loves sport stuff and wants in there room an lamp that is designed as their favourite sports.

This design is a office table or study table to show the use of the little purple drink coster on the table.

Here are two design concepts. Two lamps one with a gun witch I this is pretty cool and the second one with a basketball at the base of the concept.

Desk top accessory product

Secondary research

This concept designed to b eraser in a shape of a cat made moinly for kids, inspired from primary research.

This concept is designed to be a llittle USB. This is inspired from the cartoon lilo and stitch
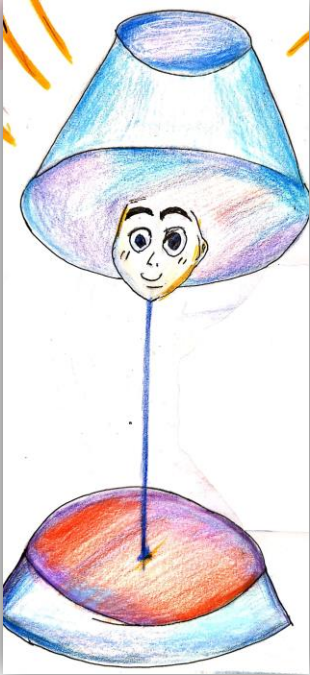

This little concept is designed to be two small lamps inspired from the cartoon Lilo & stitch.

This concept is designed to be an cute warm pencil case made mainly for kids.

Desk top accessory product

Concept ideas

Here's are three of my concept ideas that I come out with, inspired from primary and secondary research.
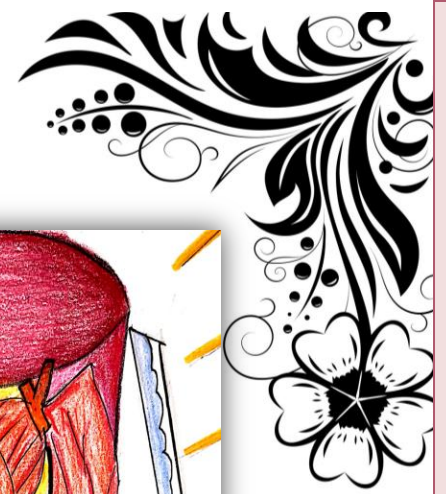
The first and the third small concept designs are lamps. The designs are inspired from secondary research, also from anime characters.

The second concept is designed to be a clock with an anime character as a front and back, also coloured in specific colours that are in the series.

All my concept ideas are based and inspired from my favourite anime characters.

Desk top accessory product
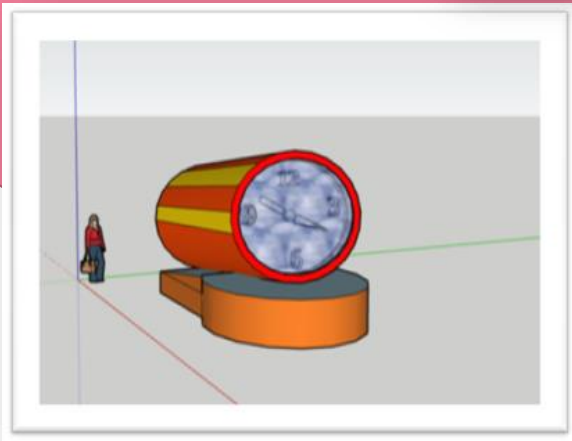
Model Concept

This is my final model. For the final model I choose to designed a clock inspired from the anime fairy tale also from primary and secondary research. This is 1:1 scale
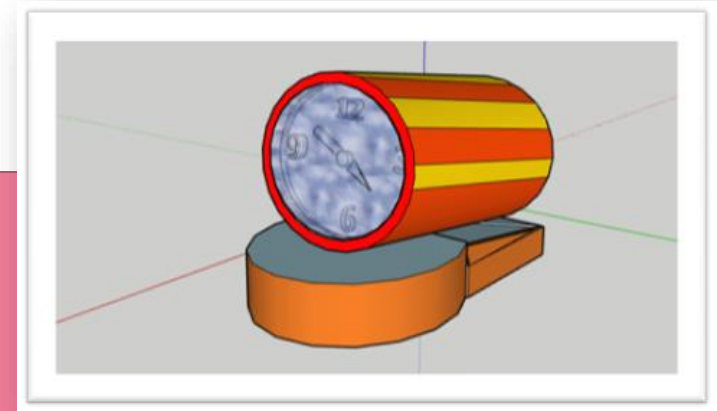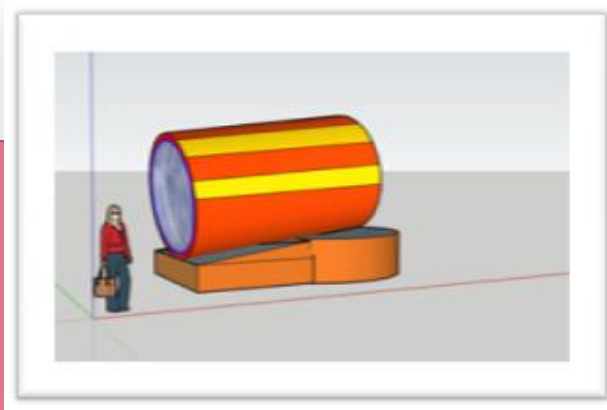
Desk top accessory product

Final concept
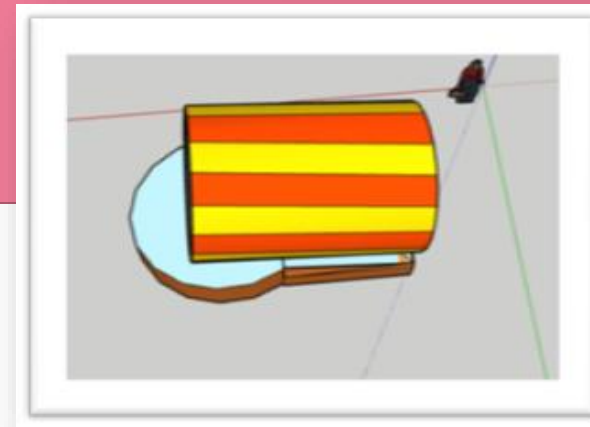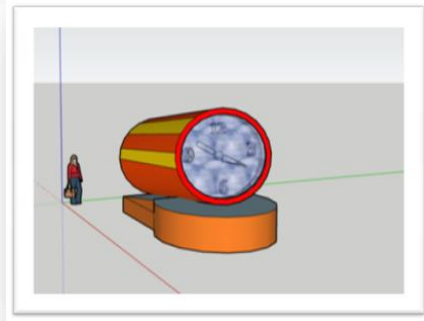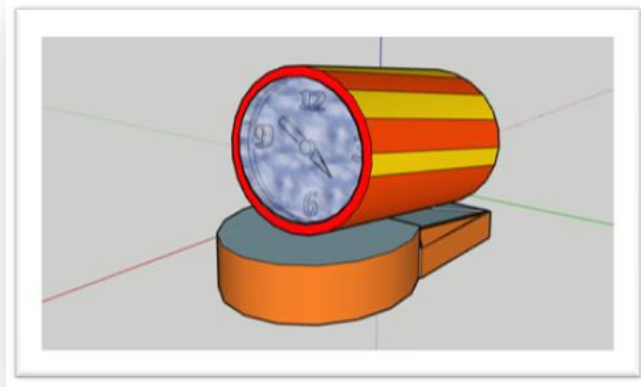

Front view

Side view

Final design renderer

From the up , dawn view

Desk top accessory product

Skills learned :

- Designing skills
- Modelling skills
- the ability to cope with the pressure of deadlines
- determination to achieve an end result, and optimism and enthusiasm when things don't go to plan.
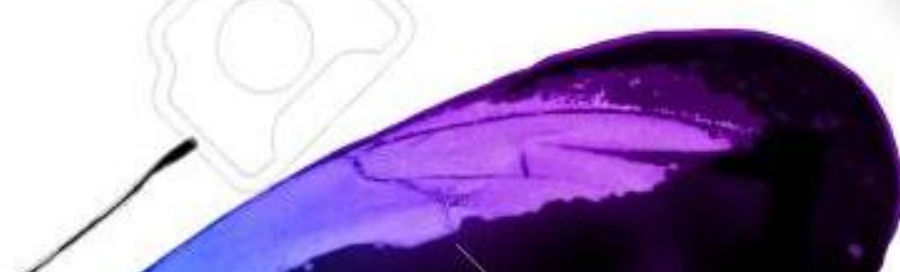
Desk top accessory product
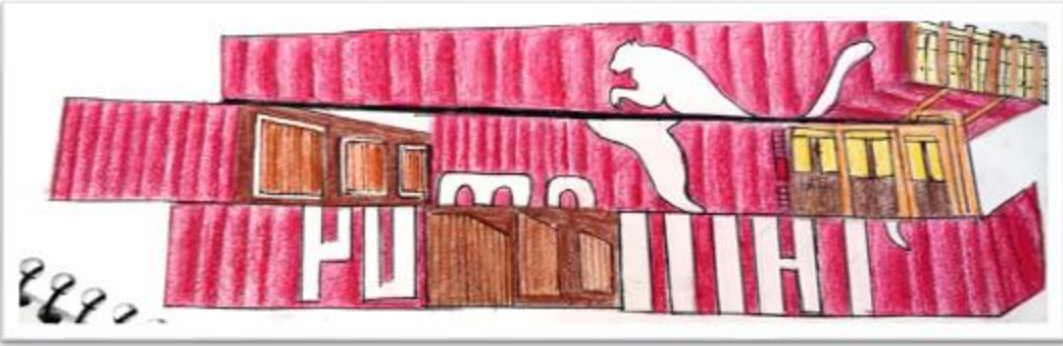
Summary of the project

- all my ideas can be fun, experimental, playful, and quirky. i had the option of either redesigning an existing object, or, creating something completely new. i look closely at the shape, form, colour, texture, materials, and visual appearance (aesthetics) of different objects. I tried to be as creative and experimental as possible with all my designs.

- My concept designs were created after carrying out thorough primary and secondary research in multiple popular shops. By careful selection I identified key components, ideas and characteristics and used these to develop the concepts with specific attention

- Paid to similar attributes such as colour, design and the overall impression.

- The natural progression was to take the brief a step forward and design a pop-up stand that could be easily deconstructed there by being easily transportable. This required long sessions of brainstorming and experimenting with different materials and techniques, but results in an effective way to produce a sturdy structure that takes up minimal space but clearly demonstrates the product. One of the most challenging aspects was creating the correct measurements of the final model so that each part fitted perfectly together.

- I thought through many processes and techniques that would be able to give me my desired outcome and weighed up the respective advantages and disadvantages. the materials that i used in my designs are : foam board , blue foam , cardboard , glue gun , white paper , tape and paint . i think most of my design went well and turned out very beautiful.
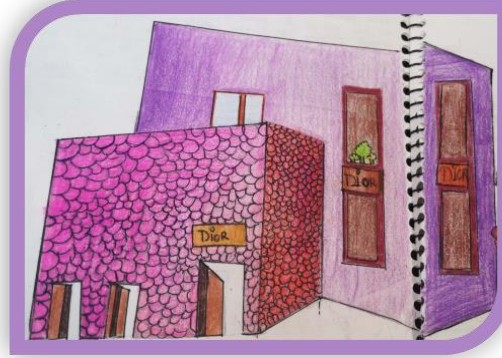
# POPAI
Student Design
Awards

PRIMARY RESEARCH

During the Brewery Visit for the popai student awards I managed to see some popular brands designed by some know designers

This is a concept of a small design which I inspired from a Nespresso pop-up shop.

also saw some of Dior pop up shops, Nike and Nespresso displays, which gave me an insight of what a pop up shop or display could be like.
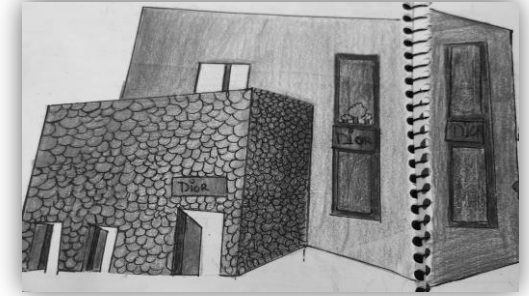
POPAI Student Design Awards
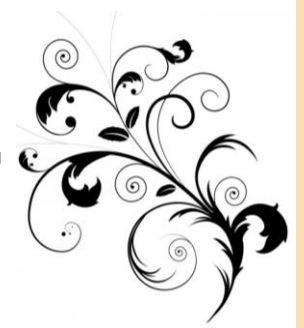
SECONDARY RESEARCH

For my secondary research I chose to look into Puma , Christian Dior , Nike, Adidas and Coca-cola. All of these are and were popular brands. Out of all of them I found Nike, Christian Dior and adidas the most inspiring ones
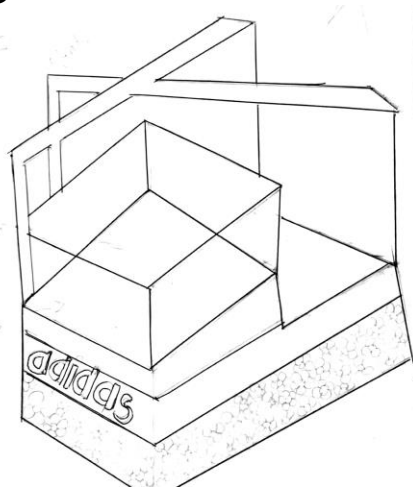
POPAI Student Design Awards

CONCEPT IDEAS DEVELOPMENTS

The first design is a small concept inspired from the brand FANTA. When I created this display I was thinking that this will look very nice on a beach, because there are lot of people, also it's attract lot of attention so the sell will be very good.

For this design I inspired myself from the brand COCA-COLA. This is the interior of a pop-up shop that I design in my sketchbook. The inside of the pop-up shop there is a lot of shelfs where the Coca-Cola bottles are placed.

For this design I inspired myself from the brand adidas pop-up shops. This design that I did here is a display for brand new shoes.
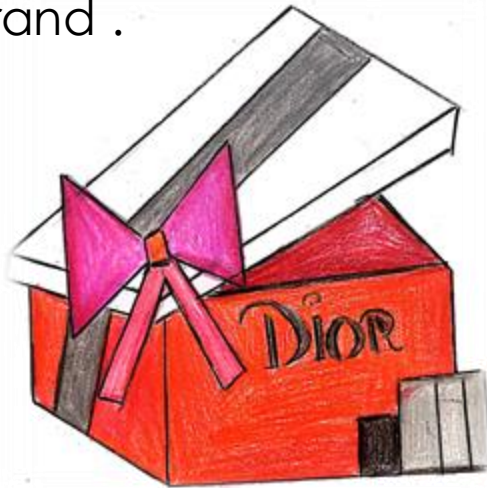
POPAI Student Design Awards

CONCEPT DEVELOPMENTS

This is a Nespresso display inspired from the brand Nespresso. At the bottom of the design there are some shelfs where the coffee is placed. I have created this way just for the promotion of the brand .
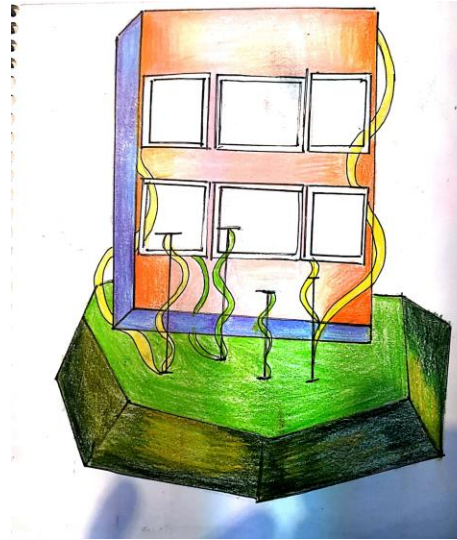
The first design it is a Nike display inspired from the brand NIKE. There are the stander where the shoes are placed.
Also the design is made from affordable plywood

This is a concept of two designs inspired from the same brand , which is DIOR. Both of them are pop-up shops that sell perfumes.

Model concepts

This are two of my best models that I have done in the practical lesson in collage. The materials that I used for my small models and my final model were blue
foam, foam board, cardboard, hot glue, I also used paint and brush to paint my models. In most of my models I used foam board and blue foam, because they were really easy to work with, also I liked more
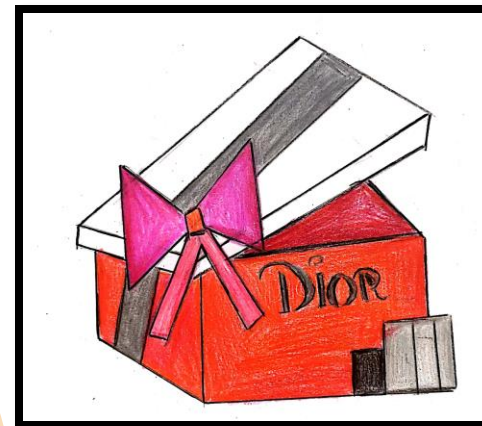how they look on models.
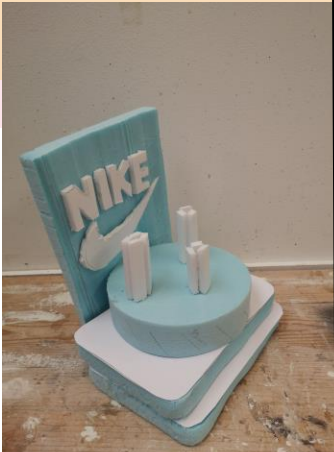
CONCEPT 1

Indigo rendered of two pop-up shops.

Different view point of the indigo rendered SketchUp models.

Concept 2

Indigo rendered of a pop-up shops that I designed

Different view point of the indigo rendered SketchUp models.

Different views of indigo rendered with lights

Design based on primary and secondary research
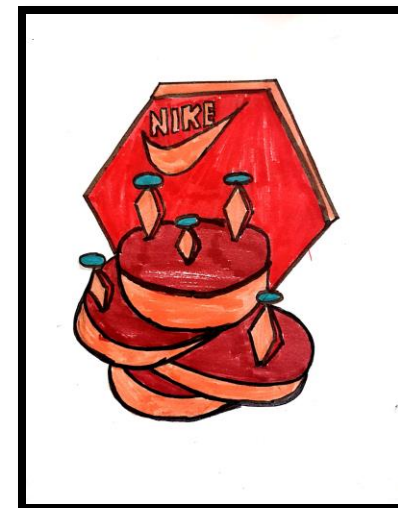
CONCEPT 3

Design using marker rendered drawings scanned in using cam scan. Also this is the stander where the shoes are place.

Indigo rendered of a pop-up shops that I designed

blue foam model

Marker rendered design.

POPAI Student Design Awards

FINAL DESIGN NIGHT VERSION

This is a night renderer of the Nike display to show where LED's/lights will be placed to modernise the look of the Nike Display and added some extra light when working.

I came out with this design combining three of my favourite concepts with the bright and dark colours that I mostly like.

I combined pieces that I thought will look good together as well as being practical.
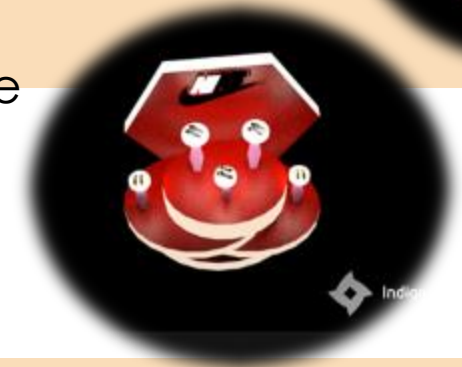
I chose this Nike display as my final design because it attract more people to enter into the shop, especially in the evenings when the lights/LED'S are on.

POPAI Student Design Awards

Summary of the project

- the observation drawing {drawing back} was the easiest part to do. In my secondary and primary research, I used eye-catching colourful colours like: red, pink, yellow, purple {light and dark}, I also used blue, orange, light and dark brown and black for contouring. In most of my drawing back designs I used texture, lines and colours, also most of them are in a shape of a square, trapezium and one of them is in a shape of triangle, also all my drawings back are in 3D.

- When I did my own models and my initial ideas developments, i inspired myself from brand owners and design agencies {primary and secondary research} this helped me a lot and I think my work kind of links to their work.

- When we had the practical lesson, I founded not easy but neither hard in the same time. At first it was easy because I already had in my sketchbook 5 or 6 ideas, but then the hard part it was that I didn't know how to make them. The materials that I used for my small models and my final model were blue foam, foam board, cardboard, hot glue, I also used paint and brush to paint my models. In most of my models I used foam board and blue foam, because they were really easy to work with, also I like more how they look on models.

  I inspired my developments Ideas from primary and secondary research especially from the brands: Nike, Adidas, Dior and Nespresso. If I could do any changes now to improve my final model, I would change the design of the model and make it more attractive to people and probably change the structure.

I came out with
this beautiful piece by
lots of research.
The research was
really helpful because
it inspired me to do
is design. I really like
how it turned out , I
also really like this
art movement , I think
this art movement Is
my favourite out of
all art movements.

Pop Art

- This beautiful piece is my design for Pop Art. I think the final result it turned out very nice also it kind of looks similar.
- The art movement is very inspiring and very colourful.

Contextual References in Art and Design

Surrealism

This is also surrealism { art movement} and it's also one of my favorite portrait that I've done so far. My inspiration for this design was one of my favorite anime { one piece} Brook . I think it turned out really well and I'm very happy with the final result.

Cubbism

This is my design for the art movement ; cubbism. My ispiration from this portrait was the beautiful portrait of animals.
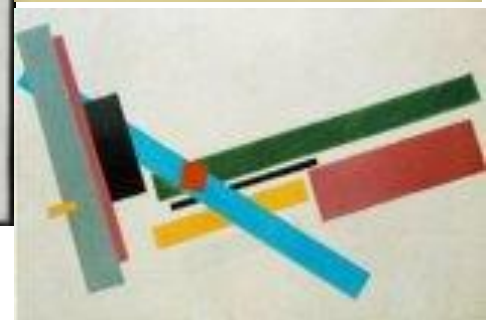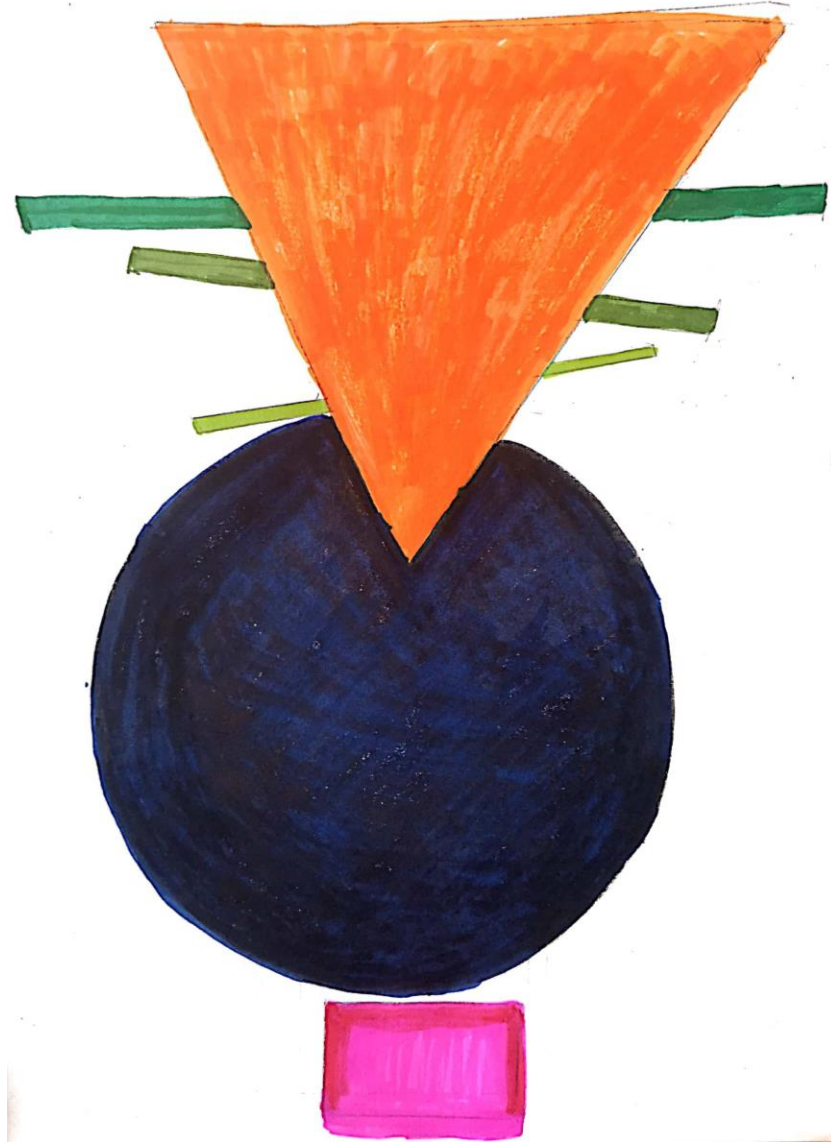
Suprematism

This is my final designs. For this design I thought to do an abstract portrait using makers.

Contextual References in Art and Design

Summary of the project

- the observation drawing {drawing back} was the easiest part to do. In my secondary and primary research, i used eye-catching colourful colours like: red, pink, yellow, purple {light and dark}, i also used in one of my final design red markers to make it more pop up. for my finals designs i was more inclined in portraits of people and animals also abstract portrait. When I did my own portraits and my initial ideas developments, I inspired myself from different art movements {primary and secondary research} like : cubbism, surrealism, suprematism and pop art. This helped me a lot and I think my work kind of links to their work. the art movements surrealism think is the most amazing and inspiring movement, also The movement is best known for its visual artworks and writings and the juxtaposition of uncommon imagery.

-   I inspired my developments Ideas from primary and secondary research especially from the art movement : surrealism, suprematism, cubism, and pop art. By careful selection I identified key components, ideas and characteristics and used these to develop the concepts with specific attention   paid to similar attributes such as colour, design and the overall impression.

- What I've been looking for was interesting shapes, different types of art movement , texture, interesting and eye-catching colours .