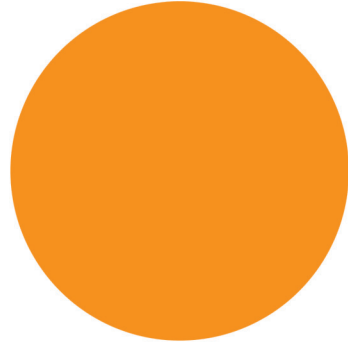
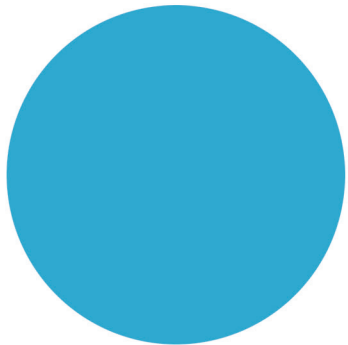


des:gn 2015



welcome

Welcome to this celebration of the dedication, creativity and hard work of our graduating students.

Product Innovation surrounds all of us on a day-to-day basis, wherever and however we live. Great design with clear intent can bring positive benefits to us, not only as individual consumers but also as a society, where it can shape community-wide advancements and developments.

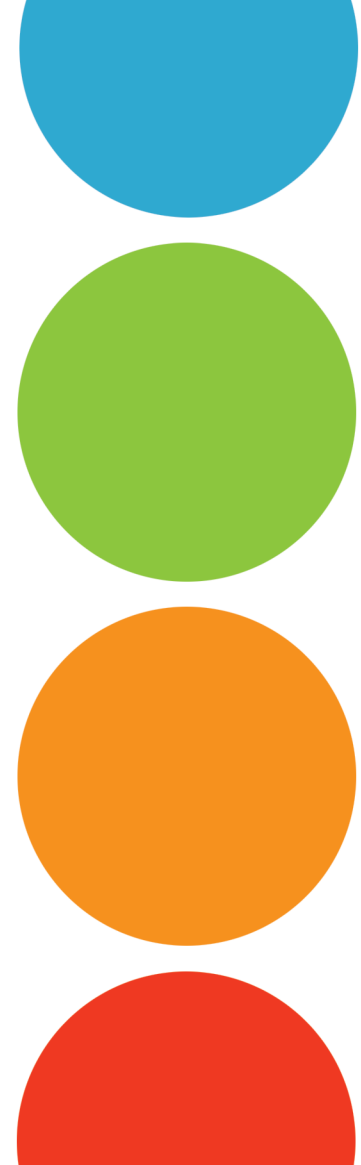
The products that this year's graduates exhibit encompass outstanding competence in research, critical analysis, design engineering, brand development and human centred design, along with explorations into culture, psychology, ergonomics, art, science and commerce.

The students' diverse range of investigations cross the boundaries of many disciplines: from industrial design to packaging design, and furniture design to wearable technology.

Our 2015 Product Design degree show provides you with an unrivalled opportunity to see not only the talent of our students but also, the work of tomorrow's leading designers'.

We congratulate our graduating students and wish them every success in their careers and welcome them to our family of distinguished alumni.

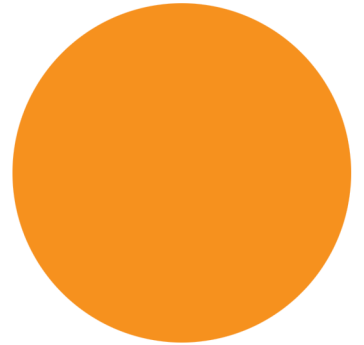
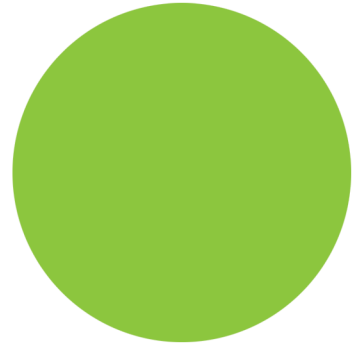
Diane Simpson-Little
Course Leader, BSc (Hons) Product Design Degree



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Finn Wang
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Daniel Roberts
Charlie Skinner
Henry Cooper
Scott Rogers
Kerem Yilmaz



Sustainable Kettle



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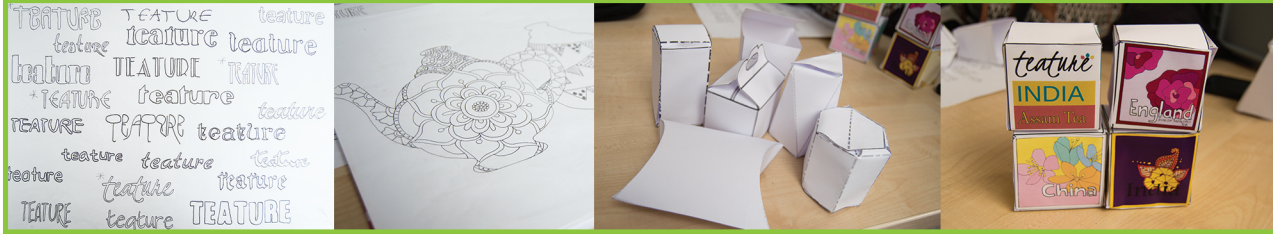
Household white goods and electrical appliances are notorious for being unsustainable in terms of energy and materials. Even with today's societal awareness of our collective environmental impact, designs are still being made that have no consideration for the end of life stage and very little analysis of their impact in use. I identified the kettle as an appliance that could be improved upon in terms of sustainability and set myself the challenge of redesigning the conventional kettle into an elegant product.

Two main problem areas were identified for improvement: energy and design for disassembly. Energy wastage can occur not only through losing heat through the body walls of the kettle but also from over-boiling and over-filling. In many models dissimilar materials are joined permanently, making it extremely hard to separate them at end of life for re-use or re-cycling.

My hob kettle design provides a simple solution to the energy efficiency problem, with insulated walls and the use of copper as the main material which is 25 times more conductive than stainless steel. The addition of these materials decreases the boiling time, and therefore the amount of energy needed to bring the water to boil. All the materials in my design can be recycled and any dissimilar materials are joined by rivets or self-tapping screws so that they are removable at end of life. These materials and their methods of joining, combined with the lack of moving parts create a kettle with a very long life span.



Teature



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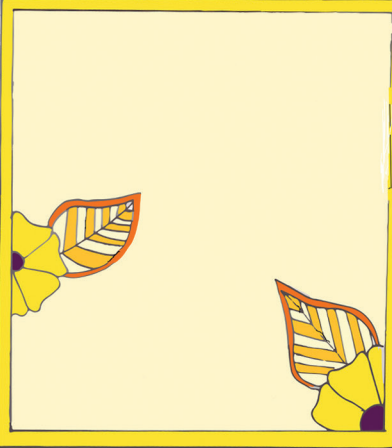
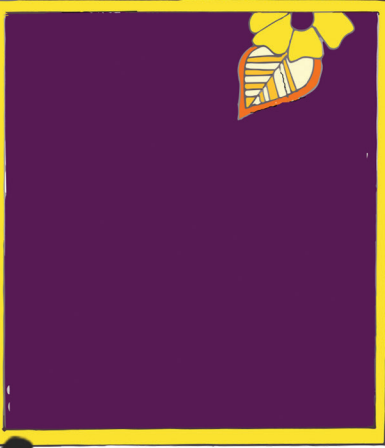
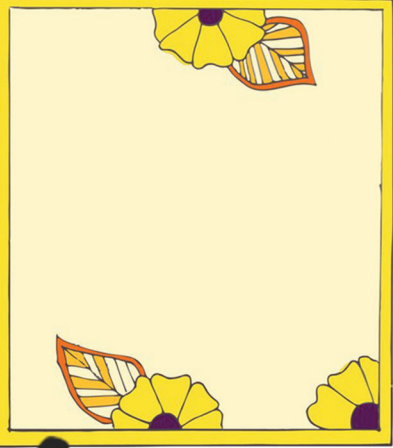
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My final year project is about designing packaging. Specifically tea packaging, the reason I chose to do tea packaging is because tea culture is widely under appreciated and not understood.

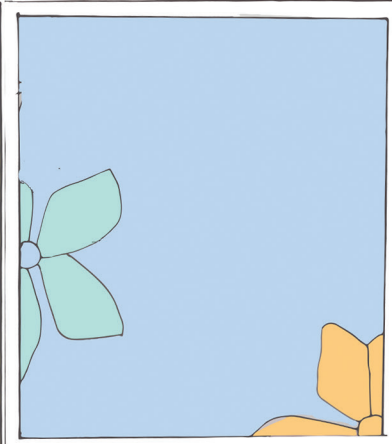
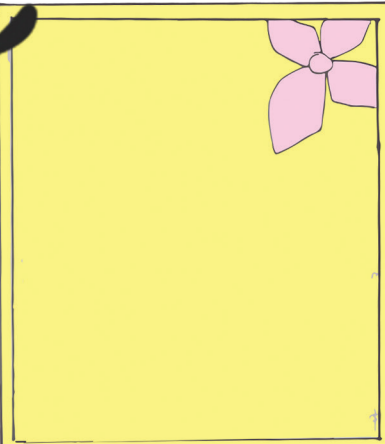
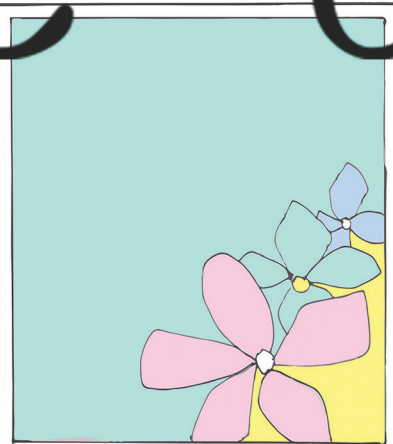
Tea Culture is defined by the way we drink tea and the way its made, by the way people interact with tea, and by the aesthetics surrounding tea drinking. It includes aspects of tea production, tea brewing, tea arts and ceremony, society, history, health, ethics, education, communication and media issues. I want to educate people on the importance of tea culture in a selection of different countries through packaging.

The countries I have chosen to represent are India, China and England. I have chosen to focus on the tea culture of these three countries because they are very different and diverse; it gives me a lot of material to work with.

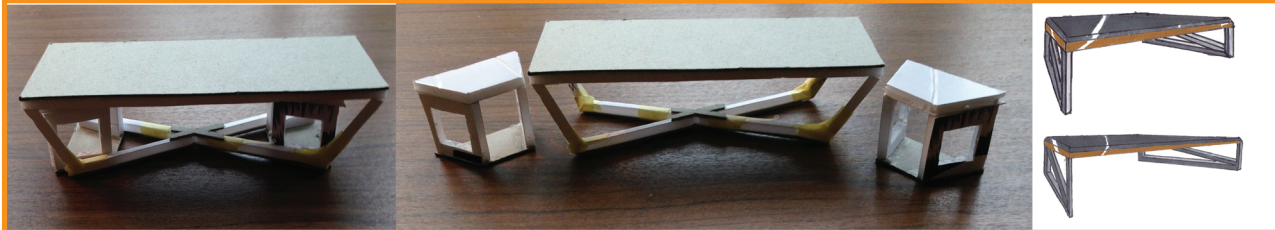
By the end of this project I am hoping to have a series of products that represent each country and the wealth of tea culture they have to offer.



feature



Lounge Furniture for Small Spaces



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I aim to tackle a phenomenon that is prevalent in Asia and is rapidly becoming a global concern as large cities continue to grow – that is, living in increasingly smaller spaces in increasingly higher density environments.

It is in our nature as humans to want to entertain guests, it helps us to socialise whilst also allowing us to showcase our social status. People who live in small spaces around the world should not be deprived of this pleasure and hence my goal was to design a range of lounge furniture that both encouraged and aided entertaining in small spaces.

Inspired by a 'cats cradle' like form and the intricate metal frameworks of Charles and Ray Eames I have designed a tapered coffee table that houses a range of differently styled stools and benches, that when required can be pulled out to provide additional seating/ footrests, whilst also functioning as side tables if required.

In the past, the front room was a pristine environment, often shut off from the rest of the house, in which we could entertain guests. Today our living rooms by default are multi-use environments. In many families it is where the majority of time together is spent, and because of this many people develop an emotional attachment to their living room. This emotional attachment is something I wanted to work into my design. Too much of what we manufacture today is not designed to last, it used briefly before ending up in landfill. I wanted my furniture to withstand the test of time, and so through the gradual patina and ageing of a copper table surface my product will be able to tell each individual users unique story over a period of time.





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REGEN - The Kinetic Battery

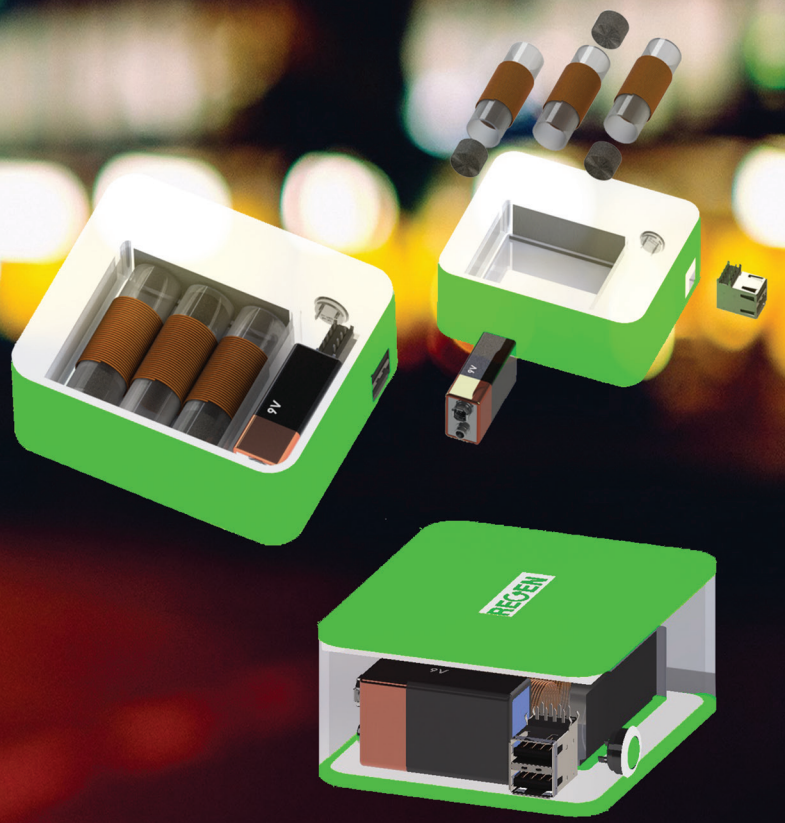


With the rapid advancement in technology over the last decade, many problems have surfaced associated with unsustainable energy. With our daily devices, like smartphones and tablets, increasing in screen size as well as pixel density, the battery life of these products has severely suffered to the point where it no longer meets our daily usage requirements. The technical challenge I set myself is aimed at creating an entirely new product in which energy can be harnessed in the most convenient and green way possible thus allowing users to charge their daily devices on the go.

Throughout the design process it became clear very early that people would much rather their devices run out of battery than charge yet another accessory in the form of a portable battery. Identifying this problem was key in REGEN's progression and allowed the designer to pin point an area which was important to the user; convenience and practicality. After more research and testing, Kinetic Energy soon became the front runner in providing a sustainable and easily obtainable energy source for REGEN.

REGEN uses electromagnetic induction, most commonly seen in kinetic energy "Shake Torches", to generate current through the users lateral movement. In order to optimise the amount of energy generated, REGEN can easily be strapped to the users bicycle pedal on their daily commutes. This not only provides convenience for the user, but also rewards and encourages people to use greener forms of transportation. The world is full of beauty, why not pay homage to it with the respect it deserves? Think green, think REGEN.

REGEN



Think Green, Think REGEN

LockLite Bicycle Lock



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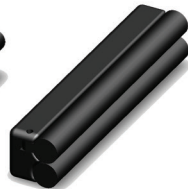
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Bicycles are incredibly personal objects. With a bicycle being stolen every 67 seconds in the UK and over half of all active cyclists being a victim of bike theft at some point in their cycling career, keeping a bicycle safe and secure is a vital part of any cyclist's journey. Current bicycle locks are a totally separate entity from the bicycle themselves, often with crude mechanisms and poorly designed storage systems. The design of the bike lock has hardly evolved over the years, remaining bulky, heavy and ugly.

Most commercial lock designs are either difficult to use, store or transport. Some of these aspects can be improved by selecting a different lock style, but usually at the expense of overall security and strength of the lock. I am looking to solve the issues that myself and many others face with regard to bicycle security. Many current designs prohibit certain aspects of the bike locking process. Locks can be difficult to transport when riding, and either cumbersome or fiddly when handling the lock and locking mechanism to secure the bike. As well as this, lock aesthetics are rarely considered. When a lock is transported on the frame of a bike it can completely ruin the look of a bike, something many people take pride in. Locks can also be invasive to the rider – getting in the way of moving body parts or causing disruptive and distracting rattles and shakes. A bike lock that encompasses usability, aesthetics and high quality security all in one product will thoroughly improve the user experience of keeping their bicycle secure.

I am looking to create a sleek, usable and innovative lock that can be transported easily and fits with the cyclist's routine, while staying just as secure as current high-end designs. The LockLite will be a foldable bicycle lock this is easy to store and transport, using its storage positioning on the bike to add further safety with the use of lights – also removing the need to keep lights safe by detaching them when the bike is locked. LockLite - A functional and desirable bike lock with guaranteed security.



Ameoba: Encouraging the Re-use of Bags



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How often do you forget to bring your reusable bag?

Everyday in the UK, 19 million carrier bags are given away, making our lives easier in so many ways. Unfortunately, plastic bags are often not disposed of properly. We often see them blowing around in the streets, also ending up in streams and the oceans. These bags can be dangerous to animals, such as turtles, that ingest them or are strangled by them, especially in marine environments where plastic bags resemble jellyfish and other food items.

One solution to this problem is to make degradable bags, another solution is the “bag for life”, however from what I’ve found, this hasn’t caught on with the younger generation, which is why I designed Ameoba; a modern, geometric, aesthetically pleasing alternative. It is foldable, durable, and multi-functional; it can be reversible, and it can be used as two different sizes - giving you no excuse to not reuse.

As a materialist society, we commonly represent and communicate the fabric of our egos through objects as opposed to language. I hope that with my product, users will feel proud and more aware that reusing is better for the environment in the long run.



"DON'T FORGET TO REMEMBER ME"

COMING SOON

Water Storage Bench



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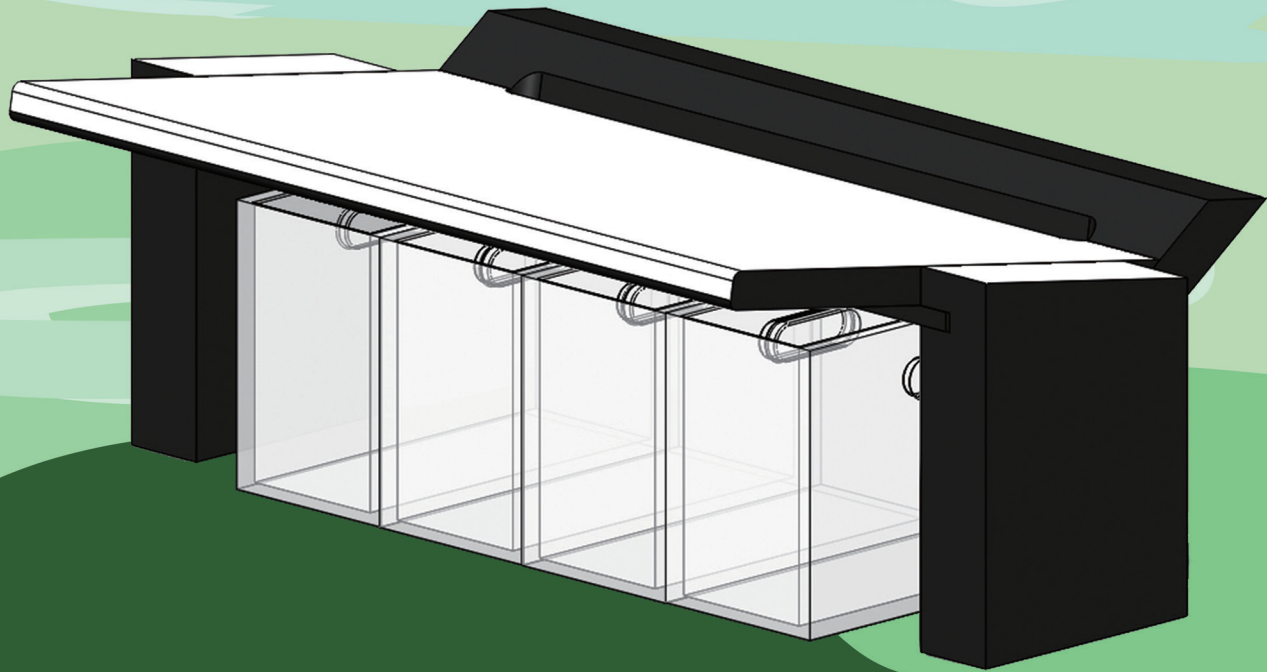
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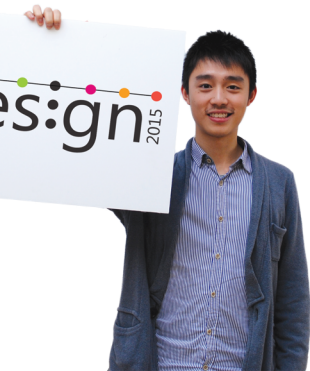
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Water storage bench is a development design from traditional outdoor bench. Before starting my design work, I am thinking about the which design point I need to focus, what is needed in human being's live now, what is the indispensably method for us. I think it is the Water. I don't want make something seems like very high tech and very complex, it is not my aim. I want focusing on changing little things and make it simple but very useful. So I start look around from me, observe everything about water. During this process I find there are lots of place or way could be improved or development.

So I was emerging an idea to design a Water storage bench, at early stage it is aim to using in the park and might connect to city's sewage system but we think it is too complex so it is re-design for using individually, more focus people who has their own garden, people could use the Water storage bench to washing vegetable, car, pets, etc. and no extra water usage cost! Because Water storage bench claim water from Raining or dewdrop.

Hope you enjoy this Water protect project. Thanks.





iMtalkin - Talking on public transport



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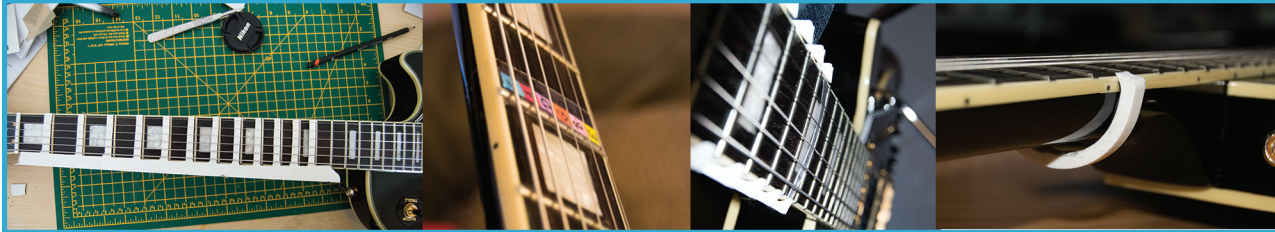
iMtalkin is a personal accessory aiming to allow talking on the phone without being heard by others in the immediate vicinity. Nowadays more commuters are talking on the phone on public transport due to the rising average commuting hours, and this can have negative implications for privacy. With the product, commuters, being my target users, would then be able to make use of their travelling time having private conversations on the phone - be it dealing with clients or talking to family.

The product is primarily made from flexible material so it stretches and clamps over user's mouth and back of head. It is hollow in the middle, padded with acoustic foam to dampen and absorb sound emitted by talking. When the device is connected to user's phone via bluetooth, voice goes first through the microphone inside, then it gets weakened and directed away through a carbon fibre tube on the side. The design also incorporate bone conduction technology, freeing user's ears so they can still be receptive to the environment around them.

As for the brand name, it is derived from the social behaviour aspect. Often people find it awkward and bizarre when someone talks on the phone using a headset or earphones, therefore seeming like the person is talking to the air. For my design with the same functions, I want to make it obvious. So I came up with the brand to make my product a symbol, a symbol simply telling: Hi, iMtalkin.



Scale Up



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Music is a part of all of us. Even those who do not engage in music have the ability to feel it. A song can evoke emotions, creating a connection between that piece of music and us. We can feel happiness, love, sadness and anger just through the way a song progresses, and this comes down to which scale the song was written in.

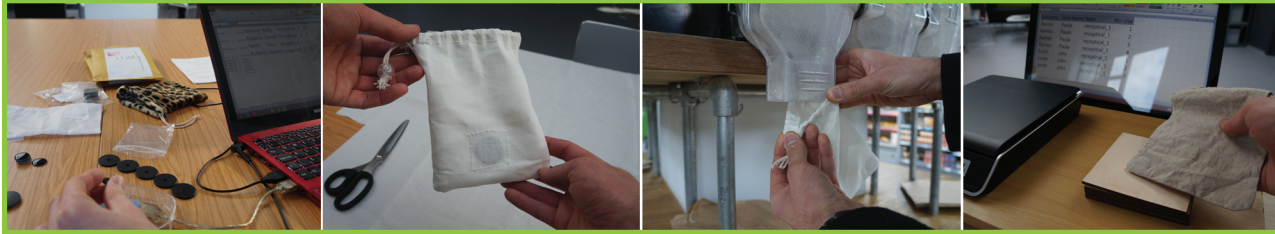
A musician who knows and understands scales can write any song that comes into their mind, and understand how past songs were composed. Learning scales on a guitar however is a tedious and difficult process, which requires a lot of monotonous repetition. I remember getting into my dad's car at 15 after a guitar lesson and telling him I was going to learn scales. Well 9 years have passed and I still haven't.

Scale Up is an innovative, new way to learn scales. The current way of sitting, repeating the given positions is eliminated, and the guitarist is presented with the correct notes over the whole fretboard, allowing them to instantly start exploring their instrument. Creativity quickly develops, trying out new ways to link notes, and patterns to follow. This allows the player to really delve into their own unique style and become a better guitarist and musician.

Scale Up can be used during practice for beginners having a first look into scales, up to experienced guitarists who are wanting a fresh, new way to go about learning and remembering them.



Project Refill



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Food packaging (the plastic, glass and cardboard that allows you to transport your groceries from store to home) contributes a vast amount towards people's everyday waste and recycling. It's incredibly hard to avoid it when shopping in a supermarket, and on top of this there is the increasing issue of food waste; people either choosing or being 'forced' into buying more food than they need or can use just because it's the amount that comes in the packet. My project looks to find a way to solve these problems.

The aim was to develop a way to reuse packaging that not only allows users to reduce the amount they throw away, but also incentivises them to keep on reusing the same 'packaging' over and over again. My solution comes in the form of a hemp fabric draw-string bag with an RFID (Radio Frequency Identification) tag sewn in, alongside an EPOS system that keeps a tally of how many times that particular bag has been brought back and reused. The user fills up as much of whichever foodstuff he or she need and then takes it to the 'till'. Here the tag is scanned and registered to the customer, and records it's use. When it comes back to the store and refilled again, the tag is once again scanned and it's use recorded, thus allowing a store to start offering incentives for certain milestones, i.e. every 10 uses = 10% off, or reach 20 uses receive a small gift. This encourages the user to bring back the bag and refill, and also promotes a relationship between user, store and product. The possibility of offering personalised graphics on bags will also add emotional attachment and reduce the chance that the product is forgotten or thrown away.



Uppall modular shelving unit



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The Uppall modular shelving unit is a completely new direction for modern modular shelving. Although modular shelving is fantastic and extremely useful, there is still one vital piece of the puzzle missing! Current Solutions to modular shelving are fairly costly and are usually far from an eco-friendly design. Modular shelving units have a superb ability to adapt to any situation be it that in the family home or retail.

Having been inspired by a number of eco conscious, local, Brighton designers, I set off on a journey to not only create a modular shelving unit but to gain better a understand of recycling, up-cycling and the ever increasing eco-friendly community.

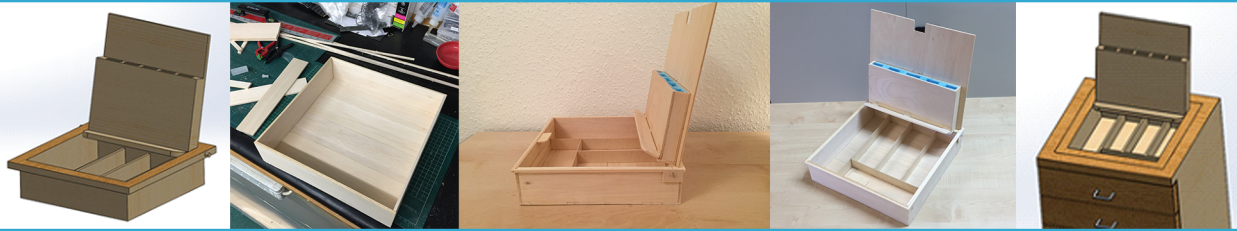
The Uppall shelving unit will allow for consumers to personalise the shelving adding their own flair as well as constructing a system shaped to individual needs. Expansion and customisation is key!

The idea behind Uppall is not simply to up-cycle material into furniture, but to create a whole community around distributing ideas, insider information, useful hints and tips and of course not forgetting your very own creations. Creating a website for people to share is entirely vital for the success of Uppall and spreading the word for up-cycling eco friendliness. Sending out a message is just as important to me as creating a functional shelving unit that will expand to your needs.

Uppall brings something new and exciting to the world of pallet construction as well as stoking the fire of up-cycling. Create. Build. Share.



Storage Solutions for the Kitchen



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The kitchen is often said to be the heart of the home and with my project I aim to improve the use of space within a small kitchen to be more efficient and to create a more enjoyable user experience. With limited storage options available in a small kitchen, the work surface becomes more cluttered with objects that there is no room to put away. This can reduce the amount of work surface space available to the kitchen user for preparing food or cooking and creates a less enjoyable environment for the user to be in.

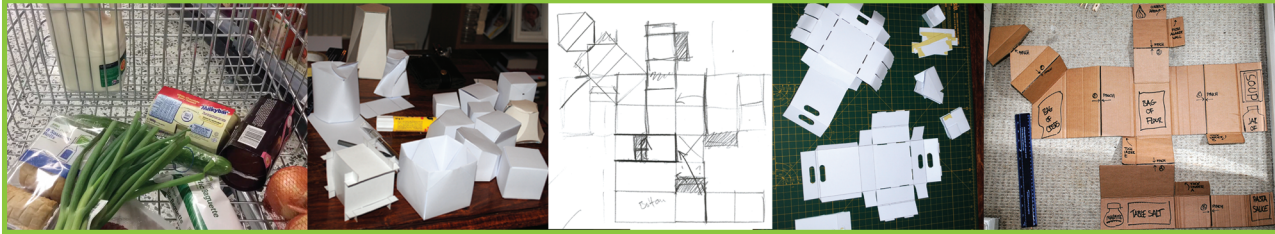
To combat this issue, my project will improve space usage in the kitchen by combining cutlery draw and knife block into a single product that will only take up the space of a normal cutlery draw. This product is designed to be retrofitted and can therefore be used in almost any kitchen. The design allows for the reuse of part of the removed kitchen work surface to make the product match with the rest of the kitchen, making it aesthetically pleasing and environmentally friendly by reducing the waste of installation.

Once installed the product allows easy access to cutlery and knives through the work surface by lifting up the lid. When the lid is down the user can work over the top of the product as with a normal work surface. Alternatively the lid can be left open and the stand attached to the knife block inside can be used to hold either a cook book or a tablet to aid the user when cooking.

This product is part of a range of storage option designs, of which multiple can be installed in one kitchen, improving the use of available space and reducing work surface clutter for a more enjoyable experience when using the kitchen.



Sustainable Shopping Transportation



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Despite the growth in sustainable design, and massive industries attempting to make their practises environmentally friendly, it is difficult to believe the UK still uses more than 8 billion plastic bags every year. Is the current model for supermarket shopping the best, not just for the environment, but for the user as well? My design provides an alternative for transporting food products, and a reimagining of the supermarket consumer experience.

This design is not only a secure food carrier but also an instruction manual for the user. A range of different inserts for the carrier allow for a large number of unique structural arrangements, ensuring any combination of items will be held secure. These inserts also double as a graphical list of items the user can purchase, providing them with the ingredients and cooking instructions for a number of different meals. With so many combinations the inserts can be designed for any meal set from cheap student meals to healthy living lunch boxes, perfect for anyone wanting to try something new or too lazy to write a shopping list. The arrangement of the carrier can even be set to carry food items without the need for packaging, perfect for packaging free sustainable food stores. It may even be possible to reduce the time at the checkout to mere seconds with the integration of self-service shopping.

With careful attention to the manufacturing process, the food carrier and its inserts are constructed entirely from cardboard with no adhesives that may hinder the reuse and recycling of the product at the end of life. The process for manufacture is simple enough that it could be achieved by any level within the shopping industry, from a local grocery store to supermarkets. With potential in any area of the shopping experience the design of this food carrier provides a user with a new shopping experience whilst transporting food more efficiently and sustainably, a clear alternative to plastic bags.



RDS RAPID DEPLOYMENT SHELTER



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Rapid Deployment Shelter, on my final year design I always wanted to do something that can help people and make life easier, so the story behind this project is; At 1999, the earthquake happened in North of Turkey 3 cities are destroyed and roughly 48500 people died. Myself there that time and it was very scared and sad I felt every moment of it, afterwards the picture I saw, peoples; kids, mother father elderly, every kind of age were on the street looking for parents or close family member or helping to neighbour. What I saw there that time was arriving lots of help from other country or other city like medical help or temporary shelter, the problem was the setting up the shelter it was challenging because need few people and must know what you doing, too many parts and joint and biggest one is it might be in different language, so it took 2 hours with 5 person to set up, this is just one shelter think about they setting 10000s shelter, how long it will take? long time, these people not need to wait that long time... Second problem I saw was, there is all age of people kids, elderly, blind, deaf so on... the safety was poor, they used long tent line with pin to secured and make it stable the shelter, they are not visible in day or night so any one can get heard falling over it, and 3 issue was, if any one feel ill how they going to let other know, how they going to find them in 10000s shelter.

In this project I did find answer to all this problem

1. My project the shelter will operate less than 10 minutes and with only ONE person
 2. I used tent line but in different way, the shelter have 6 corners and lines are crossed to each corner from top to bottom.
 3. There is a recovery light on top of the shelter, if the person feel ill and needs attention they just pull the cord and let others know that need help and where you are.
- Allowing relocating families to bring their existing shelter materials with them with no hassle.



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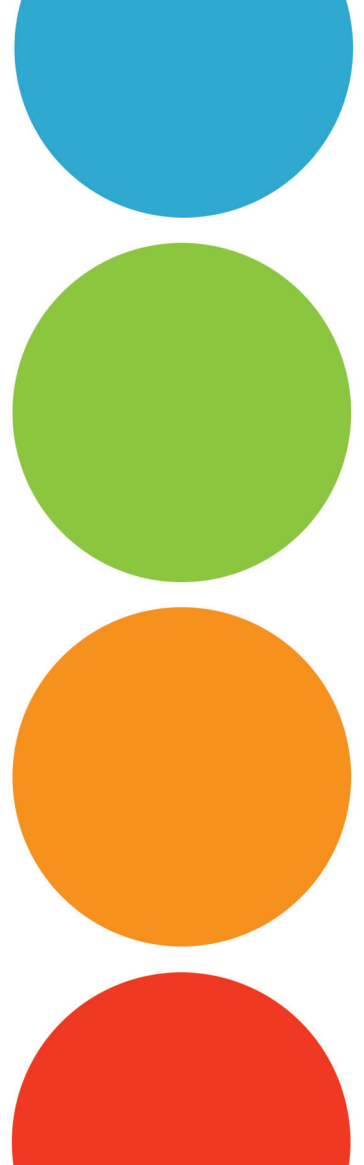
claire
potter
design



The
Print
People.



very own studio



Thank You

We would just like to take a moment to thank our sponsors, supporters and anyone who has contributed towards the show at any of our fundraisers; the design show isn't possible without your generous donations!

We would also like to say a huge and heartfelt thank-you to our tutors Diane, Mark, Claire and Cathy, as well as all the other lecturers and faculty that have guided us through the last three/four years; your tireless support, invaluable knowledge and wealth of experience has helped mould us into budding designers, and without you we wouldn't be where we are today.

The Class of 2015

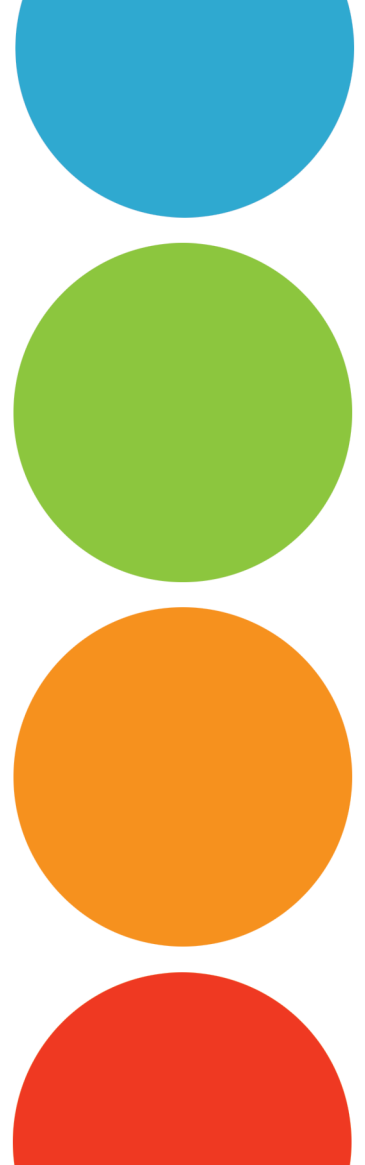
Contact

If you think the Product Design BSc is the course for you, please don't hesitate to get in touch!

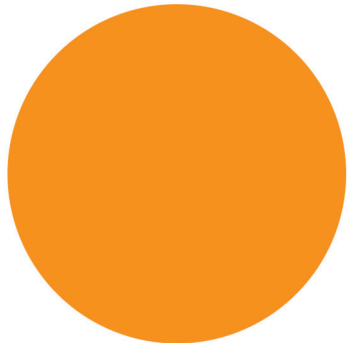
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