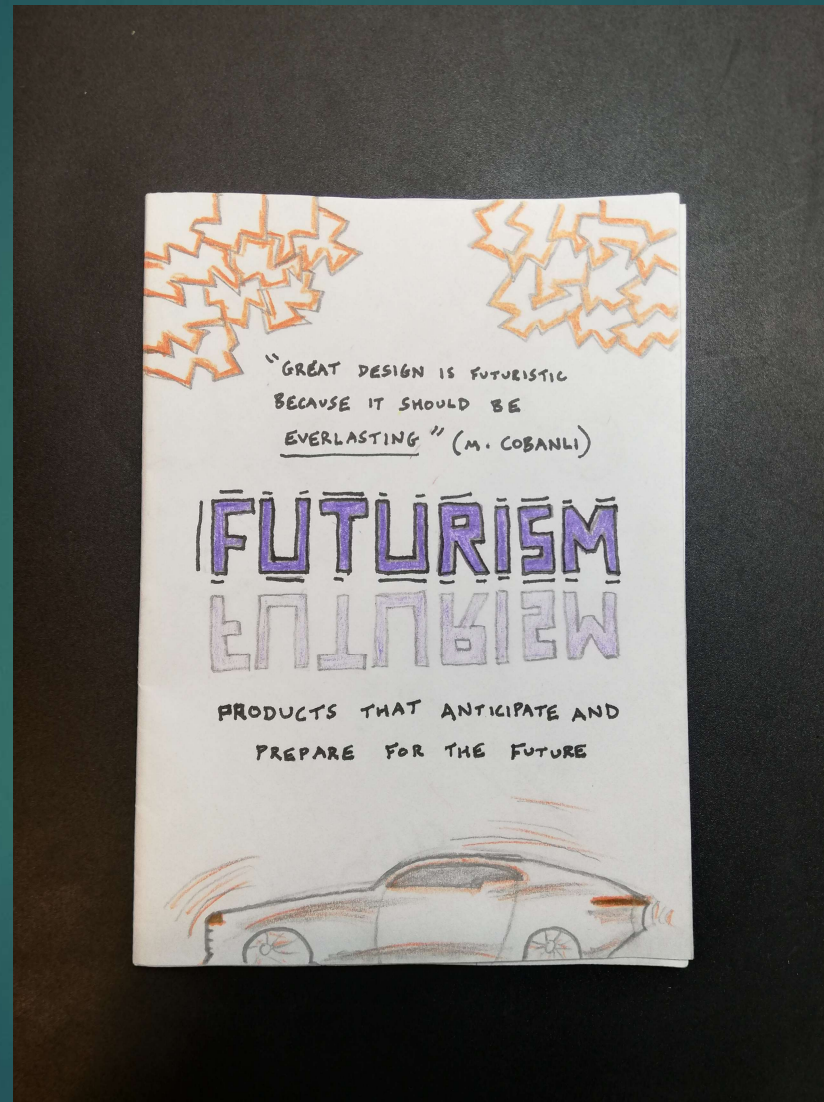


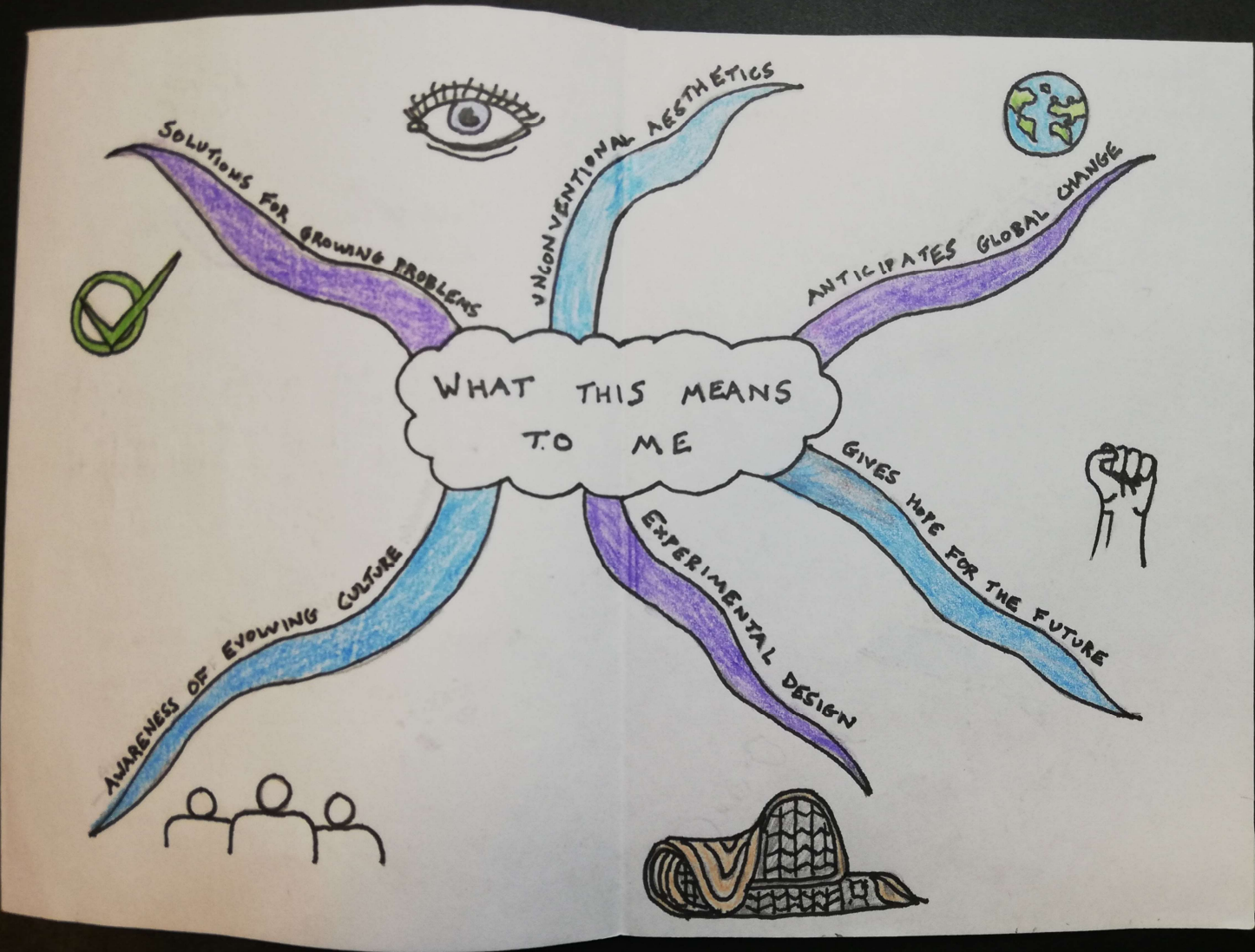


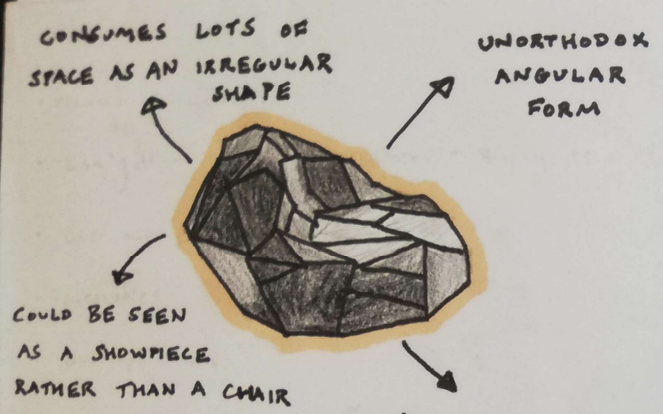
# DESIGN ZINES

JACK WELLS

# ZINE 1







CONSUMES LOTS OF SPACE AS AN IRREGULAR SHAPE

UNORTHODOX ANGULAR FORM

COULD BE SEEN AS A SHOWPIECE RATHER THAN A CHAIR

SACRIFICES ERGONOMICS FOR AESTHETICS

INCLUSIVITY - EASIER FOR ELDERLY USERS TO PUT ON SHOES

SIMPLIFIES STORAGE BY CONSUMING LESS SPACE

OR USERS WITH ARTHRITIS

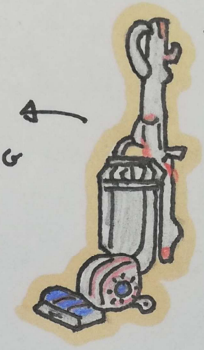


NIKE GO FLYEASE

ERGONOMIC BY REMOVING THE NEED FOR LACES - SAVES TIME AND EFFORT

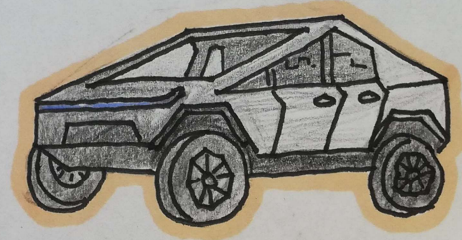
USES CYCLONIC SEPARATION FOR BAGLESS CLEANING

IMPROVED SUCTION POWER AND DESIGNED TO LAST



REMOVES SINGLE-USE BAGS THAT CONTRIBUTE TO LANDFILL

ELECTRIC CONCEPT CAR TACKLES DEVELOPING CRISIS OF CLIMATE CHANGE BY REMOVING FUELS



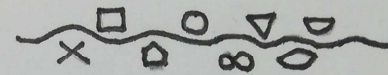
UNCONVENTIONAL FORM IS EYE-CATCHING AND INTRIGUING

TAKE INSPIRATION FROM DESIGN  
MAGAZINES LIKE :

- DEZEEN
- DESIGNBOOM

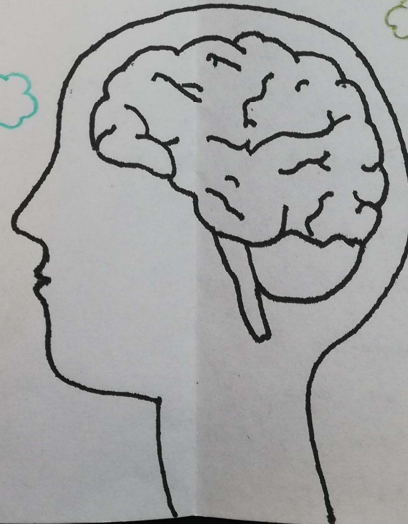
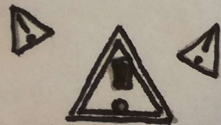


EXPERIMENT WITH  
SHAPES AND FORMS

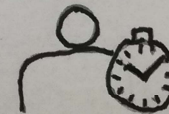


HOW I WILL INCORPORATE  
THIS IN MY WORK

CONSIDER DEVELOPING  
PROBLEMS THAT THE  
PRODUCT WILL NEED  
TO ADDRESS



CONSIDER THE CURRENT  
AND FUTURE NEEDS  
OF USERS THROUGHOUT  
THE DESIGN PROCESS



# VIRTUAL REALITY



- ENABLES FULL IMMERSION INTO A CONSTRUCTED DIGITAL ENVIRONMENT
- CAN BE USED IN DESIGN FOR EXPERIMENTING WITH THEORIES — SAVES TIME AND MONEY
- COULD BE SEEN AS NOT ADDRESSING DEVELOPING PROBLEMS SUCH AS SCREEN ADDICTIONS — DISTRACTION FROM REALITY AND CURRENT ISSUES

# ZINE 2



COUNTERS PROBLEMS LIKE  
CLIMATE CHANGE AND  
GLOBAL WARMING

PROTECTS THE  
ECOSYSTEM

TAKING ADVANTAGE  
OF RENEWABLE  
MATERIALS

COMPANIES  
EVALUATE  
THE IMPACT  
OF THEIR DECISIONS

AWARENESS OF  
CARBON  
FOOTPRINT

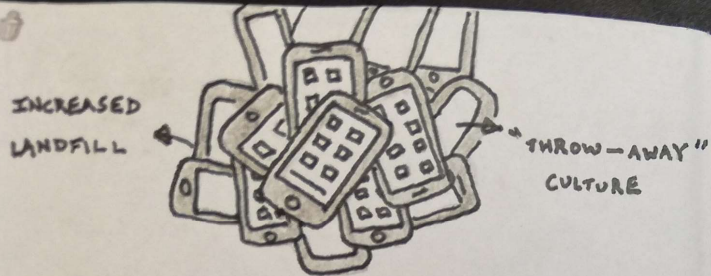
WHAT THIS MEANS  
TO ME

REDUCED WASTE  
AND ENVIRONMENTAL  
IMPACT

ENCOURAGES PROCESSES  
LIKE RECYCLING  
AND UPCYCLING

ENFORCES A CIRCULAR  
ECONOMY RATHER THAN  
A "THROW-AWAY"  
CULTURAL MINDSET





PLANNED OBSOLESCENCE — A BUSINESS STRATEGY WHERE PRODUCTS ARE DESIGNED TO FAIL

INCREASED PROFITS AS CUSTOMERS PURCHASE A NEWER MODEL



RETHINK



REFUSE



REPAIR

THE 6R'S OF SUSTAINABILITY



REDUCE



REUSE



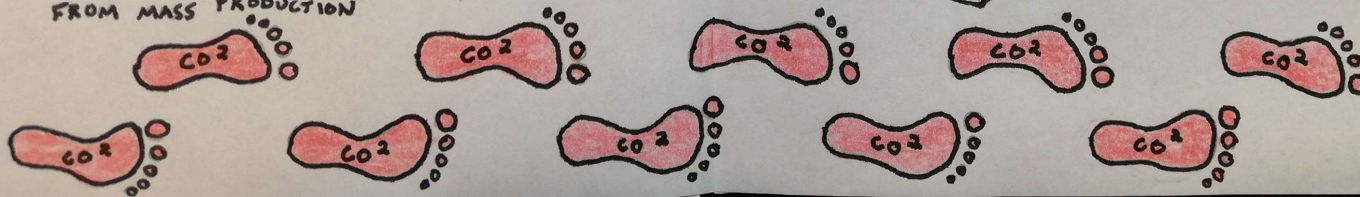
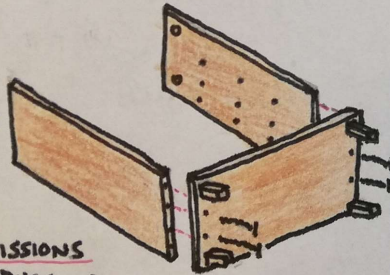
RECYCLE

FLATPACKS

✓ USES SCRAP IN MANUFACTURED BOARDS

✗ RESIN RELEASES HARMFUL GASES

✗ HIGH CARBON EMISSIONS FROM MASS PRODUCTION



BIODEGRADABLE POLYMERS



BIO

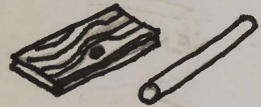


OXO



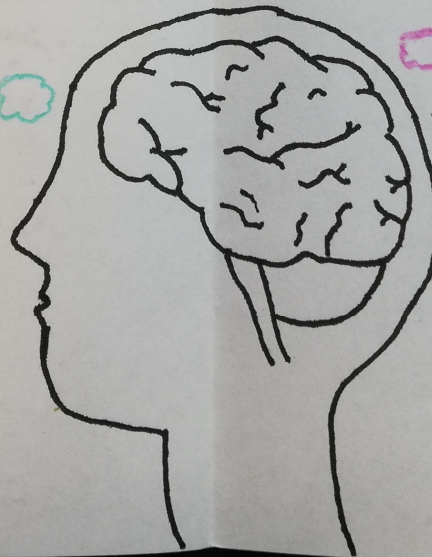
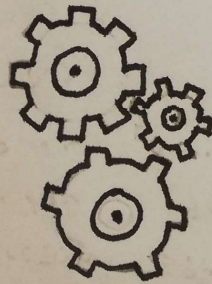
PHOTO

CONSIDER THE ENVIRONMENTAL  
IMPACT OF MATERIALS  
AND PROCESSES



HOW I WILL INCORPORATE  
THIS IN MY WORK

ATTEMPT TO MINIMISE  
WASTE DURING THE  
MANUFACTURING PROCESS



DESIGN PRODUCTS WITH  
A LONG LIFE OF SERVICE  
TO COUNTER BUSINESS  
STRATEGIES LIKE PLANNED  
OBSCOLESCENCE



EVALUATE ENVIRONMENTAL  
IMPACT THROUGHOUT  
PRODUCT LIFE CYCLE  
USING THE 6R'S:

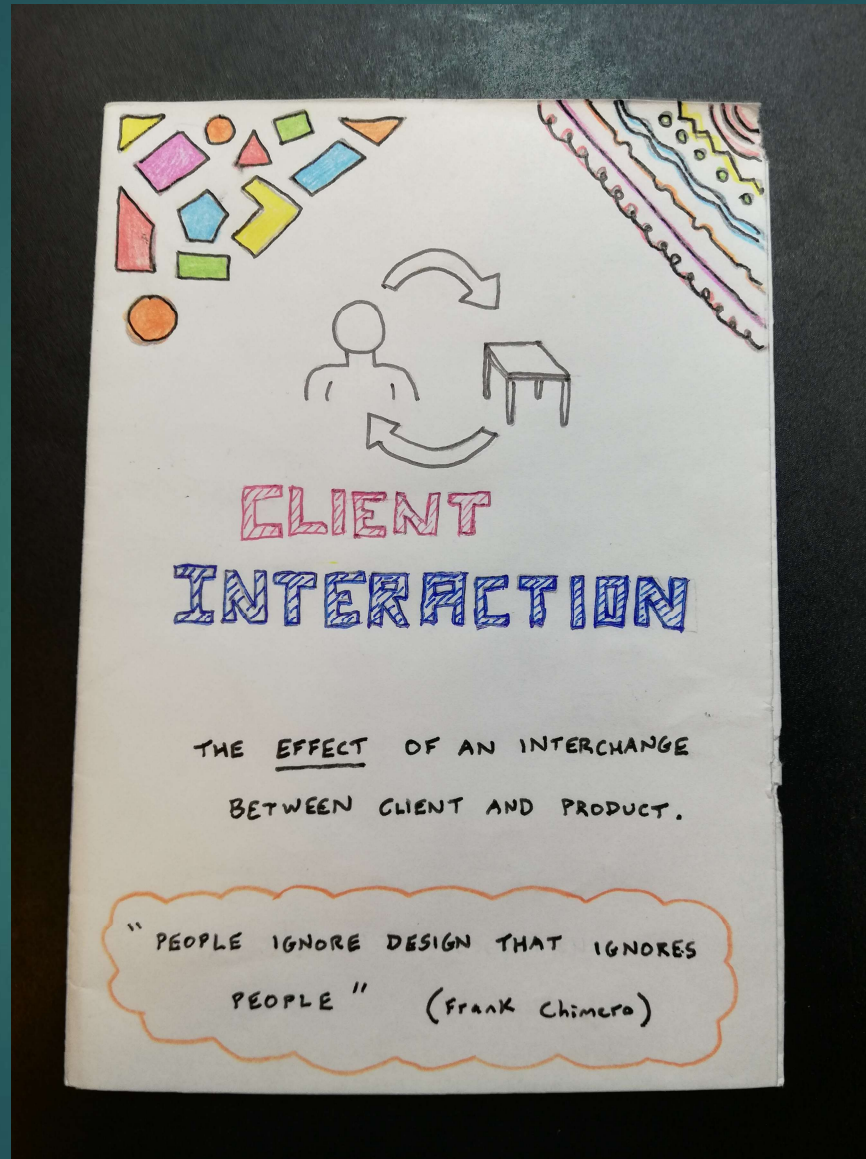
RETHINK      REUSE  
REFUSE      RECYCLE  
REDUCE      REPAIR

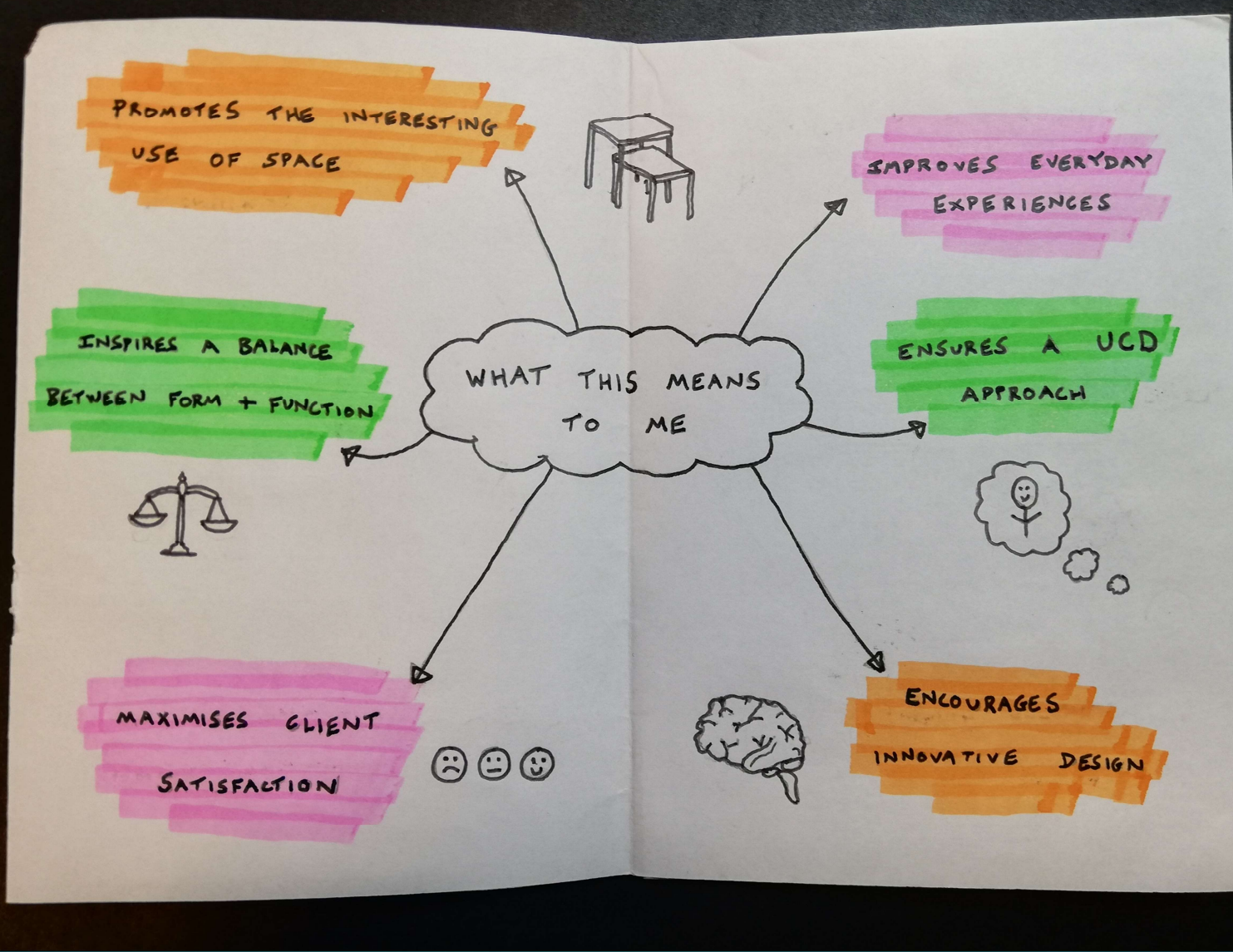
# BAG FOR LIFE



- RETURNED TO SUPERMARKETS WHEN BROKEN TO GUARANTEE THAT IT IS CORRECTLY RECYCLED
- PREVENTS A "THROW-AWAY" CULTURE ASSOCIATED WITH LINEAR ECONOMY
- MORE ENVIRONMENTALLY FRIENDLY THAN THE TYPICAL, LDPE, SINGLE-USE CARRIER BAGS
- REDUCES CARBON EMISSIONS NEEDED TO MASS PRODUCE SINGLE-USE BAGS

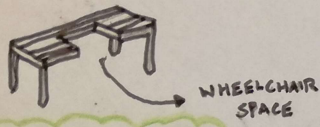
# ZINE 3



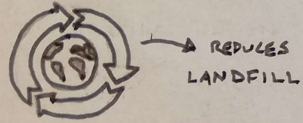


Clients are more likely to enjoy interacting with products that consider both form and function and are designed centred around their needs. Examples include:

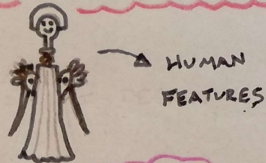
### INCLUSIVE DESIGN



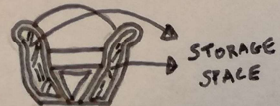
### CIRCULAR DESIGN



### ANTHROPOMORPHIC DESIGN



### SPACE-SAVING DESIGN



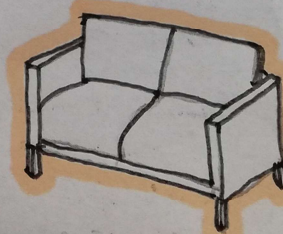
- Designed to enable all possible users to comfortably ~~use~~ utilise the product.

- Designed to satisfy the client by considering the environmental impact of the product.

- Designed to create an emotional attachment to the human user.

- Designed to maximise the use of the client's space to maintain organisation.

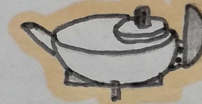
## BORING



## INNOVATIVE



WIGGLE CHAIR - FRANK GEHRY



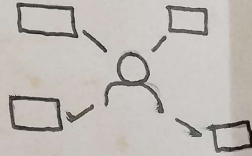
TEA INFUSER - MARIANNE BRANDT (BAUHAUS)



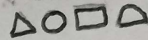
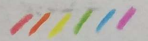

SERPENTINE SOFA - VLADAMIR KAGAN

TAKE A USER-CENTRED DESIGN (UCD) APPROACH:

- INTERVIEWS / SURVEYS
- EMPATHY MAPPING
- FOCUS GROUPS

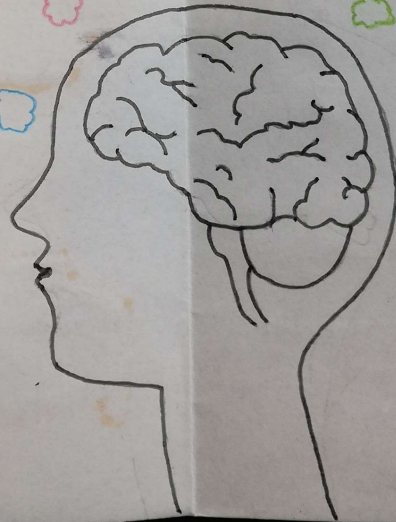
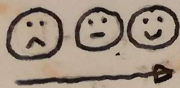


EXPERIMENT WITH:

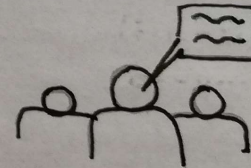
- SHAPES 
- COLOURS 
- MATERIALS
- PROCESSES 

HOW I WILL  
CONSIDER THIS

DESIGN FUNCTIONAL AND  
THOUGHT-PROVOKING  
PRODUCTS THAT ARE  
ENJOYABLE TO USE



LEARN ABOUT THE  
USER OR TARGET  
MARKET BEFORE  
BEGINNING THE  
DESIGN PROCESS



# JUICY SALIF

(LEMON SQUEEZER)

PHILIPPE

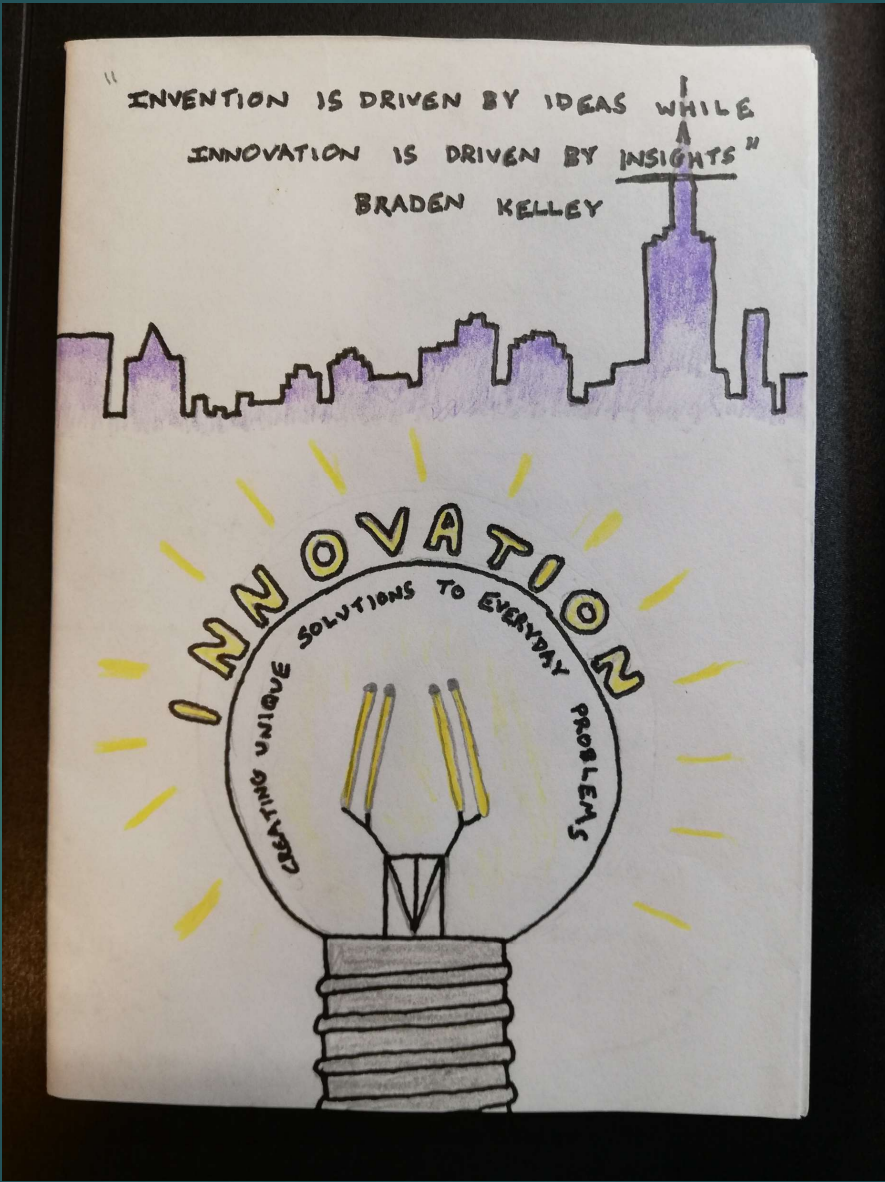


STARCK

- THOUGHT-PROVOKING AESTHETICS INSPIRED BY THE BODY OF A SQUID — INTRIGUING AND ENJOYABLE TO USE
- SOMEWHAT SACRIFICES FUNCTION FOR FORM:
  - NO CATCHMENT AREA FOR PIPS
  - UNSTABLE AND TOP-HEAVY
  - DANGEROUS SHARP CORNERS



# ZINE 4



OBTAINING  
INSPIRATION FROM  
YOUR ENVIRONMENT  
AND OTHER PRODUCT  
DESIGNS

DISRUPTING  
AND EVOLVING  
DESIGN  
NORMS

IDENTIFYING  
CLIENT NEEDS  
PRIOR TO DESIGNING  
AND MANUFACTURING  
THE PRODUCT

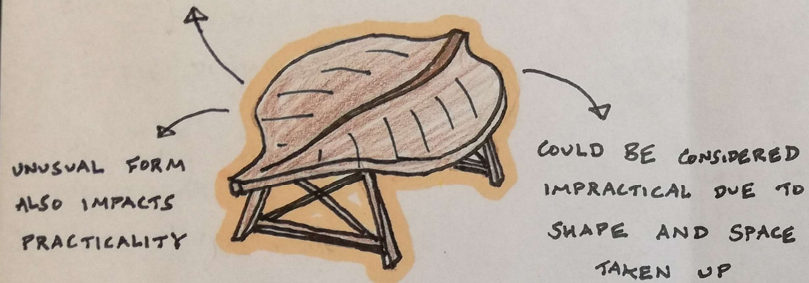
WHAT THIS MEANS  
TO ME

DESIGNING  
PRODUCTS THAT  
STIMULATE THE  
HUMAN BRAIN

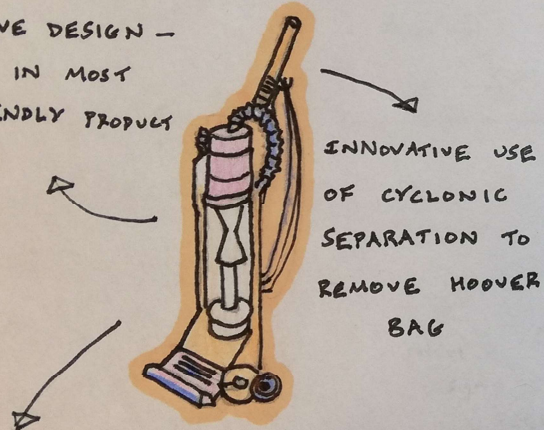
APPROACHING  
THE DESIGN PROCESS  
WITH AN OPEN MIND

EXPERIMENTING  
WITH MATERIALS,  
SHAPES, PROCESSES,  
AND COLOURS.

BIOMIMICRY - FINDING INSPIRATION IN NATURE AND EXTERNAL SOURCES

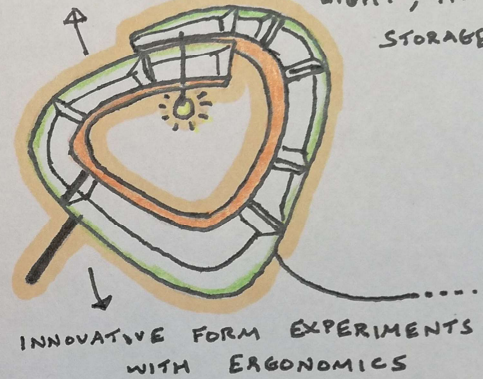


ITERATIVE DESIGN - RESULTS IN MOST USER-FRIENDLY PRODUCT

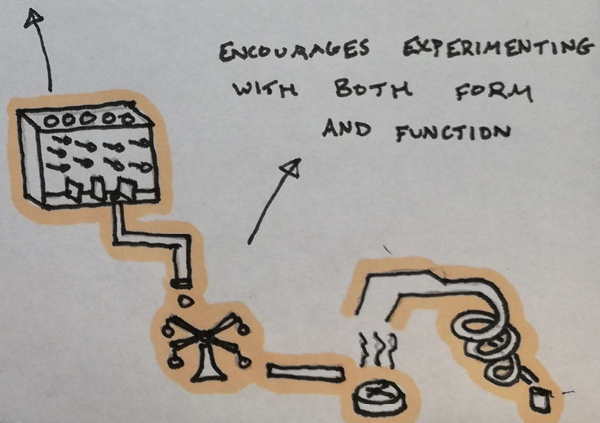


DYSON PRODUCED 5127 PROTOTYPES FOR THE G-FORCE CLEANER TO ENSURE OPTIMAL FUNCTIONALITY

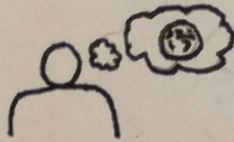
MULTIFUNCTIONAL - COMBINES SEATING, LIGHT, AND STORAGE



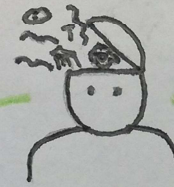
RUBE GOLDBERG MACHINE - OVERCOMPLICATED SOLUTIONS TO BASIC PROBLEMS



FIND INSPIRATION FROM YOUR  
SURROUNDINGS THAT CAN BE  
INCORPORATED INTO DESIGNS

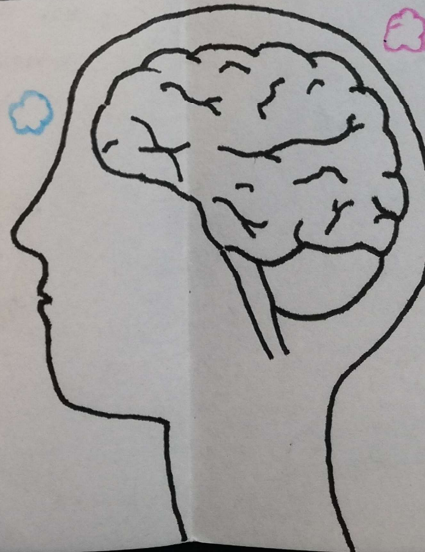
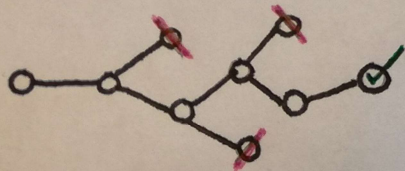


AVOID LETTING CONCERNS OVER  
PRACTICALITY RESTRICT YOUR  
IMAGINATION



HOW I WILL INCORPORATE  
THIS IN MY WORK

DO NOT WORRY ABOUT  
MAKING MISTAKES WHEN  
EXPLORING DIFFERENT CONCEPTS

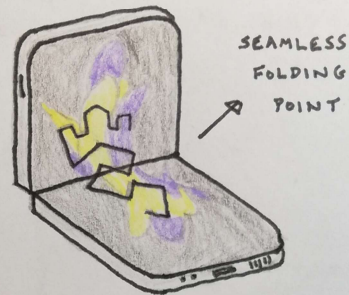


EXPERIMENT WITH:

- SHAPES  $\Delta$   $\square$   $\times$
- COLOURS
- MATERIALS
- PROCESSES

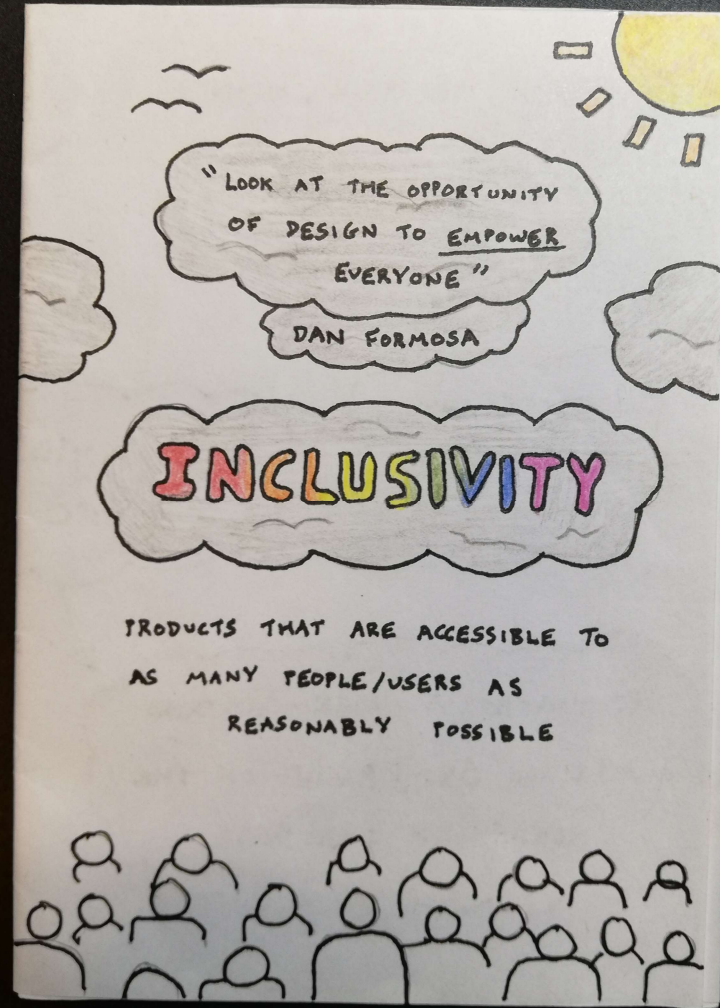
# GALAXY Z FLIP

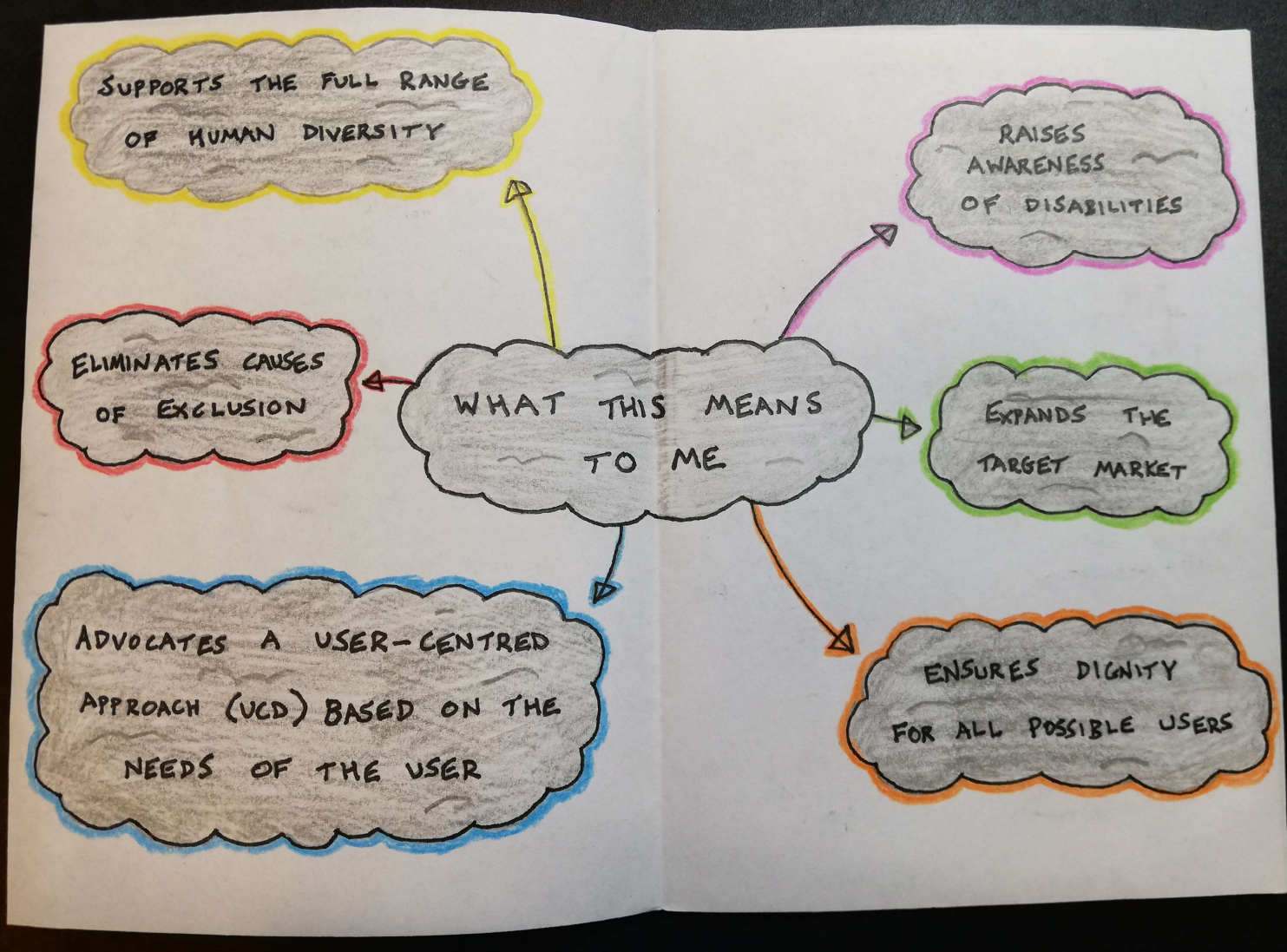
SAMSUNG



- COMBINES NEW AND OLD TECHNOLOGIES TO CREATE A PRACTICAL PRODUCT
- SAVES SPACE FOR MORE COMFORTABLE STORAGE IN A POCKET OR BAG
- FULFILLS CURRENT NEED FOR LARGE SCREEN PHONE BUT PROTECTED BY THE FOLDING MECHANISM USED IN OLD FLIP PHONES

# ZINE 5

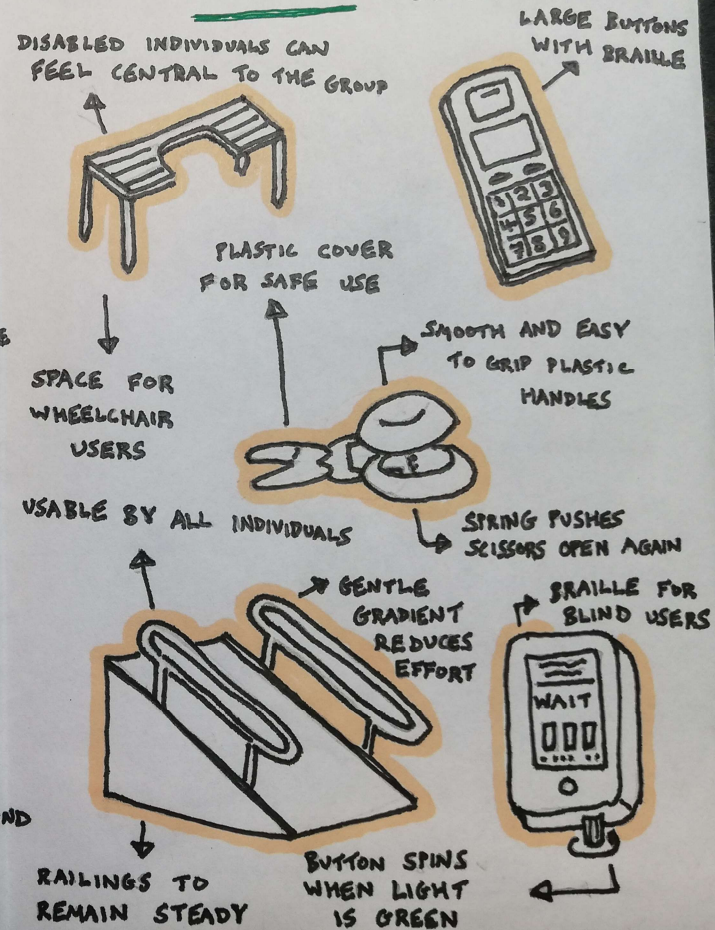




## EXCLUSIVE DESIGN

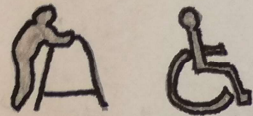


## INCLUSIVE DESIGN

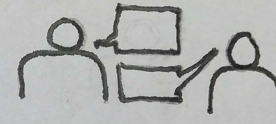




IDENTIFY POSSIBLE AREAS OF  
ABILITY-BASED EXCLUSION THAT  
NEED ADDRESSING

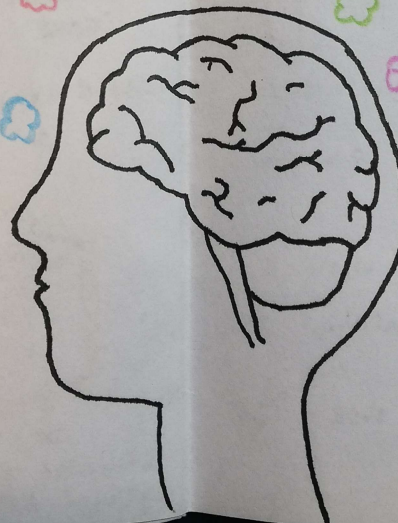


INTERVIEW POSSIBLE USERS AND  
CONDUCT EMPATHIC RESEARCH  
TO GAIN AN UNDERSTANDING OF  
HOW THE PRODUCT MUST FUNCTION

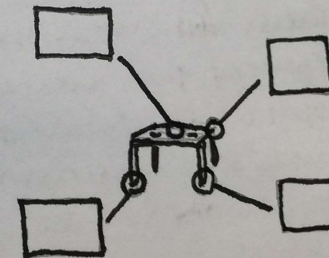


HOW I WILL  
CONSIDER THIS

DESIGN AN ERGONOMIC  
PRODUCT THAT ALLOWS  
USERS TO REMAIN DIGNIFIED



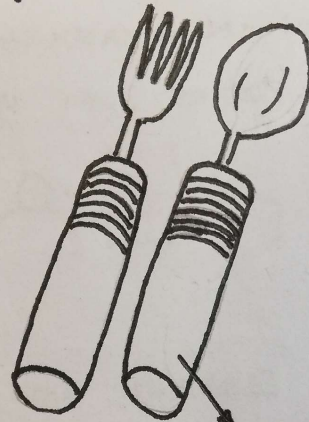
EVALUATE EXISTING  
PRODUCTS AND HOW  
THEY COULD BE MORE  
INCLUSIVE



# OXO GOOD GRIPS

(KITCHEN TOOLS)

SAM



FARBER

THERMOPLASTIC RUBBER

- DESIGNED TO BE COMFORTABLE FOR ALL POSSIBLE USERS
- LARGER AND SOFTER HANDLES WITH A NON-STICK GRIP IMPROVES STEADINESS FOR INDIVIDUALS WITH ARTHRITIS
- SIMPLE AND UNDERSTANDABLE - THE USER CAN REMAIN DIGNIFIED