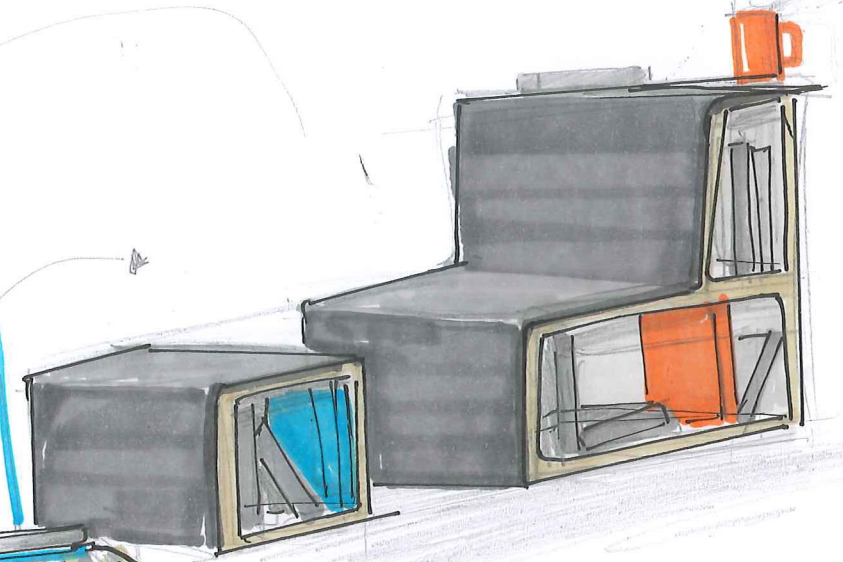
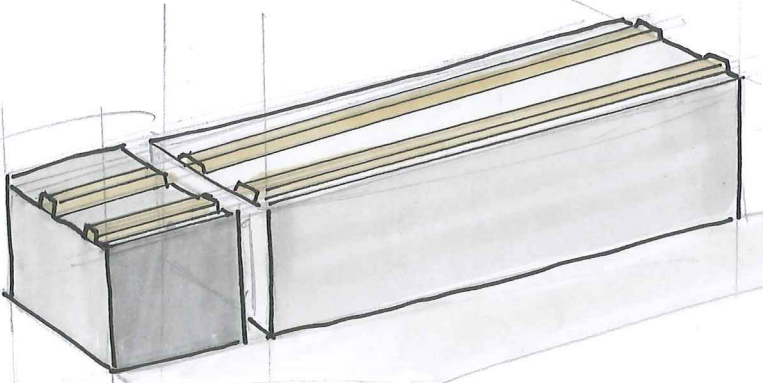
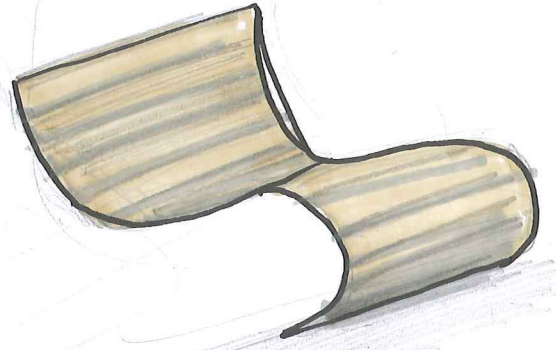
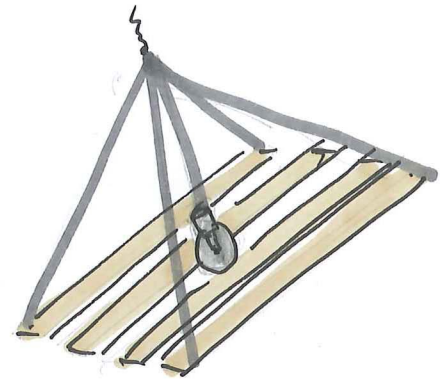


SCANDI NAVIAN DESIGN

- Clean
- Simple
- Geometrical



Scandinavian Design



Flip and
fit on
sides?

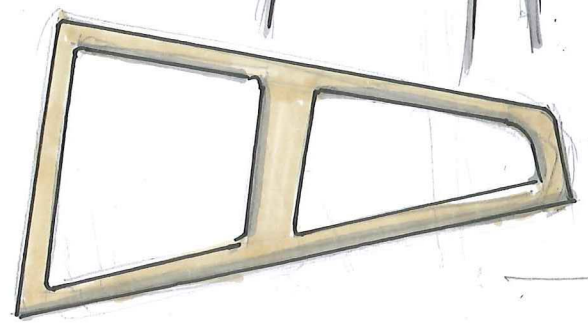
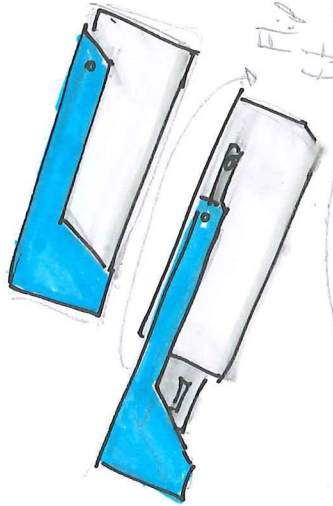
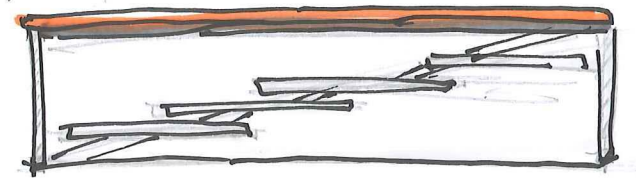
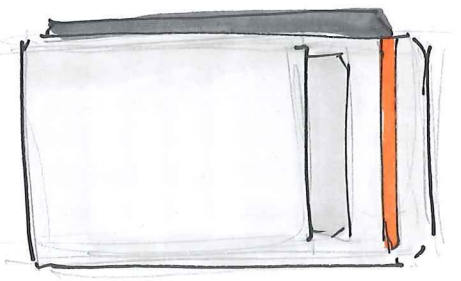
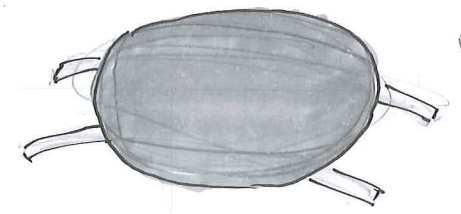
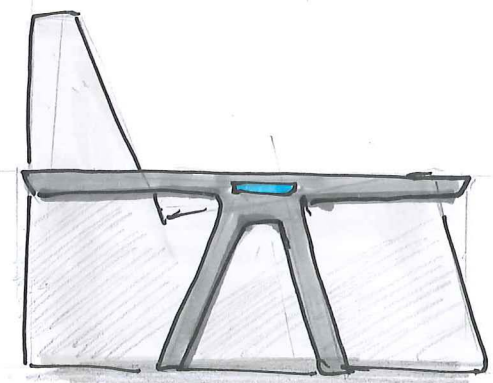
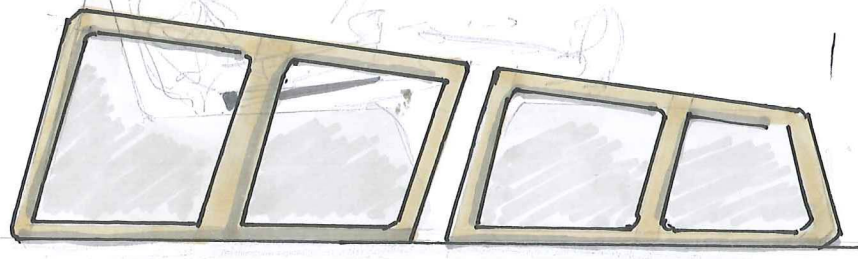


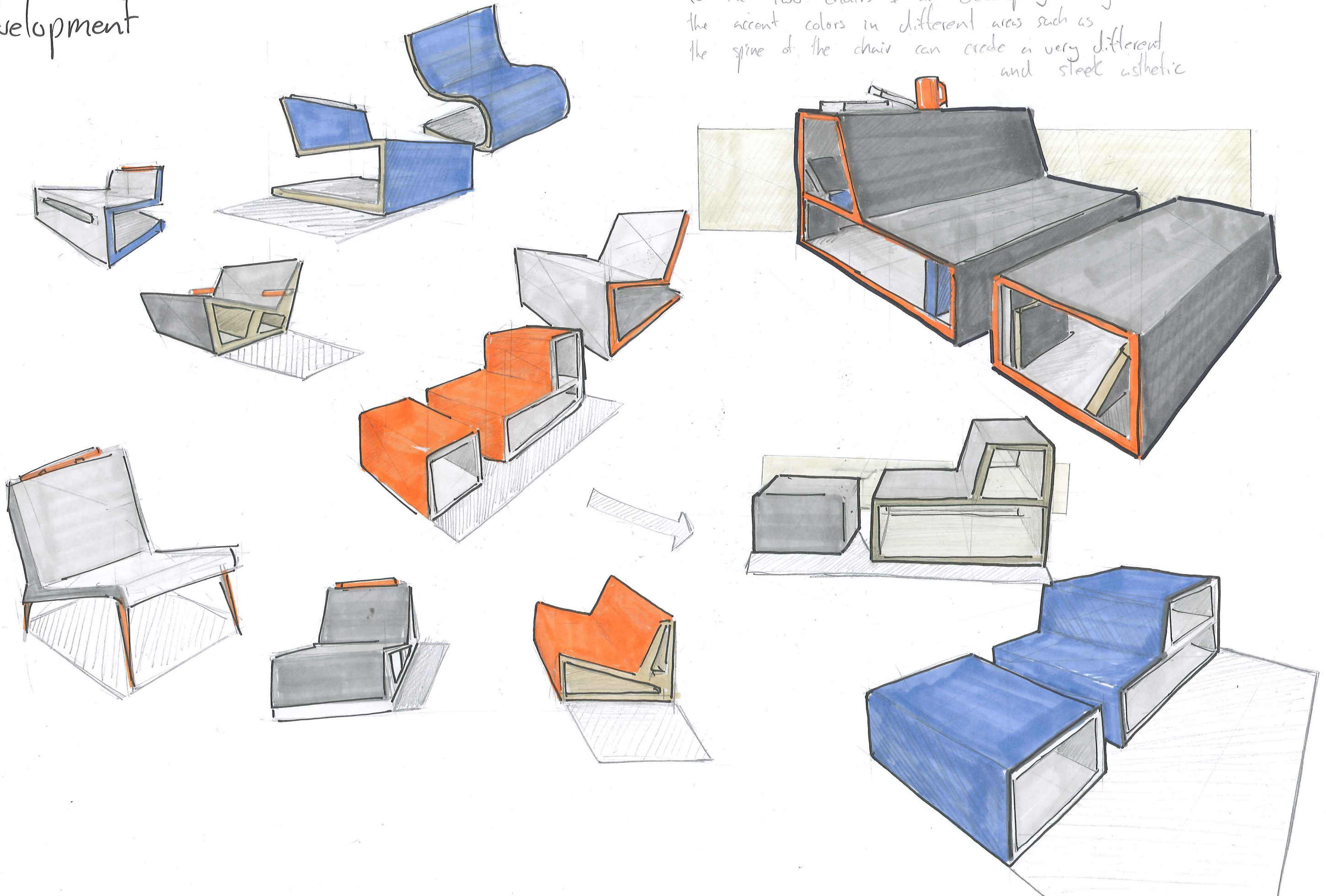
table design
- watch
inspired



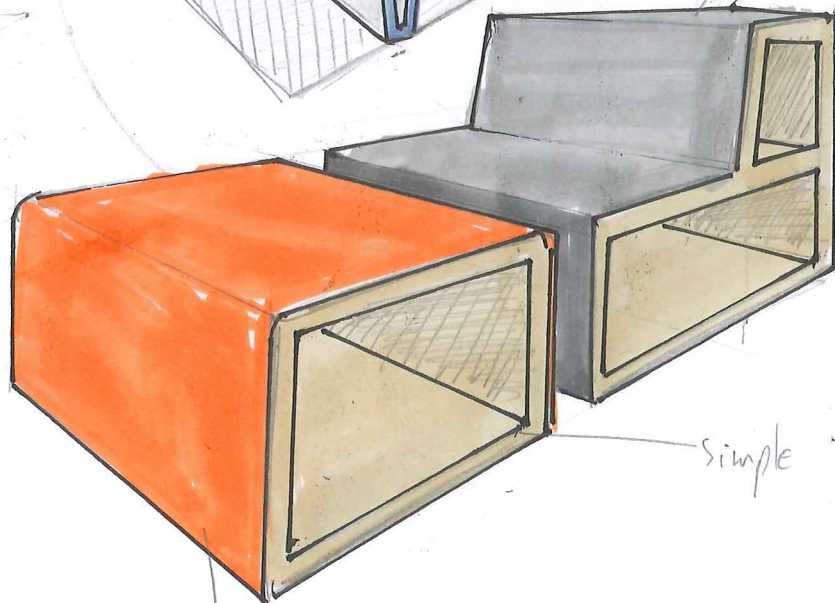
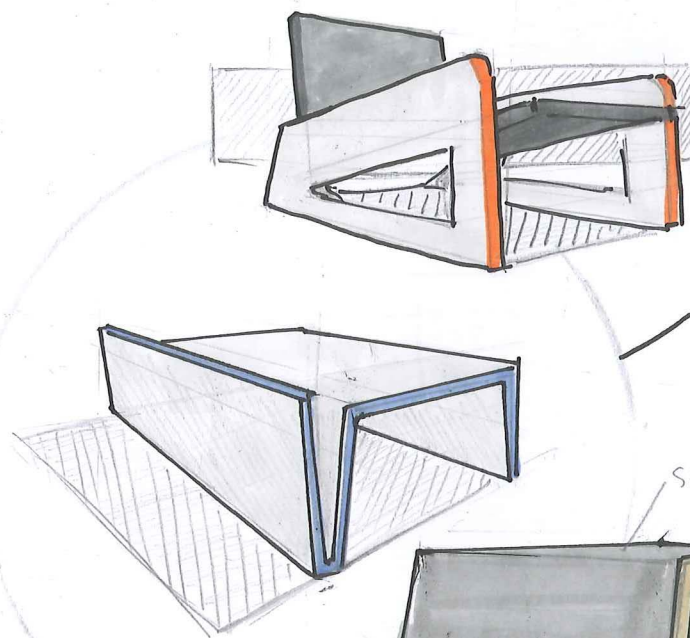
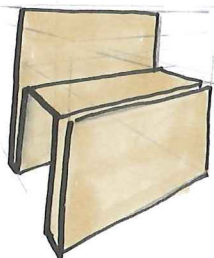
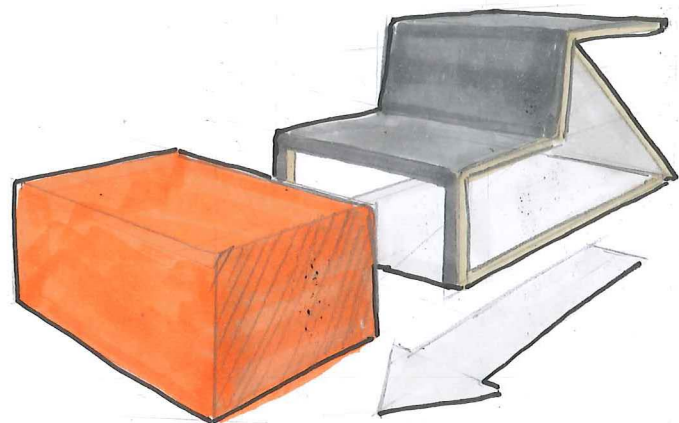
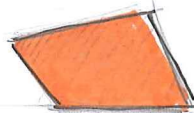
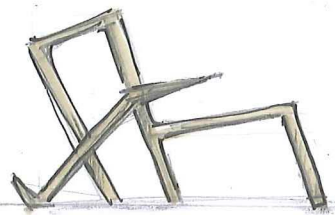
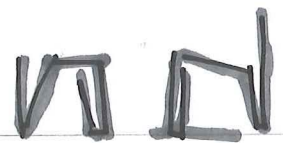
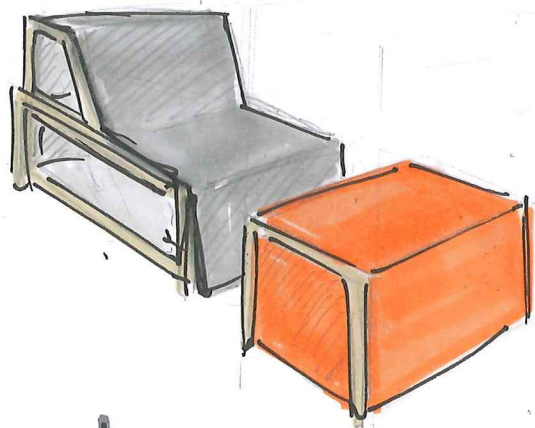
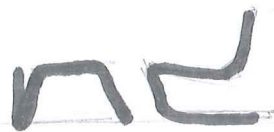
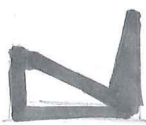
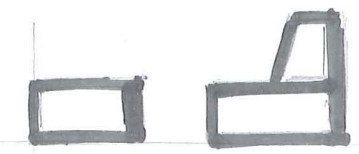
SCANDINAVIAN DESIGN

Development

This page is exploring different color schemes for the two chairs I am developing. Placing the accent colors in different areas such as the spine of the chair can create a very different and sleek aesthetic



Scandinavian Design Development

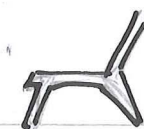
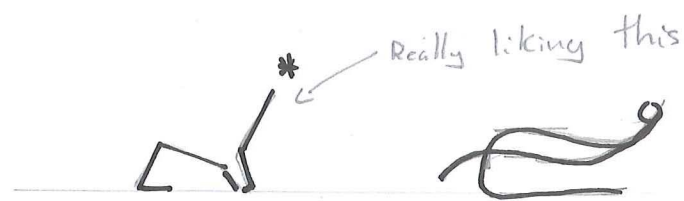
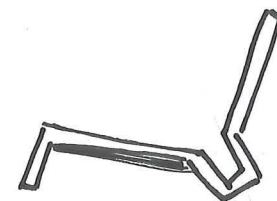


concentrated bright colour

simple geometric design

simple, flat dark grays
simple scandinavian style wood frame

- what could I change?
- Materials?
- Form?
- Shape?



- My design was still very much the same. I wanted to change my design up a bit and include some more Scandinavian motifs. This page includes several side view-line sketches which I did to inspire new design ideas

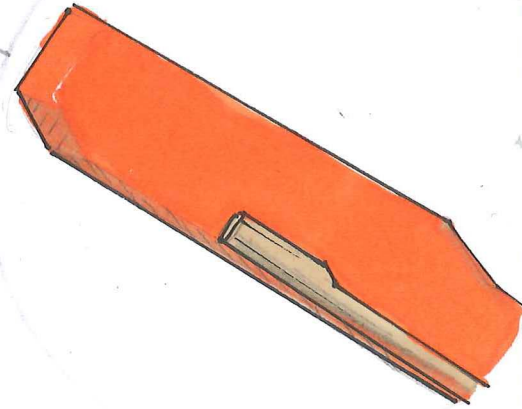
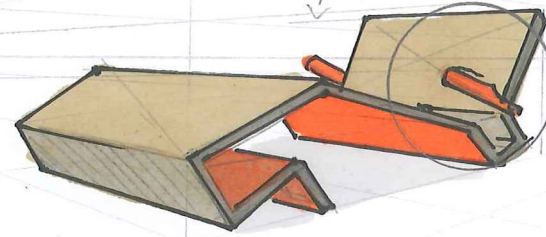
Scandinavian

Design!

woop
woop

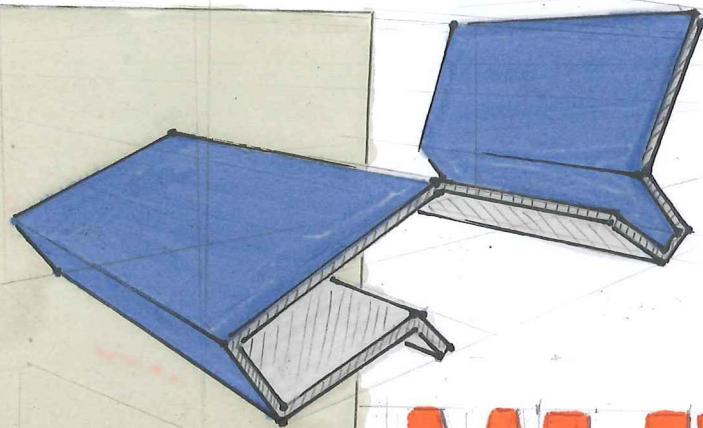
Really liking this colour scheme
(brown-top
grey-side
orange-under)

Possible arms?



- Min, simple and clean, relating to principles of Scandinavian design.

using natural materials like wood



MUG

A stylish name

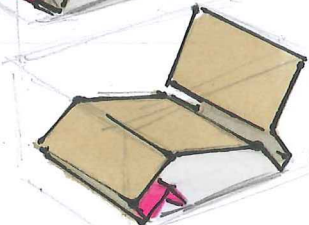
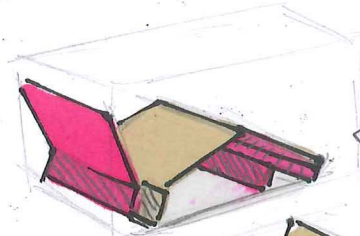
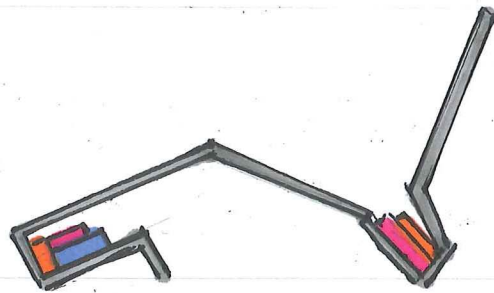
stylish

It comes in these Colours!

Simple, yet functional

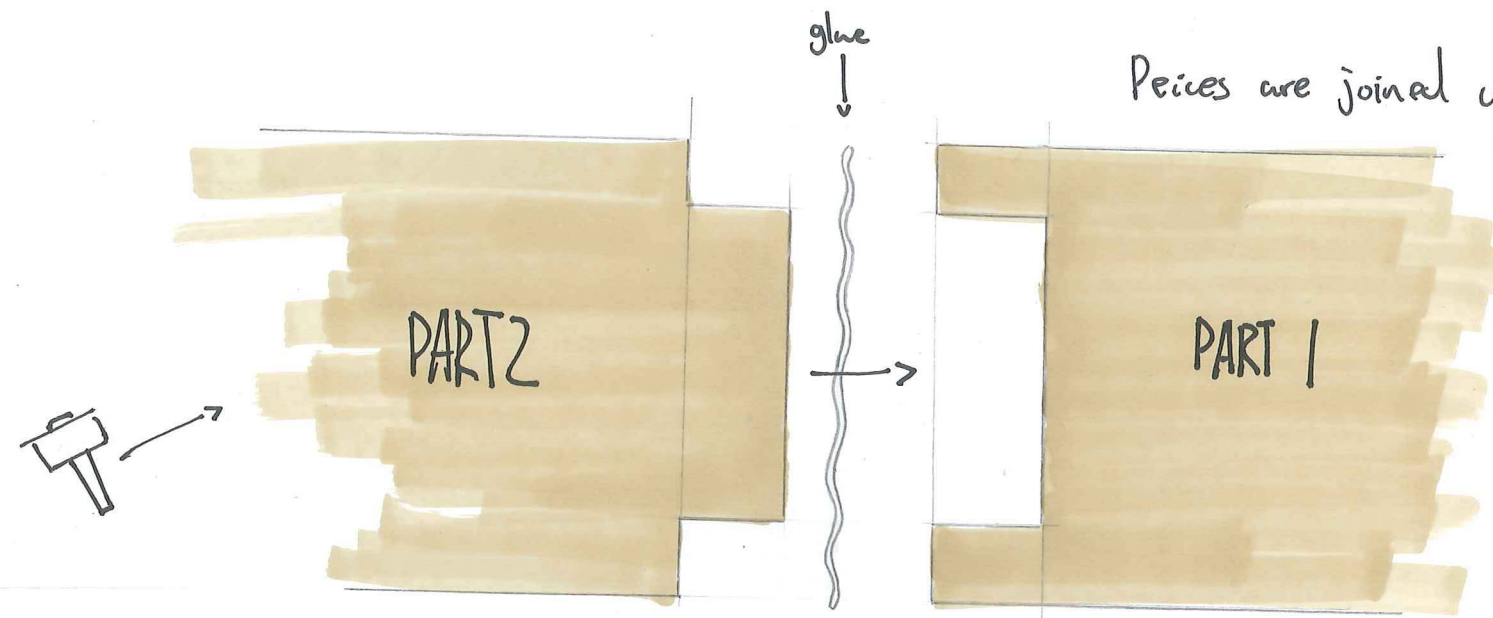
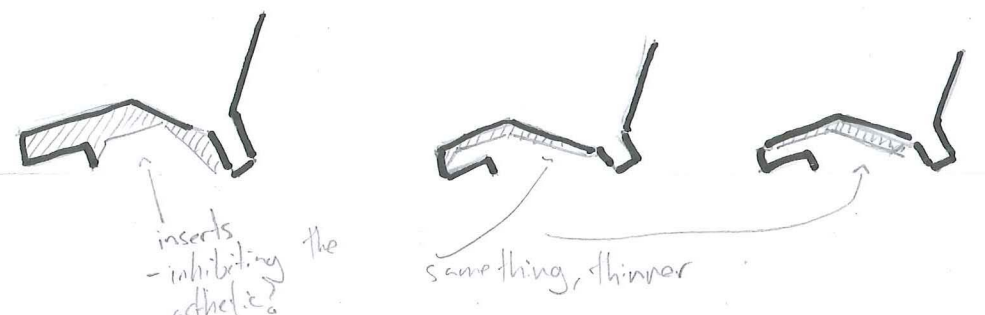
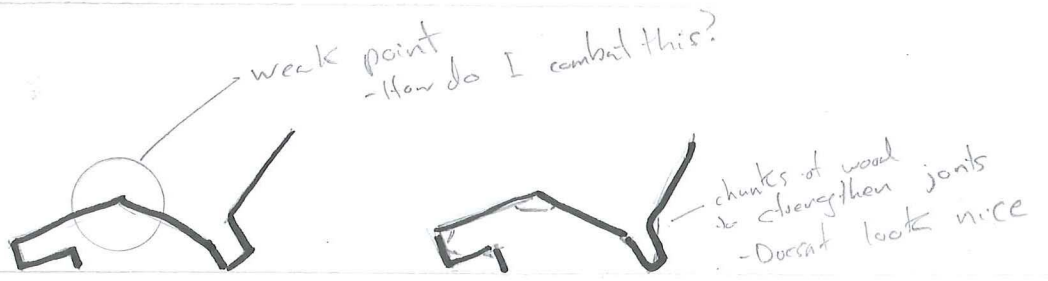
with splashes of vibrant colour (in your choice, of course)

Not metal, painted wood

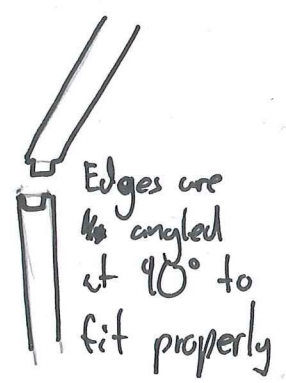


Scandinavian Design / chair

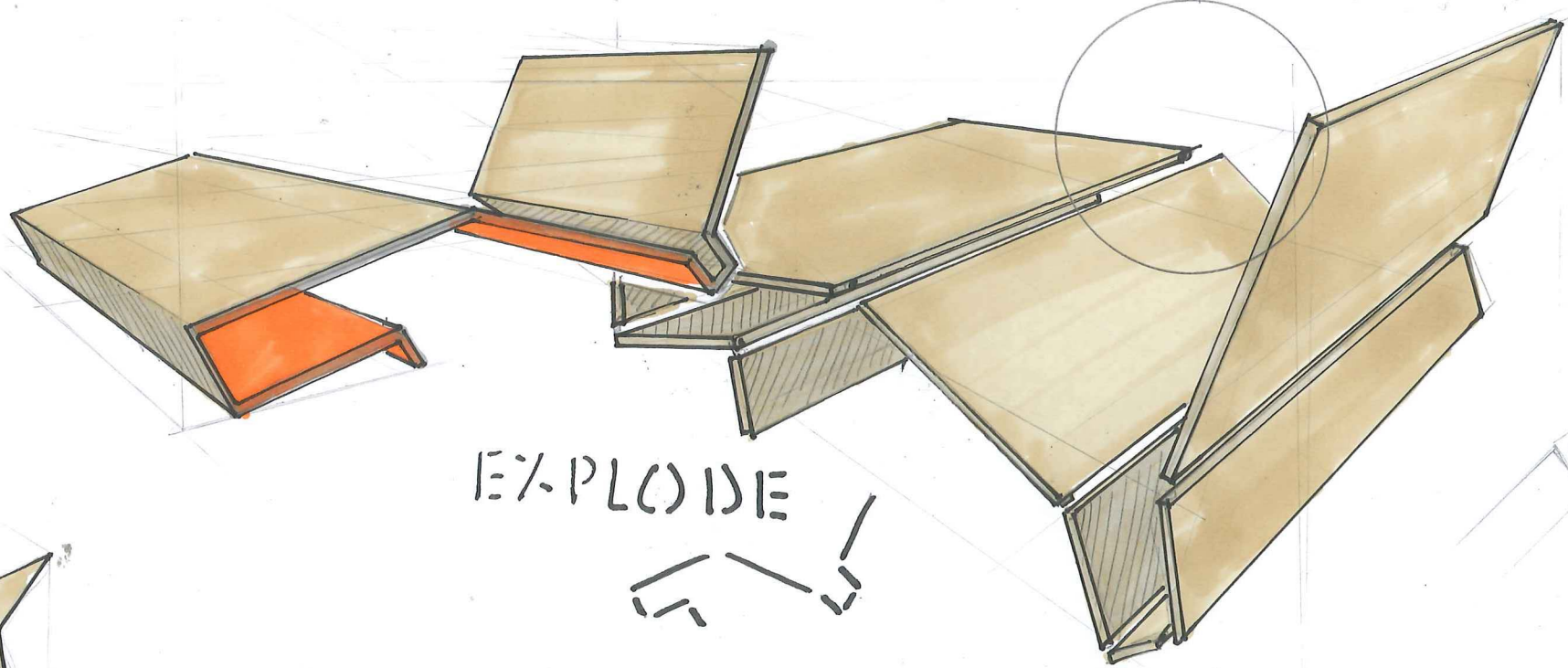
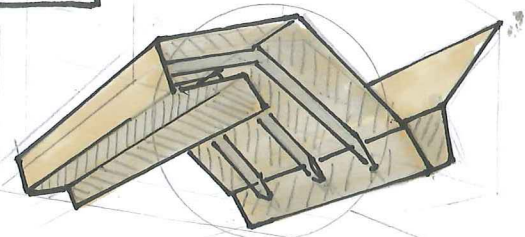
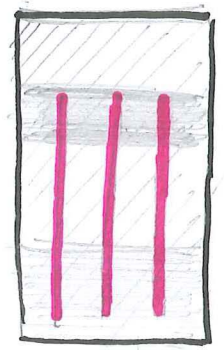
- Functionality / structure



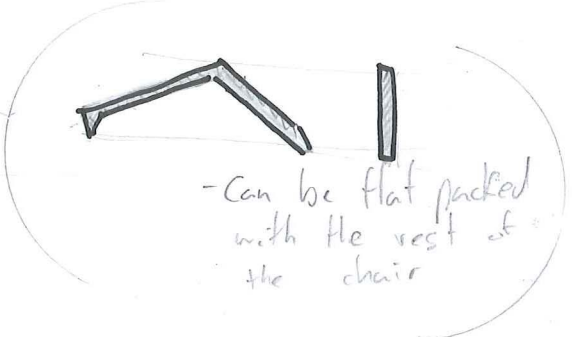
Pieces are joined using a peg and hole technique. A layer of glue in between strengthens the joint.



TOP



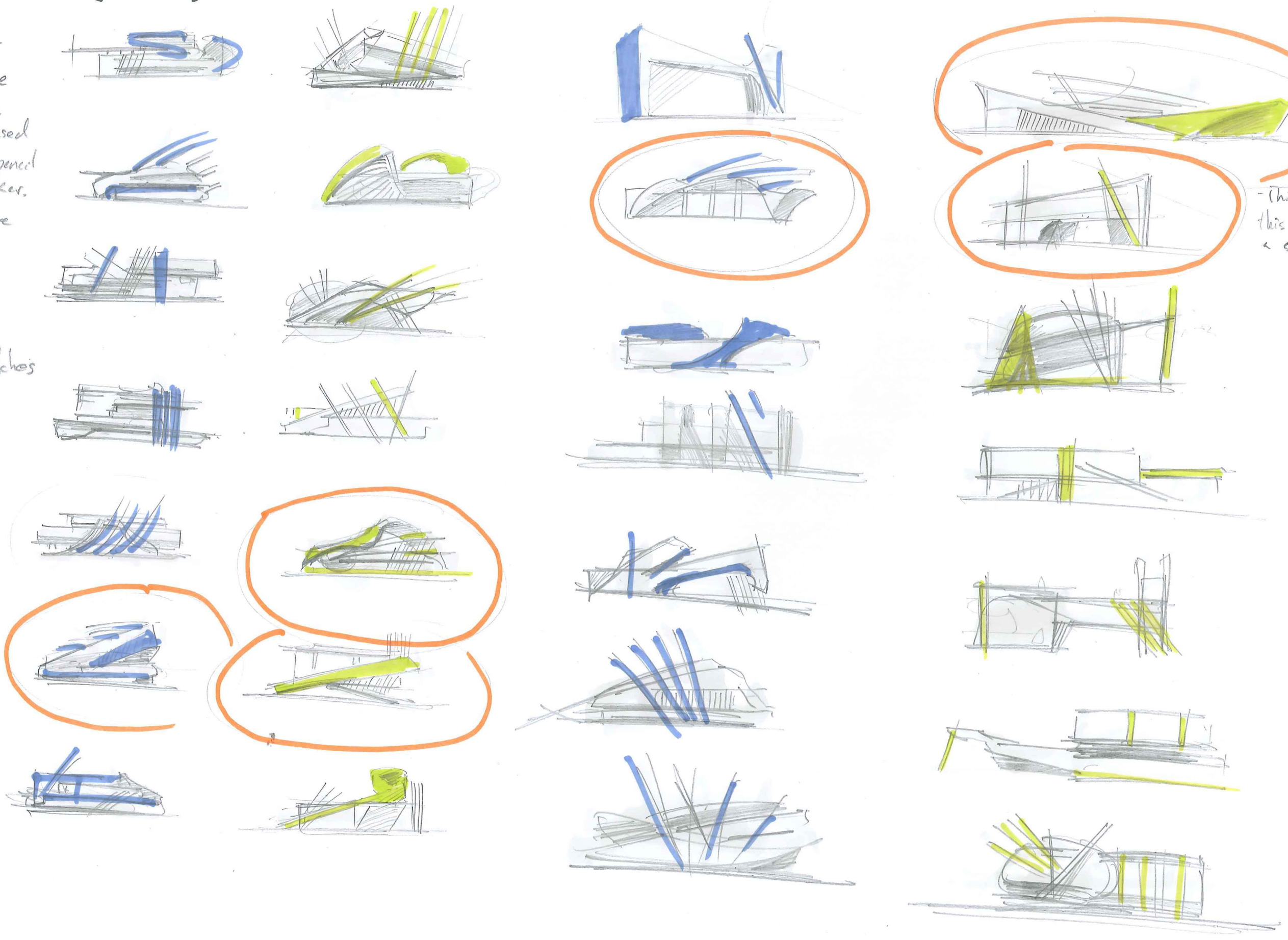
EXPLODE



Retail Store

- Concept generation (abstract)

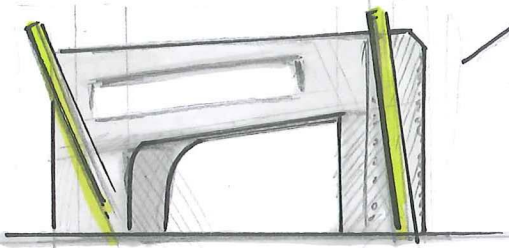
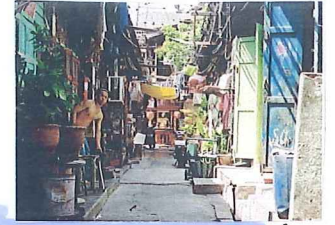
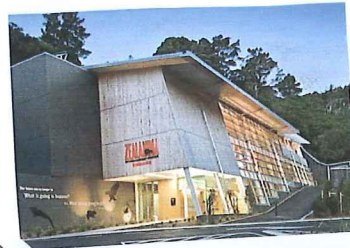
- Some abstract sketches for the side view of a retail store. I used light marker & pencil then colour marker. These sketches are to mainly find interesting and unique shapes/forms. I have circled some sketches I like



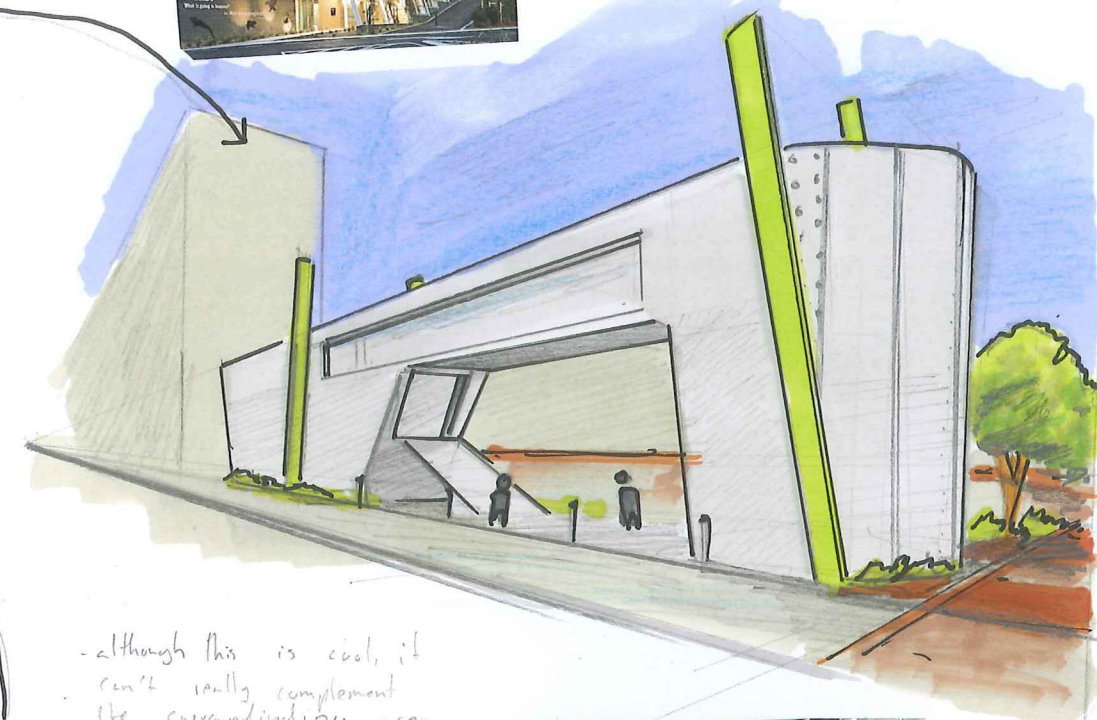
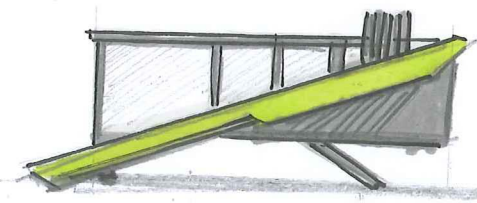
- Think of this one in a slight perspective

RETAIL ARCHITECTURE CONCEPT GENERATION

// ART SUPPLY STORE //



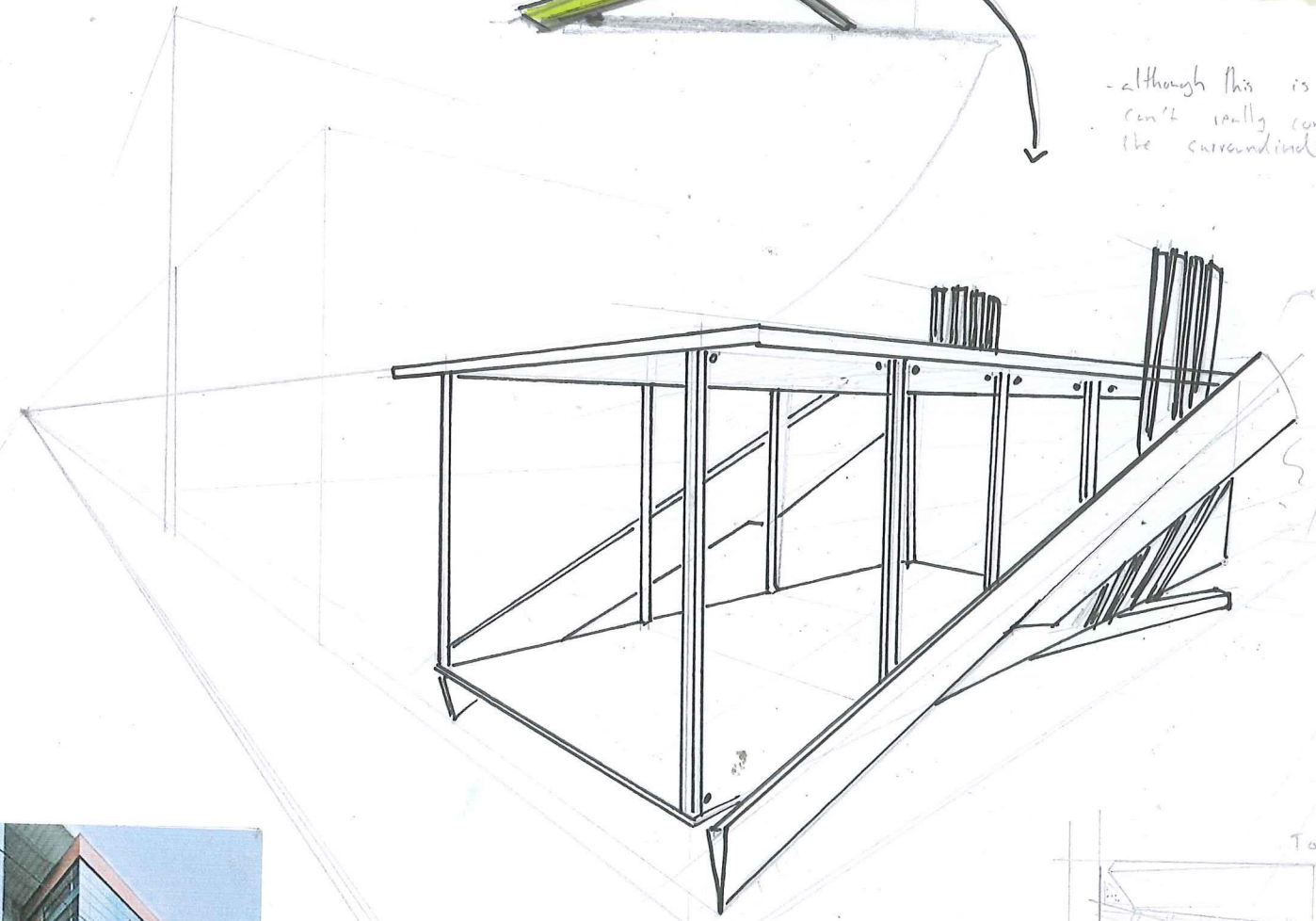
- Linking back to my abstract sketches, I like the idea of the building placed slightly above the ground



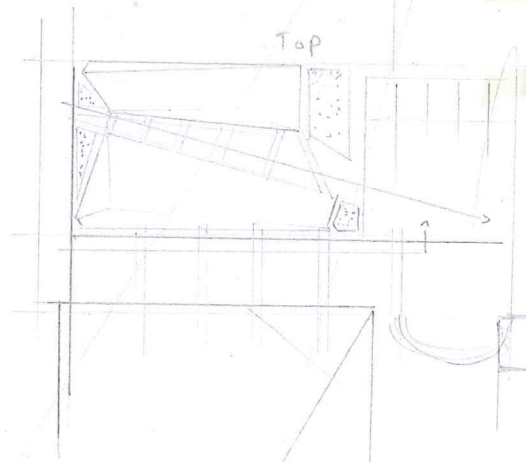
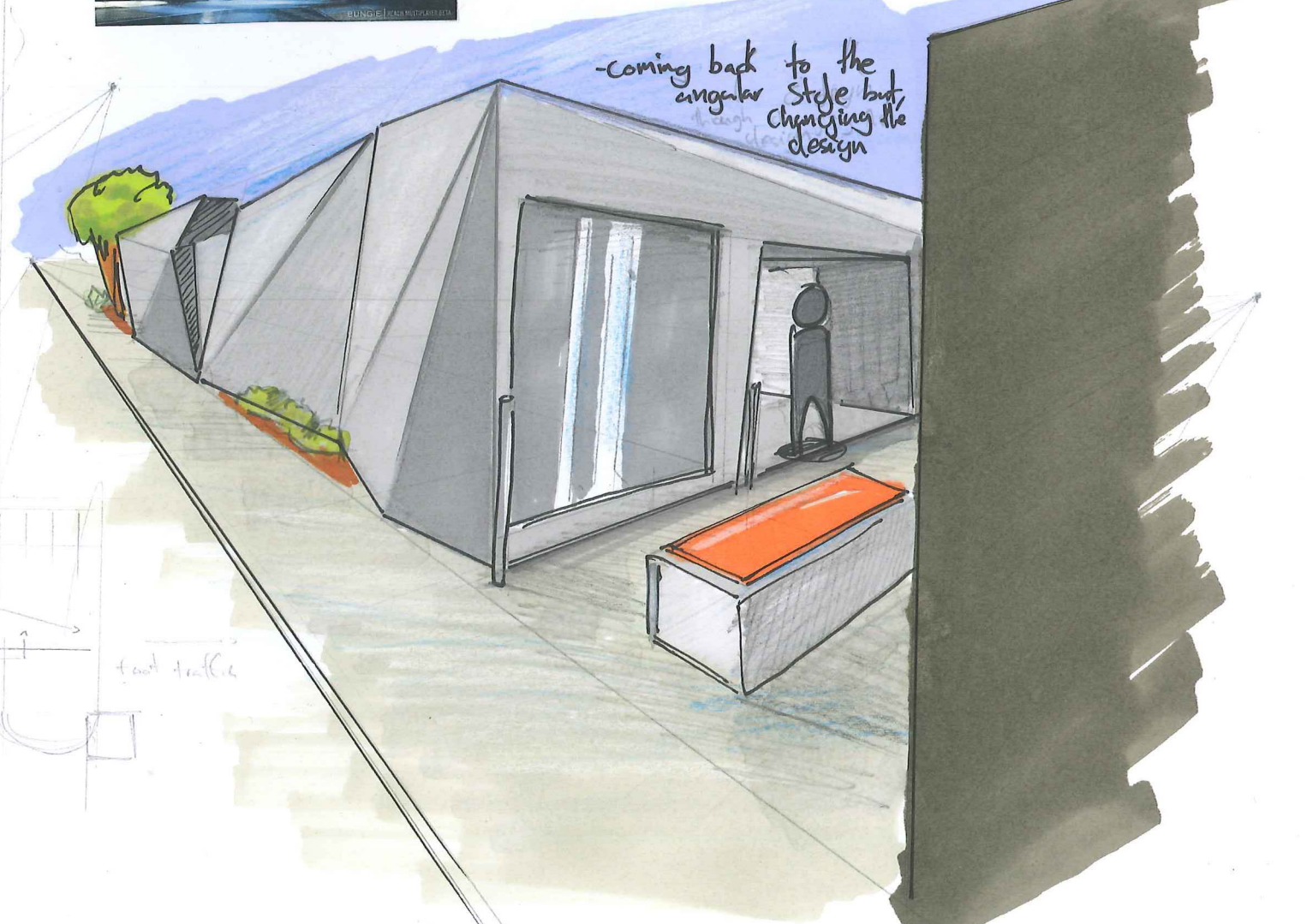
- although this is cool, it can't really complement the surrounding area

- Swan Lane

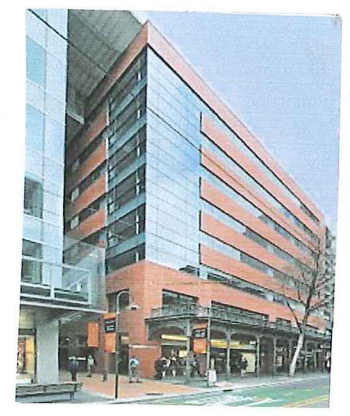
- pushing in part of the building to create an alcove.

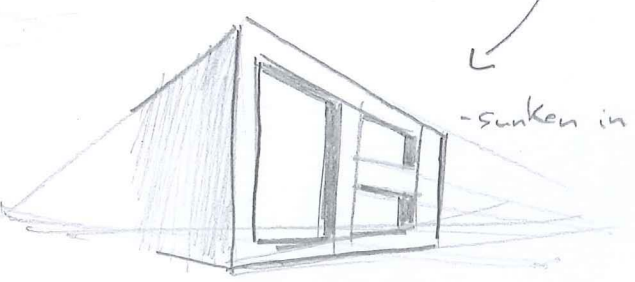
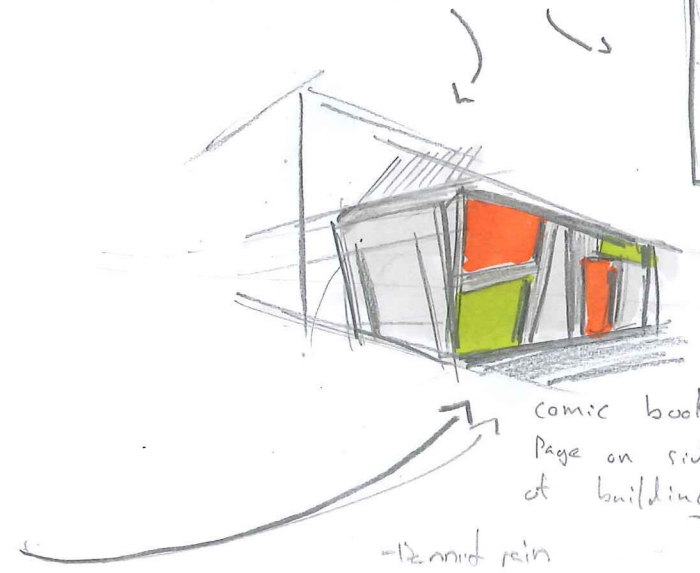
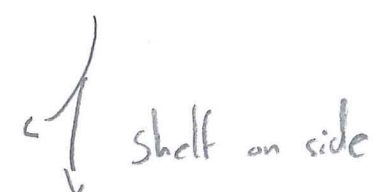
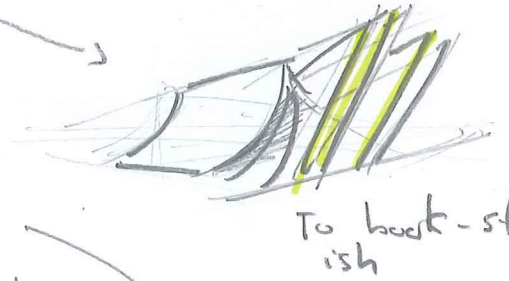
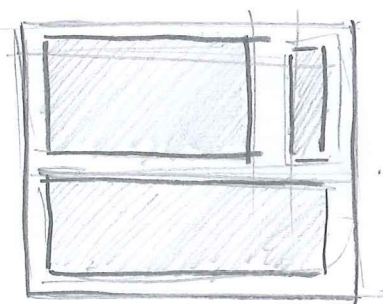
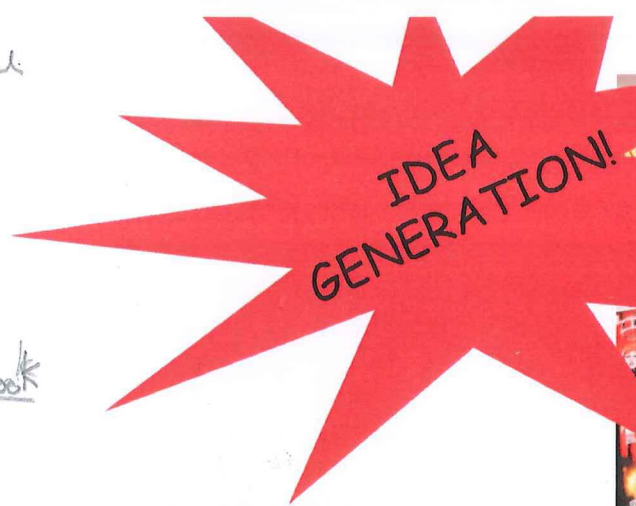
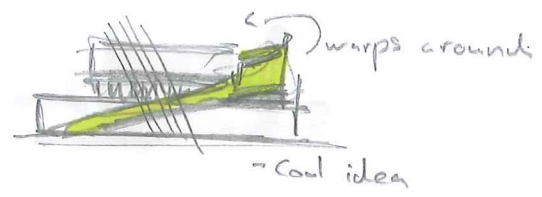


- coming back to the angular style but changing the design

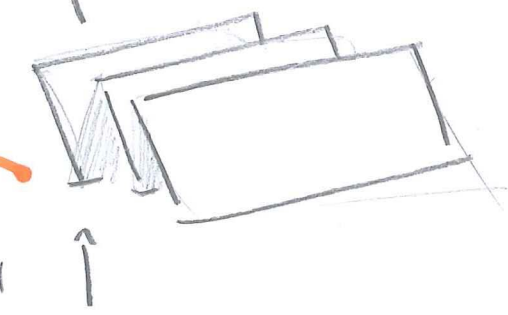
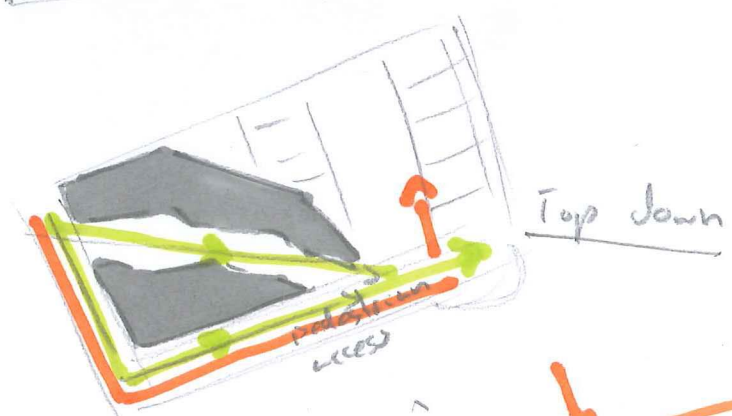
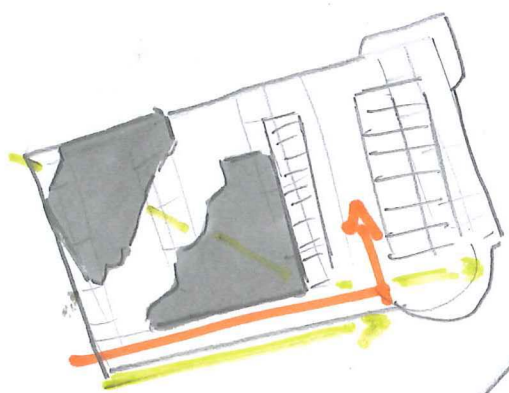
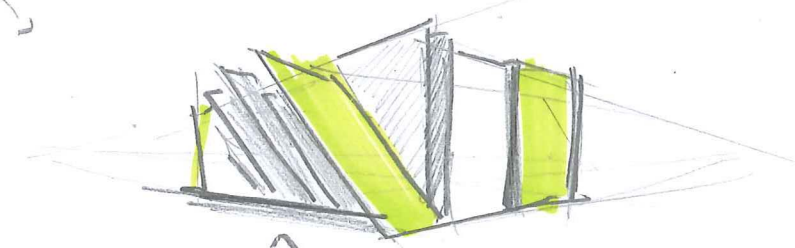
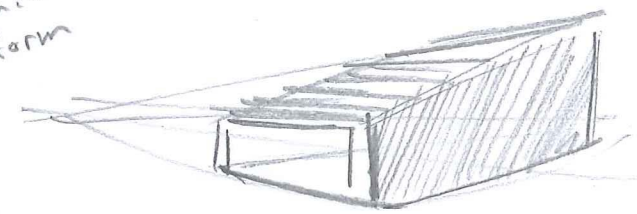


foot traffic



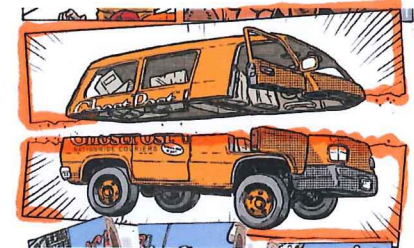


similar form



-some ideas for the split floorplan idea

-what if I used this outline as a general floorplan? having a split in the middle of the building could help bring the outside in.

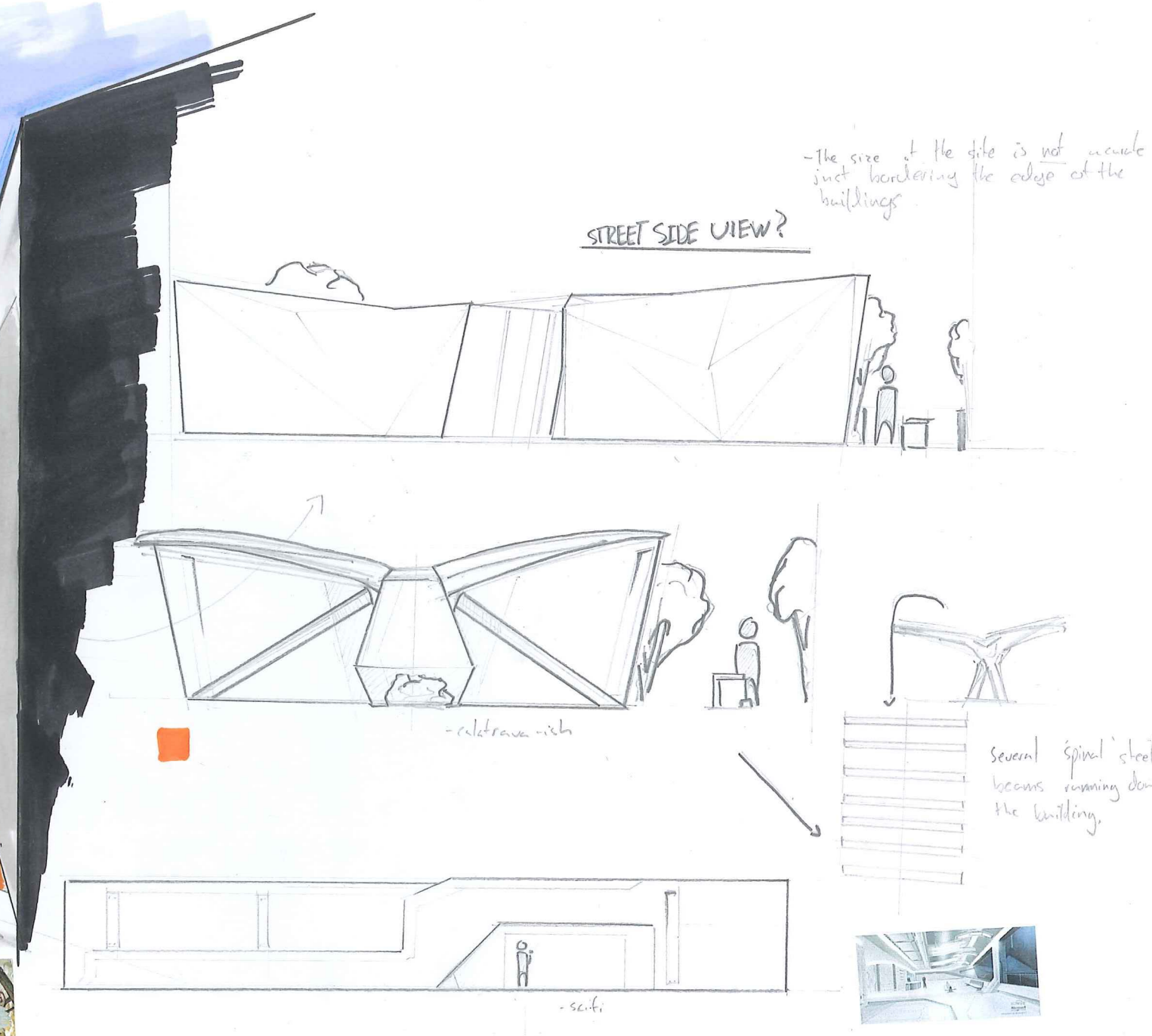


-Trying to bring it all together, seems a bit cartoonish and clustered at the moment though.

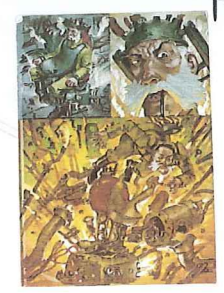
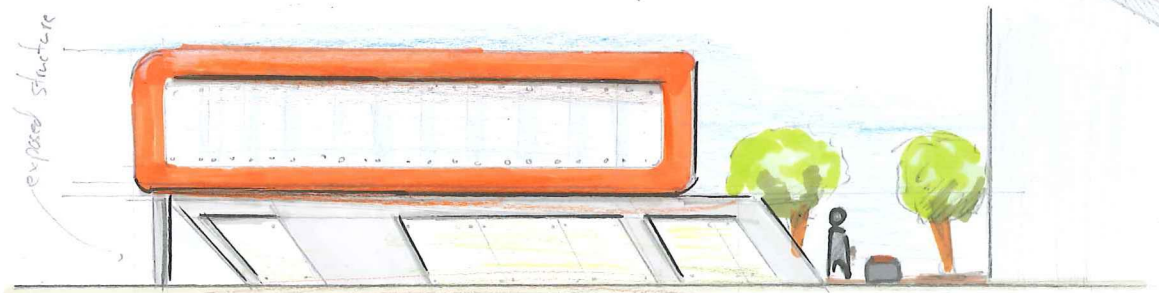
CONCEPT GENERATION

-Retail Architecture

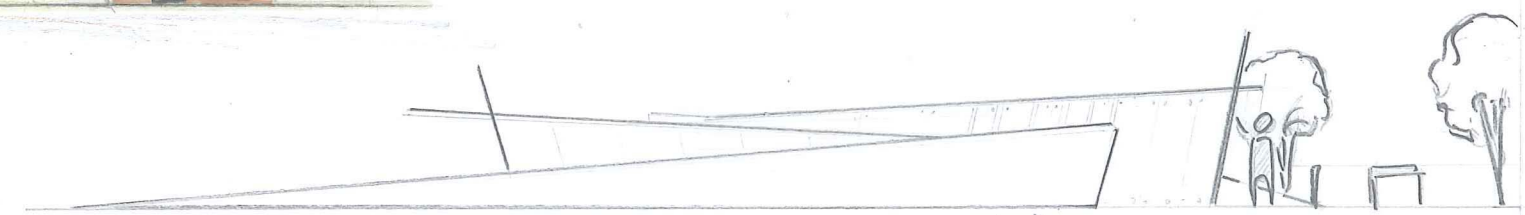
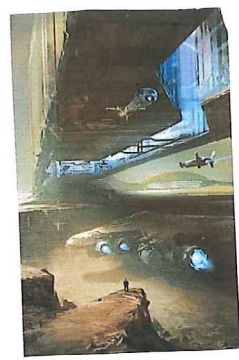
v2



-The size of the site is not accurate just bordering the edge of the buildings.

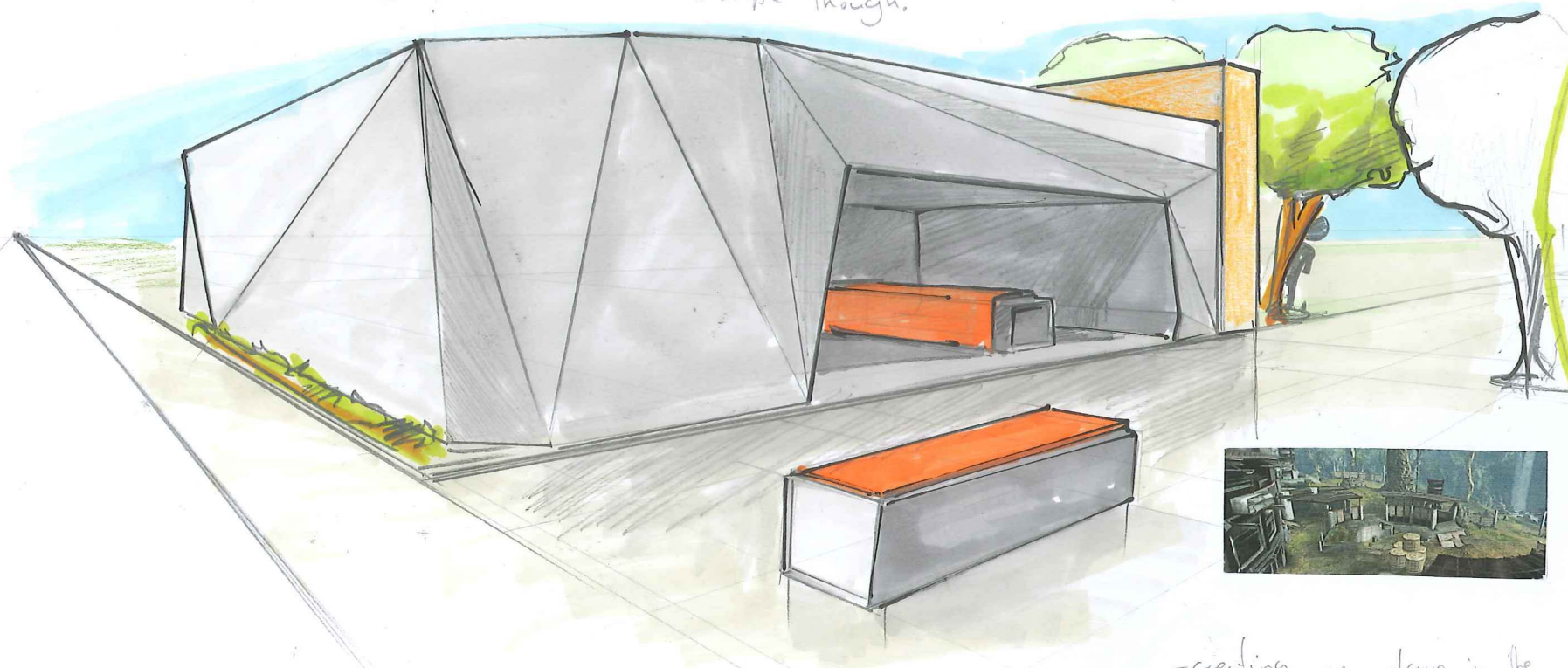


-exploring ideas typically outside of my comfort zone. (times are scarce)

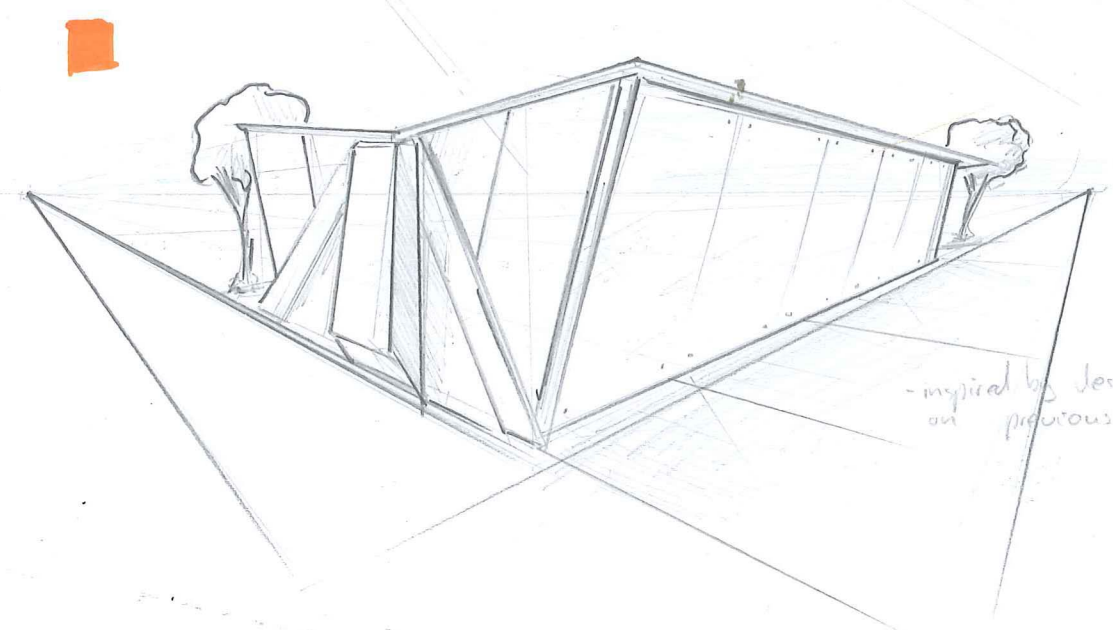


Concept Generation - Retail Architecture

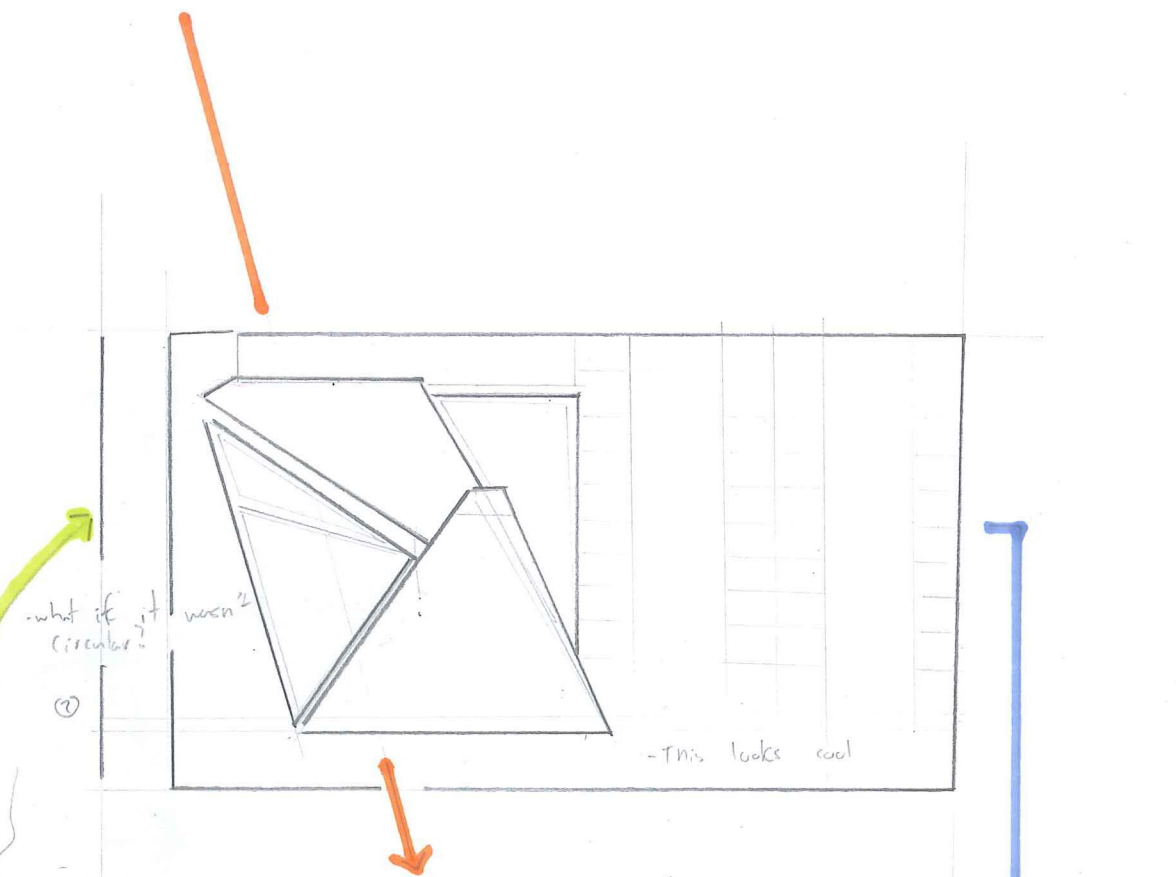
-At this point ive settled on the fact that I want something angular, so that it stands out from its surroundings. I also know that I want to build up Swan Lane, which runs parallel to the southern edge of the site. This could create a really cool lane which would serve as a social space. people could come and visit the met shop, grab a coffee and grab some comics, art supplies and prints. An quirky artists lane of sorts. I also want to cater for the path of secondary foot traffic the more diagonally across the site, from the NW corner to the SE corner. This could allow me to create another lane or outside space. In terms of the space left on the site, I still want some parking space, as Cuba st. is pretty limited on parking as is. I do want to create at least some landscape though.



-creating an alcove in the side of the building? a sheltered area?



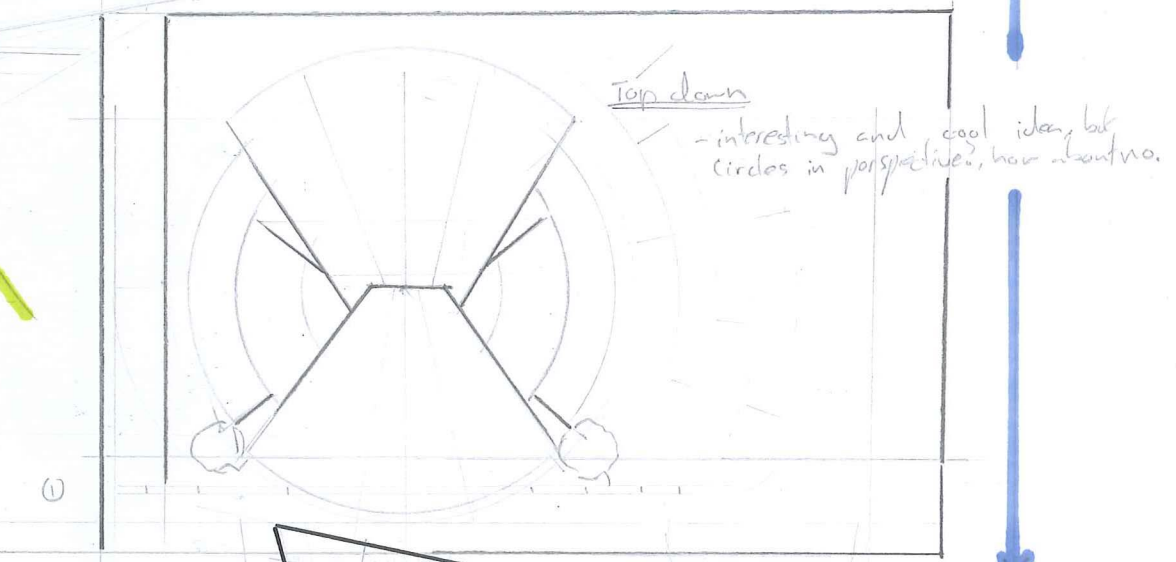
-inspired by design on previous page



-what if it wasn't circular?

②

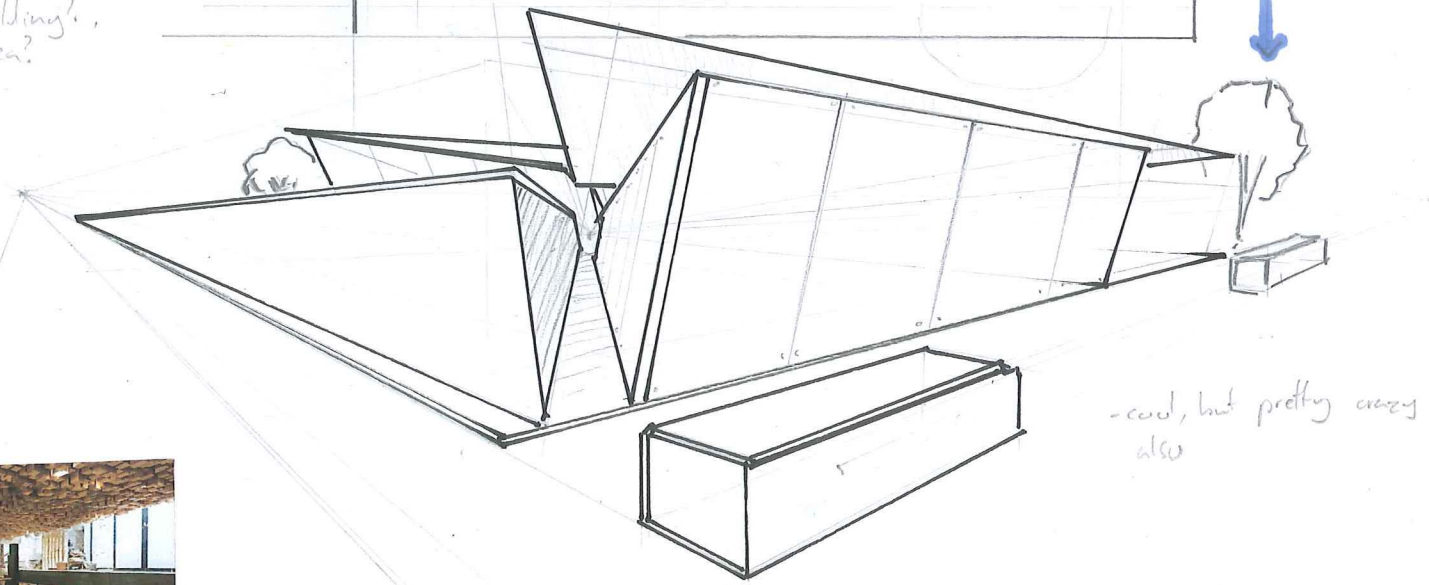
-This looks cool



Top down

-interesting and cool idea, but circles in perspective? how about no.

①



-cool, but pretty crazy also

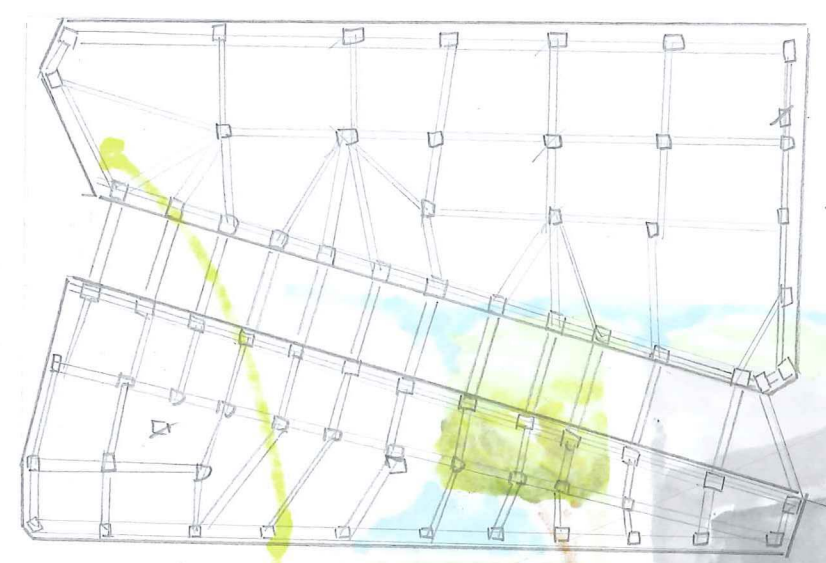
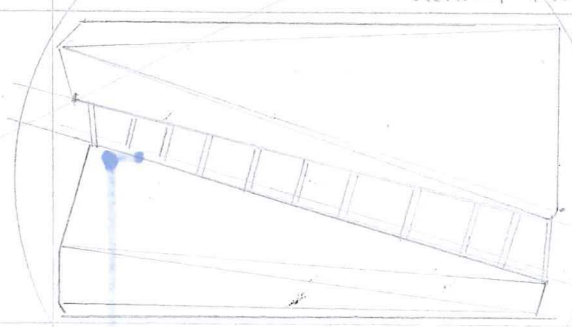


Retail Architecture

Steel Structure Initiation

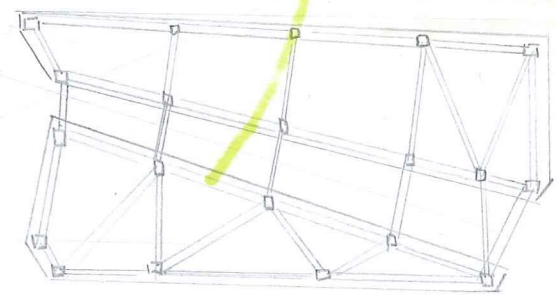
// Note. I am not 100% on my concept, but I wanted to try out steel structure and see if it can spark some ideas.

- General floorplan



- maybe too much steel ...

- Now that is one sturdy structure.



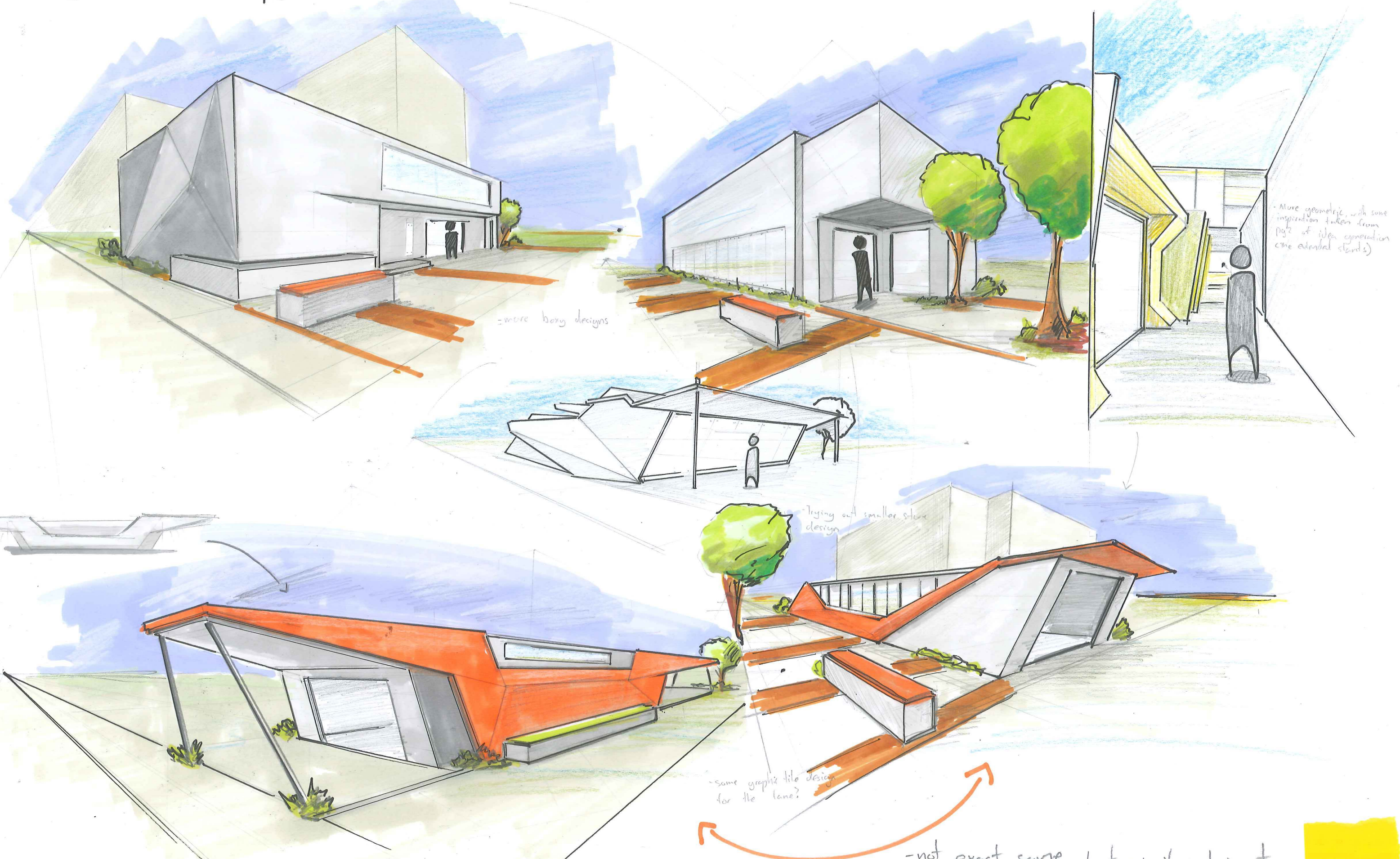
- could the shapes created by the steel be the shapes on the cladding?, more exposed even?



Concept Generation - Retail Design

oscar thomas

-coming back to my thumbnail page for inspiration



-more boxy designs

-More geometric, with some inspiration taken from pg 2 of idea generation (the external stands)

-trying out smaller store design

-some graphic like design for the lane?

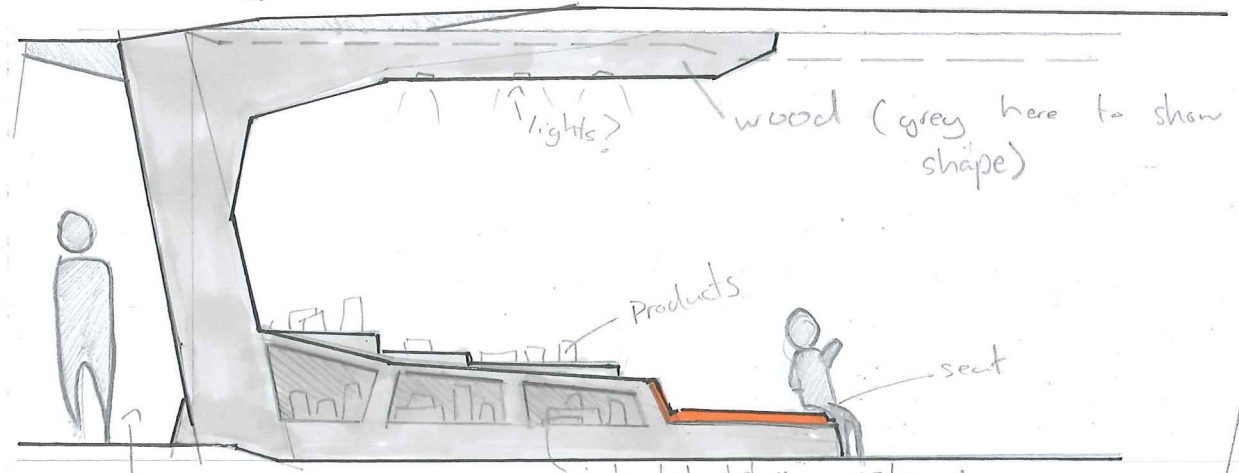
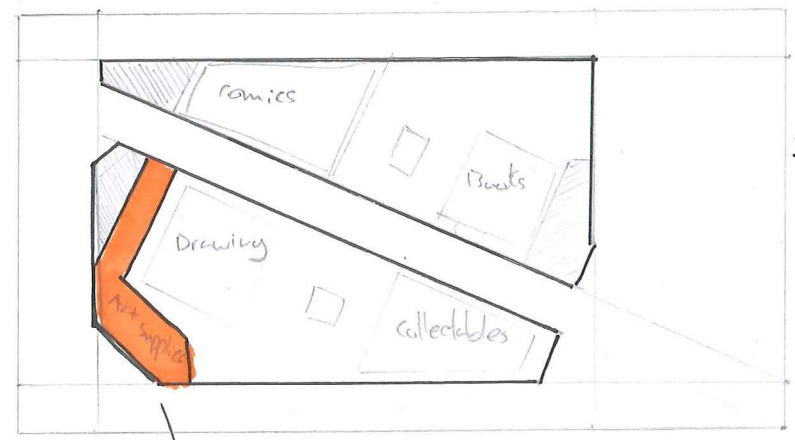
-not exact same, but similar layout and style



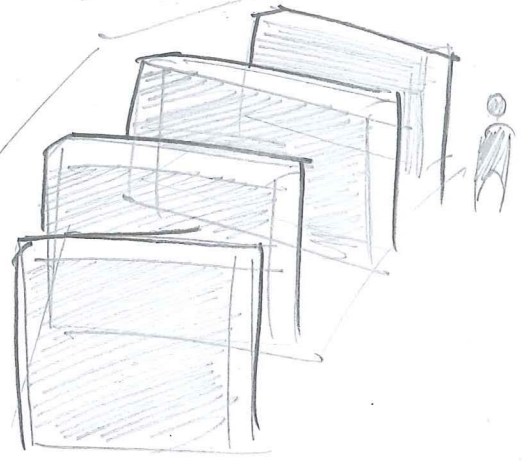
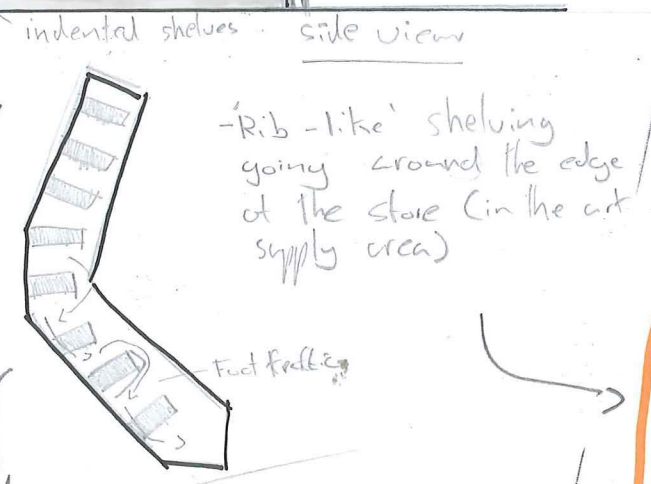
RETAIL DESIGN

-Development

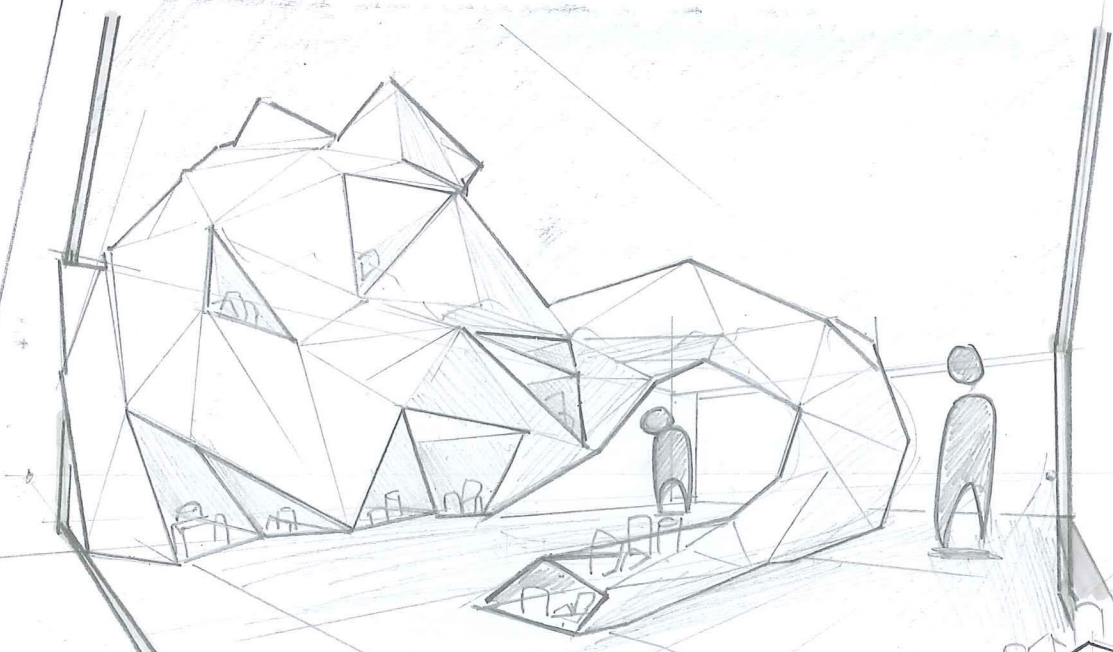
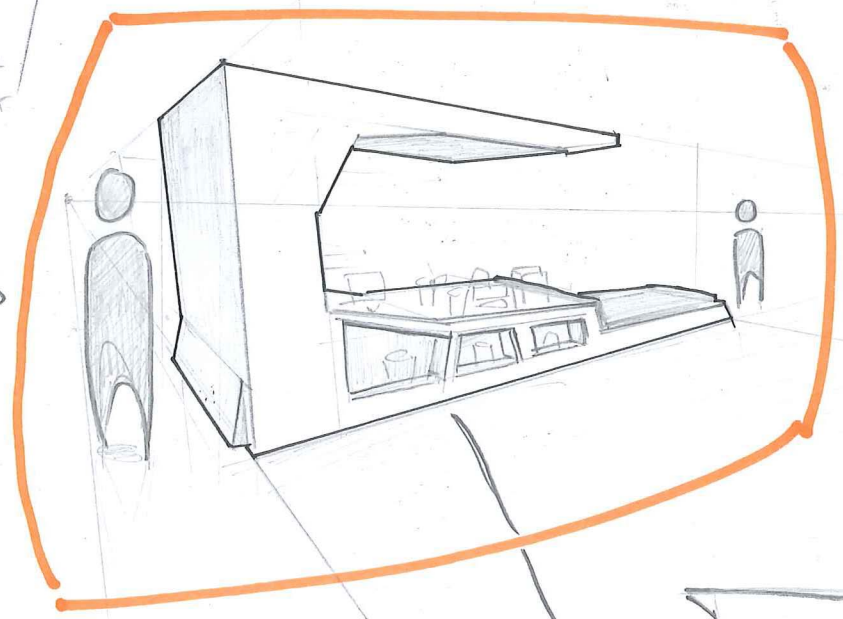
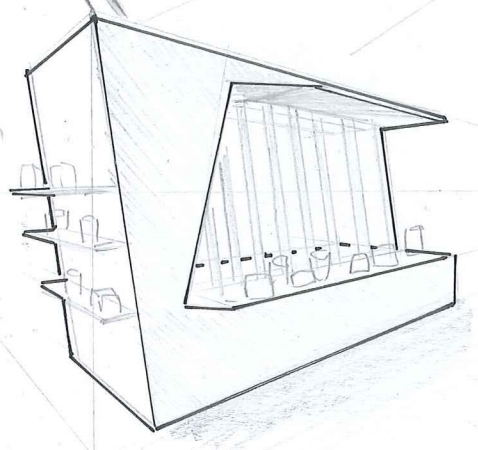
ART SUPPLIES



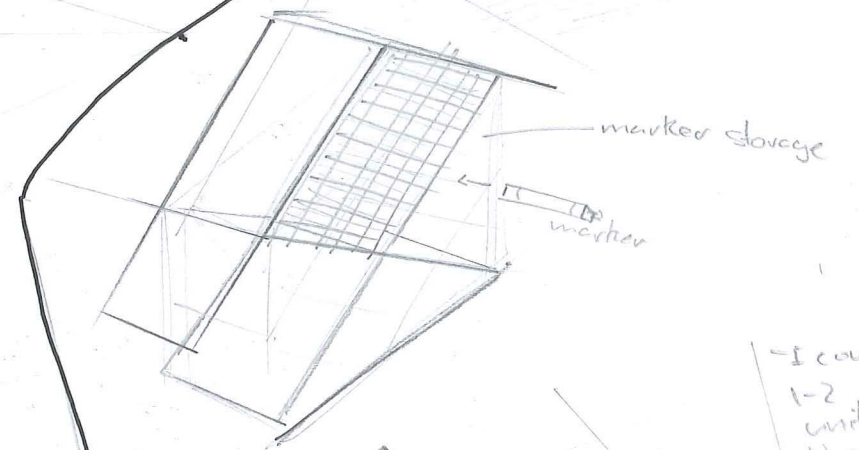
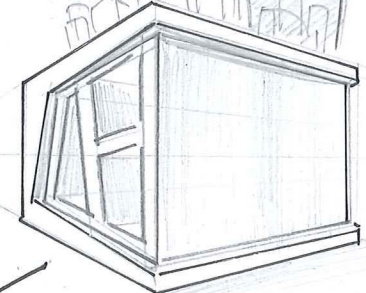
space between wall and shelf to allow more foot traffic



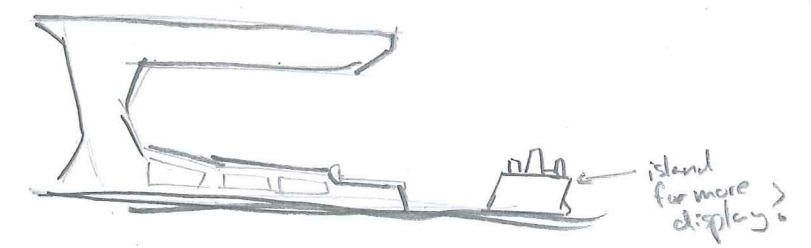
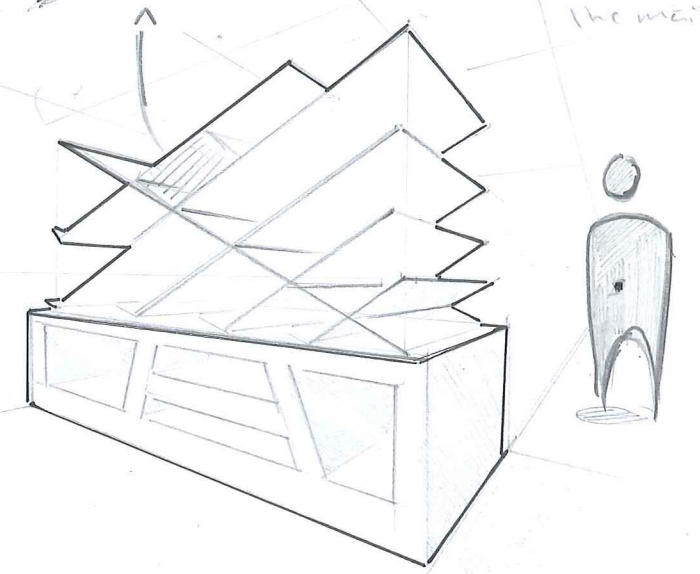
-like the idea of shelving on the back wall, will probably incorporate



-Interesting and cool, but not sure where it would go. Might come back and use it later



-I could have 1-2 of these units, along with the main storage



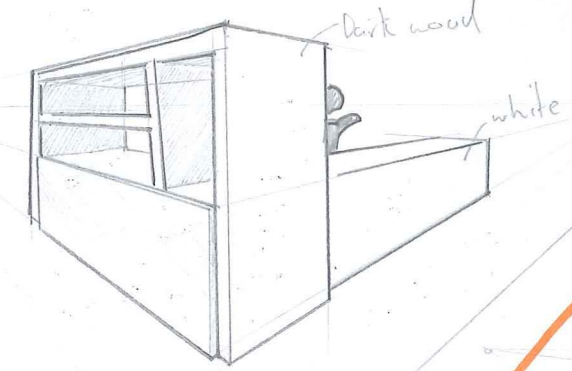
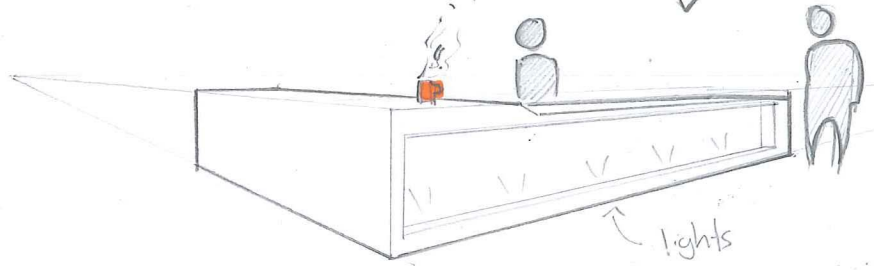
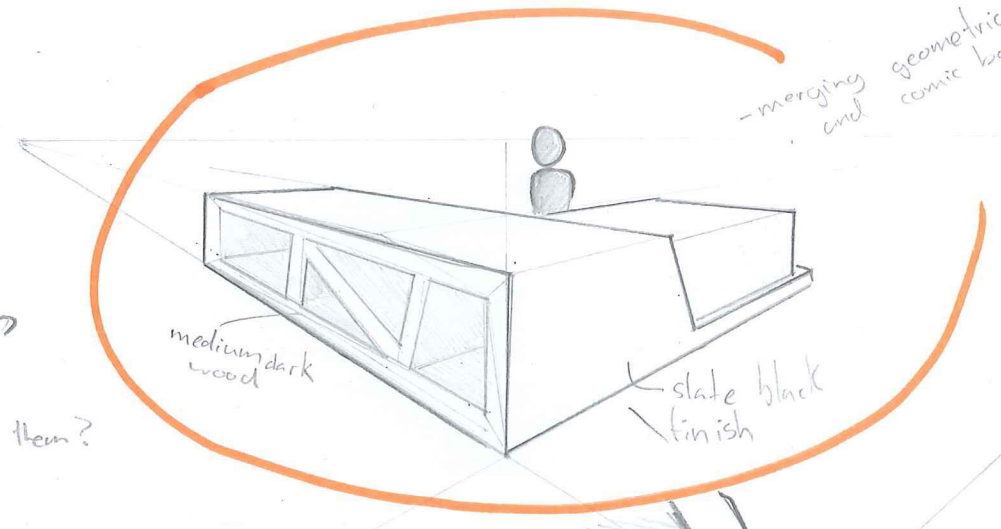
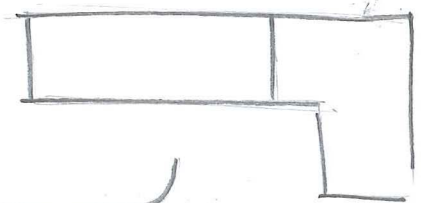
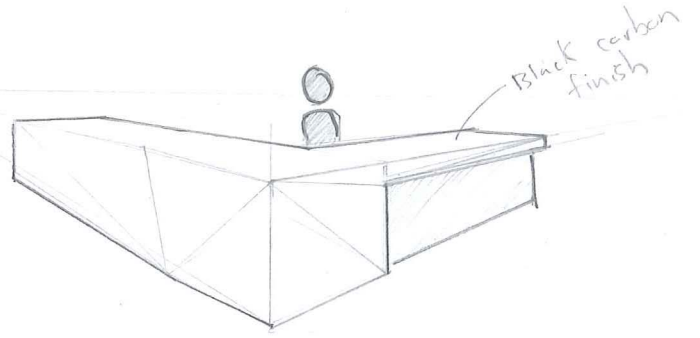
RETAIL DESIGN - DEVELOPMENT

- Interior

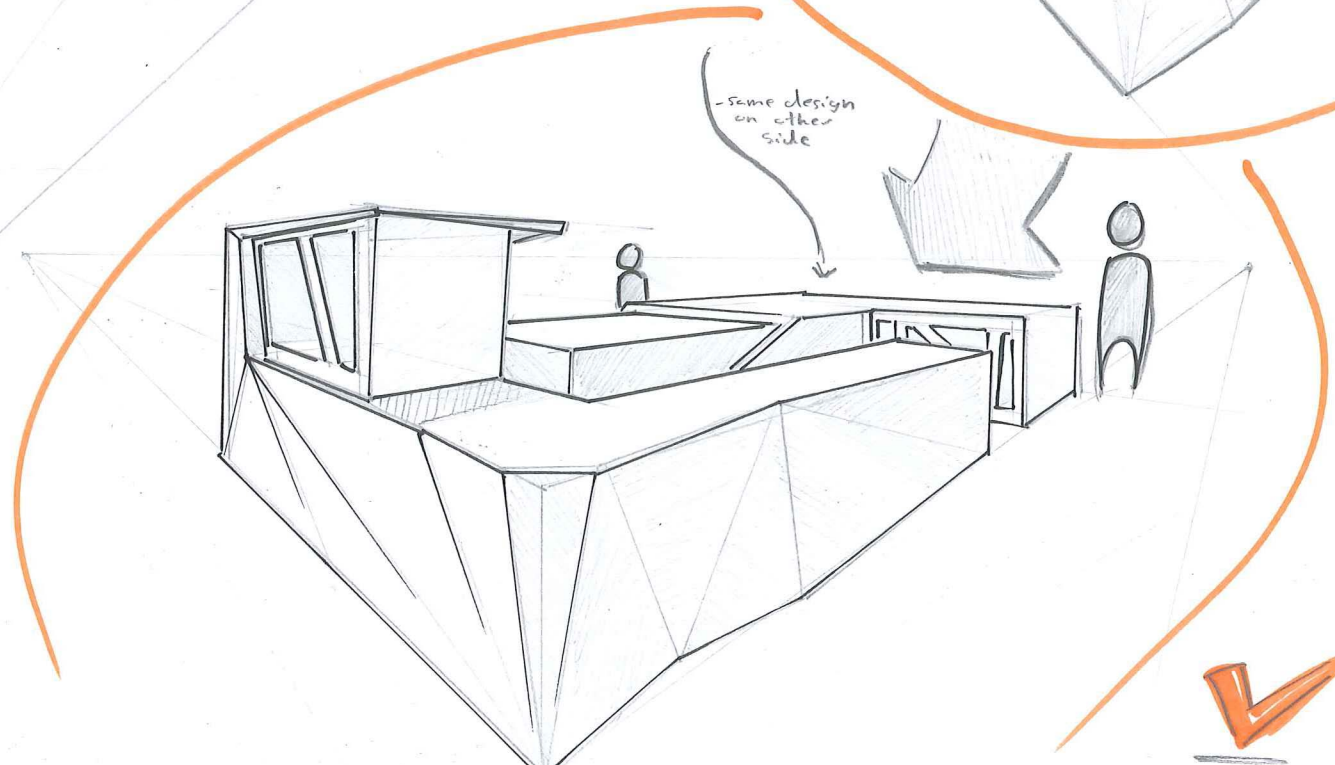
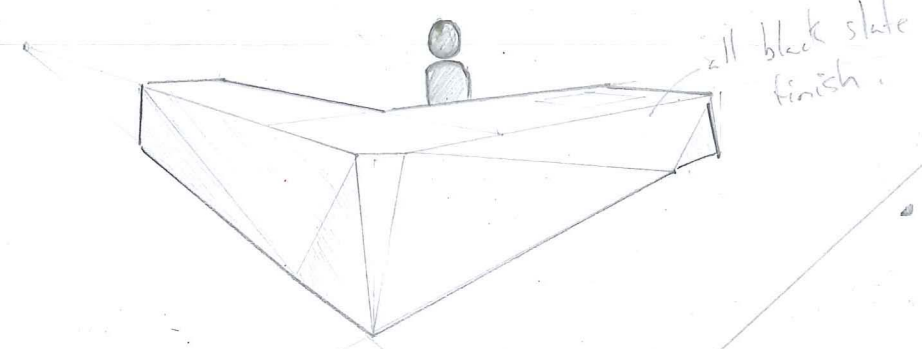
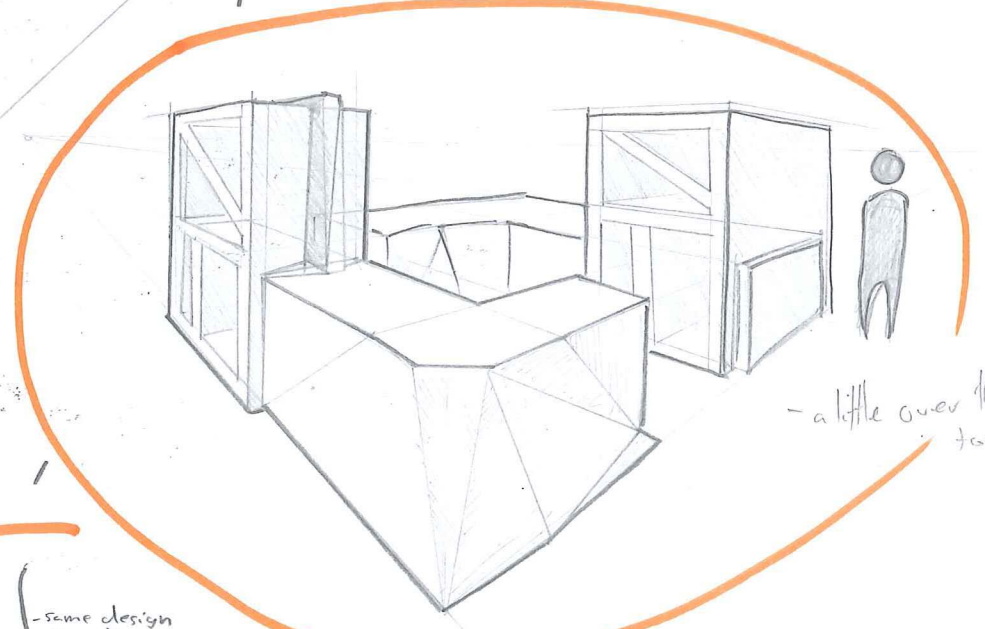
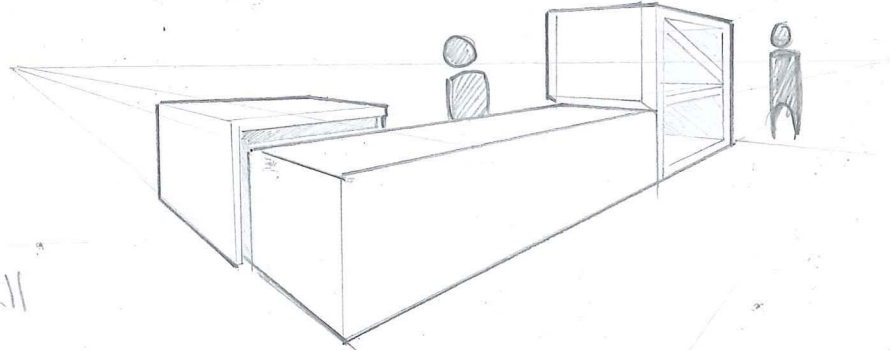
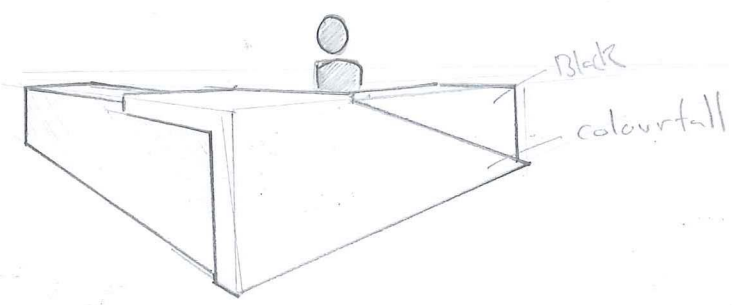
COUNTER!

I want the interior of the store to feel:

- sleek
- sci-fi
- fun
- interesting
- comfortable



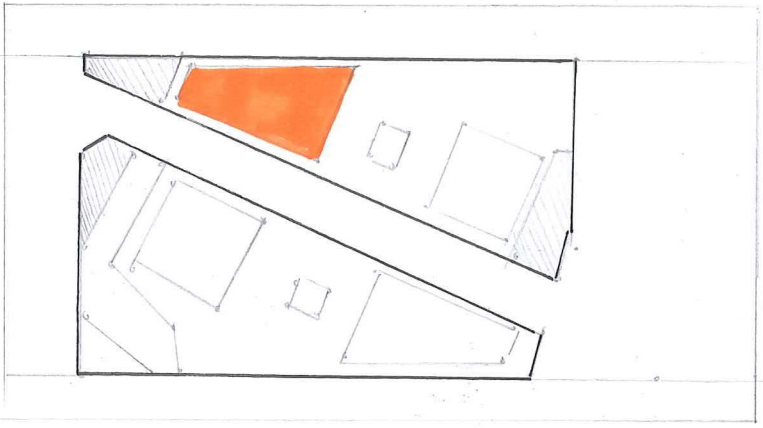
- I like the two designs circled in orange because they mix the geometric and comic frame styles into one, cohesive design



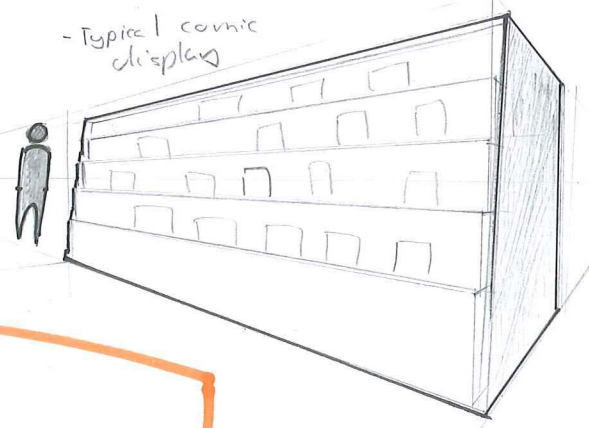


-Interior

COMIC AREA



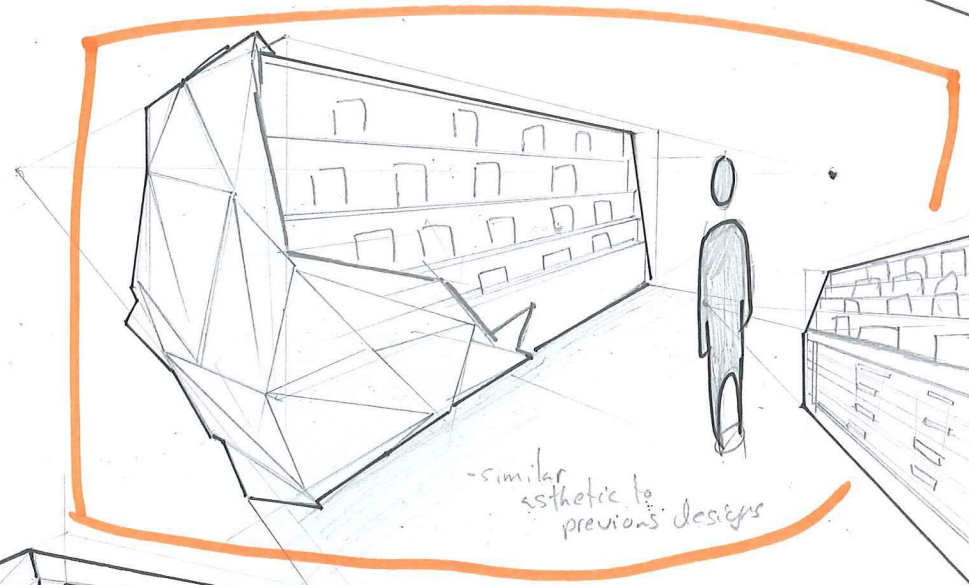
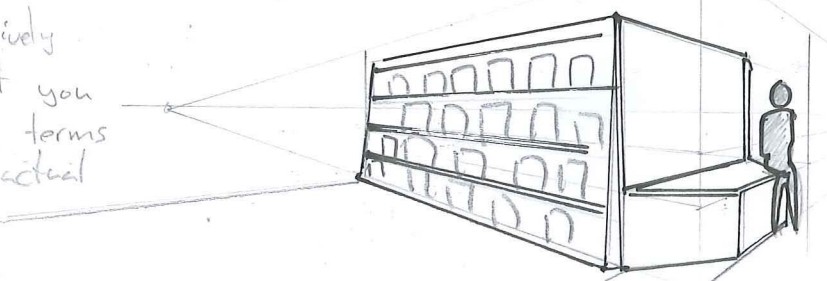
- typical comic display



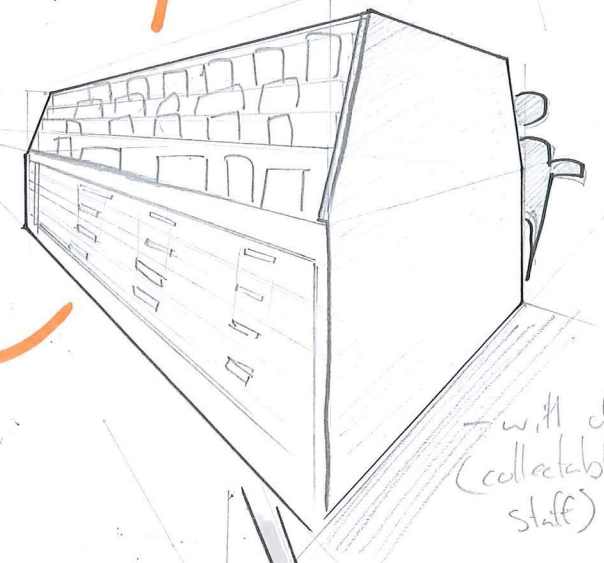
- Basic shelf

- The comic area itself is relatively simple, there's not a whole lot you can do with the shelving in terms of how you display the actual comics, as the current method just works

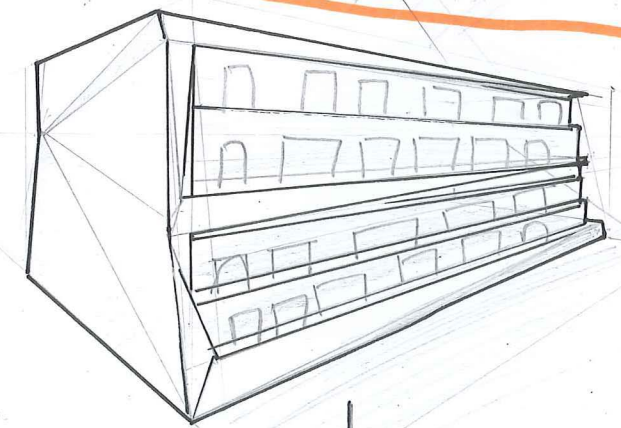
- I've tried to mix it up though, throwing in some angles and thinking about seating within the shelves.



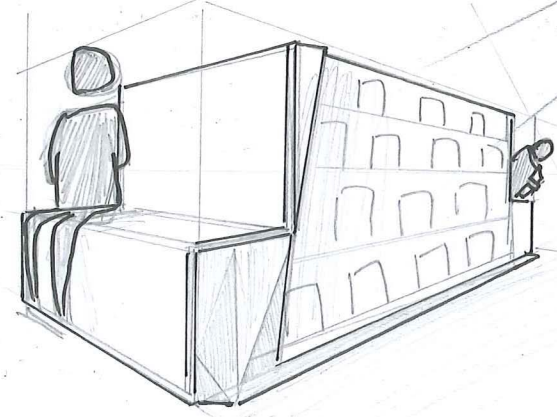
- similar aesthetic to previous designs



- with drawers (collectables, other stuff)

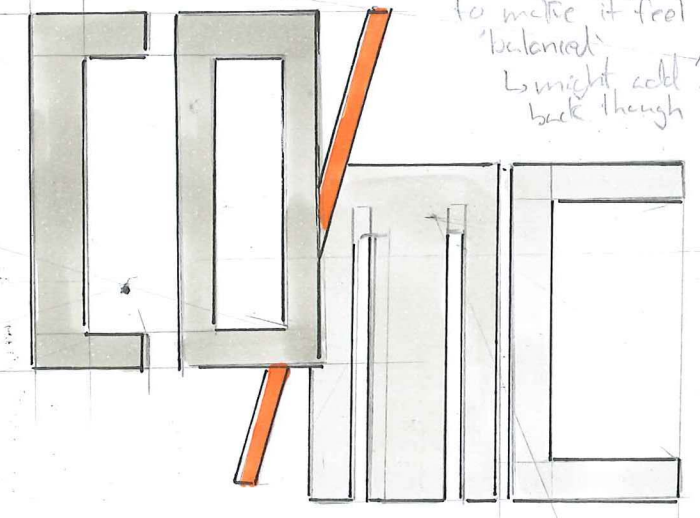


- contemporary angular

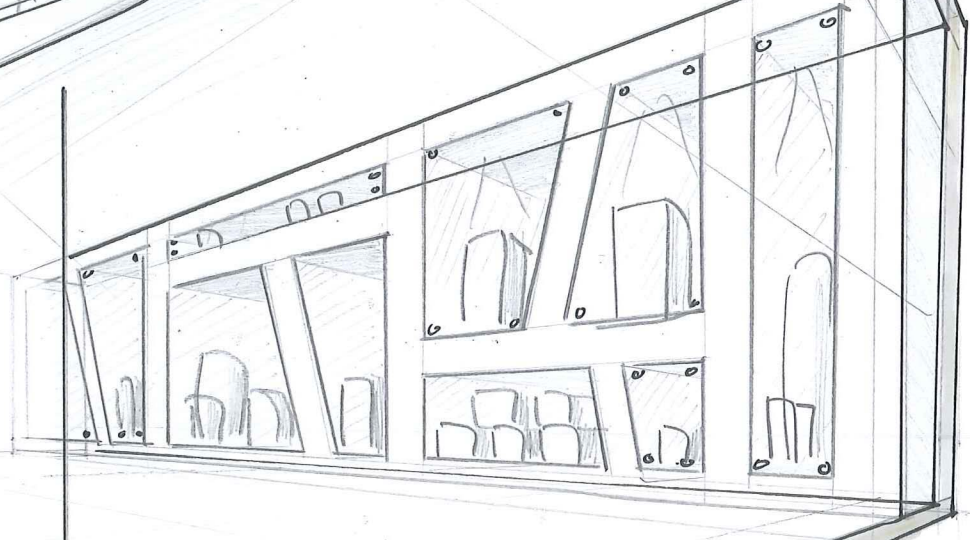


COMIC

- wanted 4 letters to make it feel 'balanced' - might add 'I' back though



Possible Branding? Signage?



Wall shelving in store



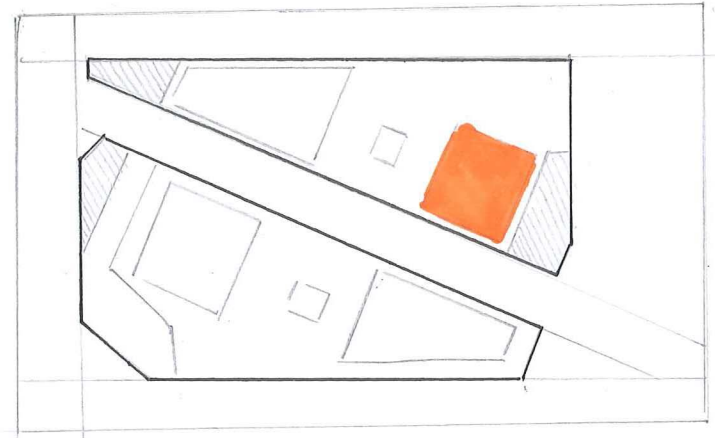
- seating w/ shelving?

- some collectables in the comic area? - misc items?

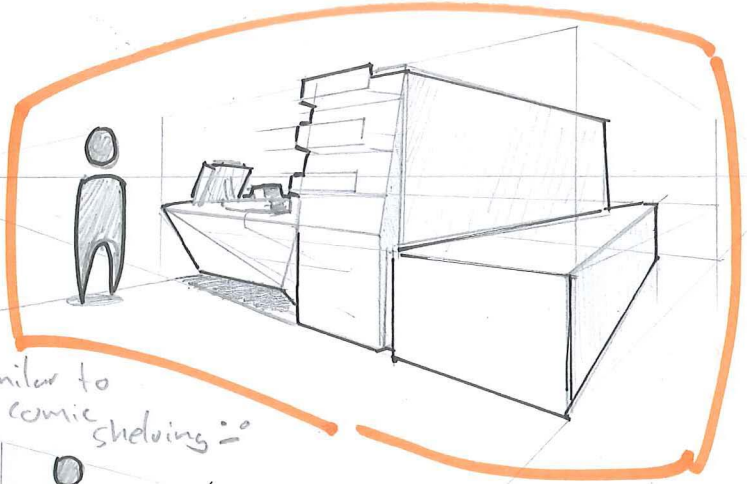


-Interior

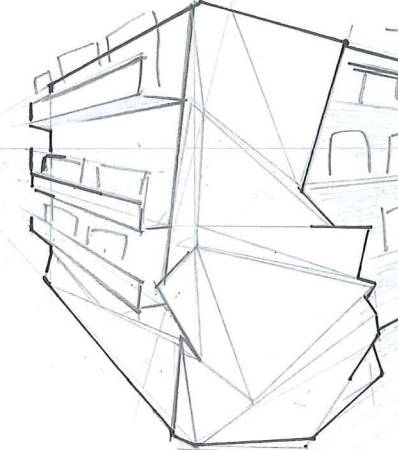
BOOK AREA



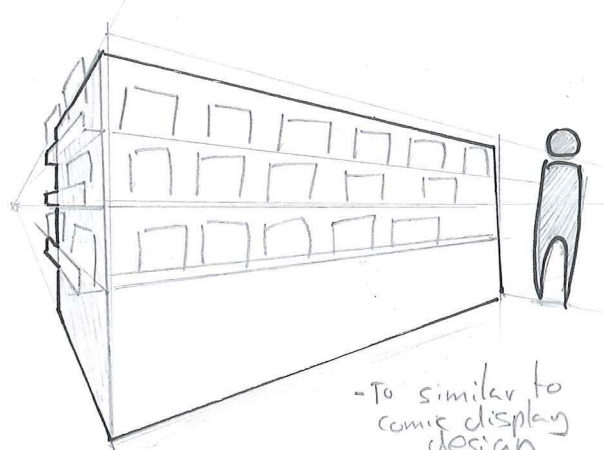
- Like this



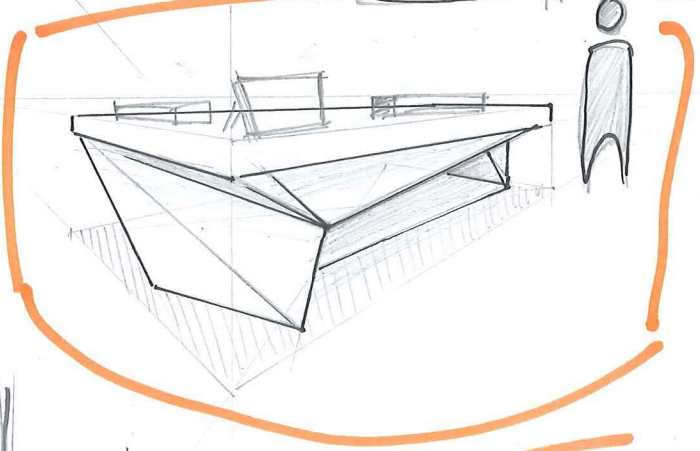
- very similar to comic shelving :-



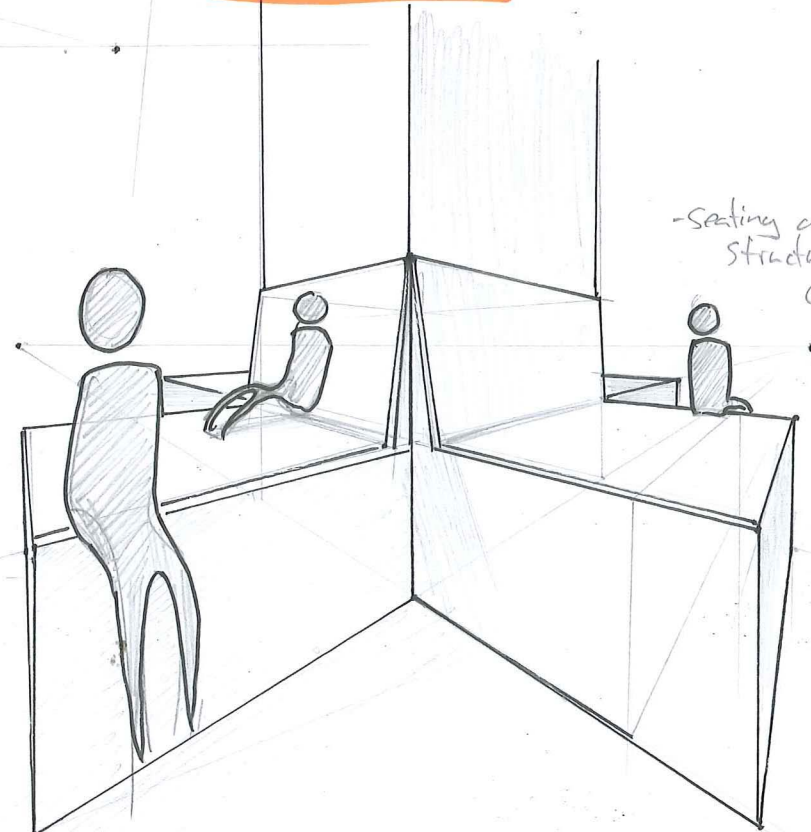
- Tables and chairs
BEANBAGS!



- To similar to comic display design



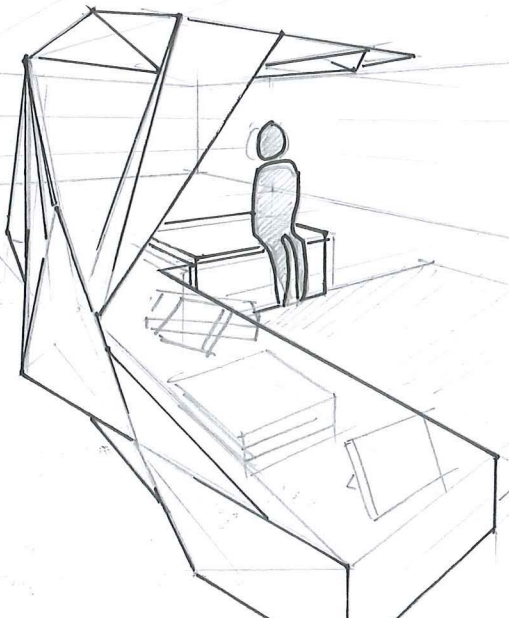
- lots of places to sit and read, socialize (incorporate into display?)



- seating around structures? (in this case pillar)



- circular pillar



- Rug?, carpet?

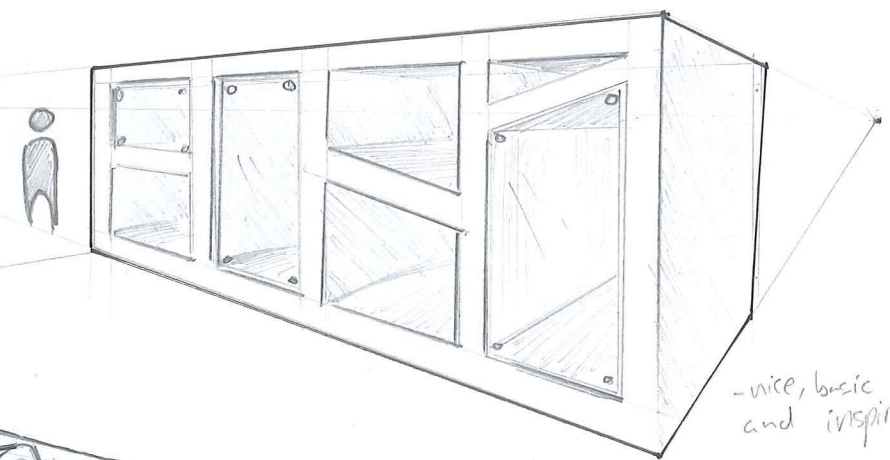
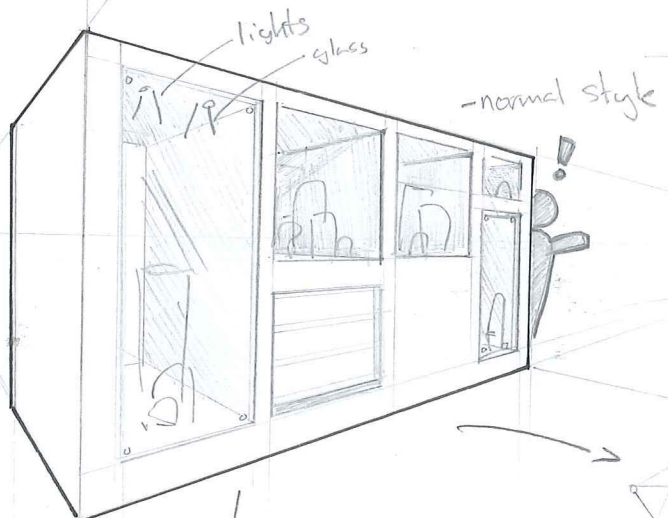
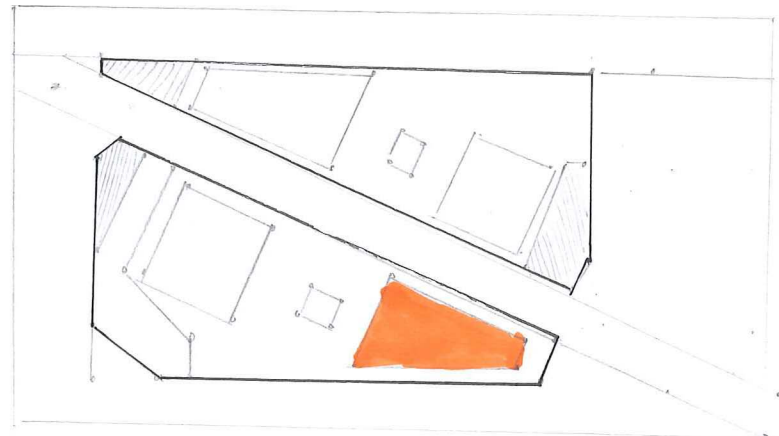


-interior

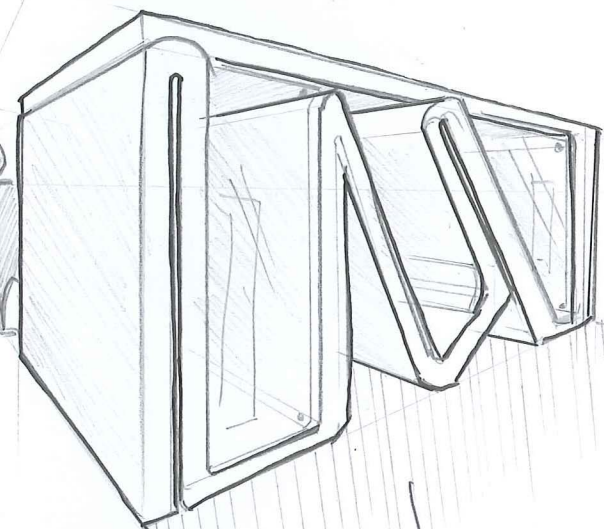
COLLECTABLES AREA

-rabbit style display cases

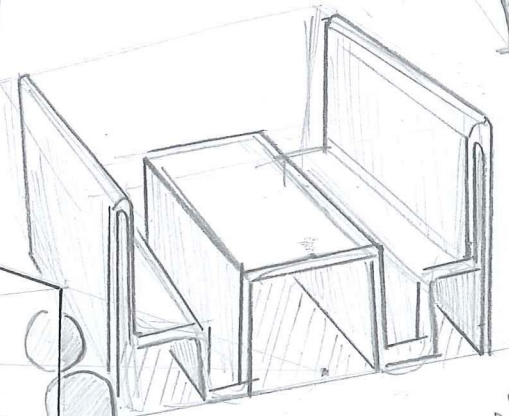
walls like this?



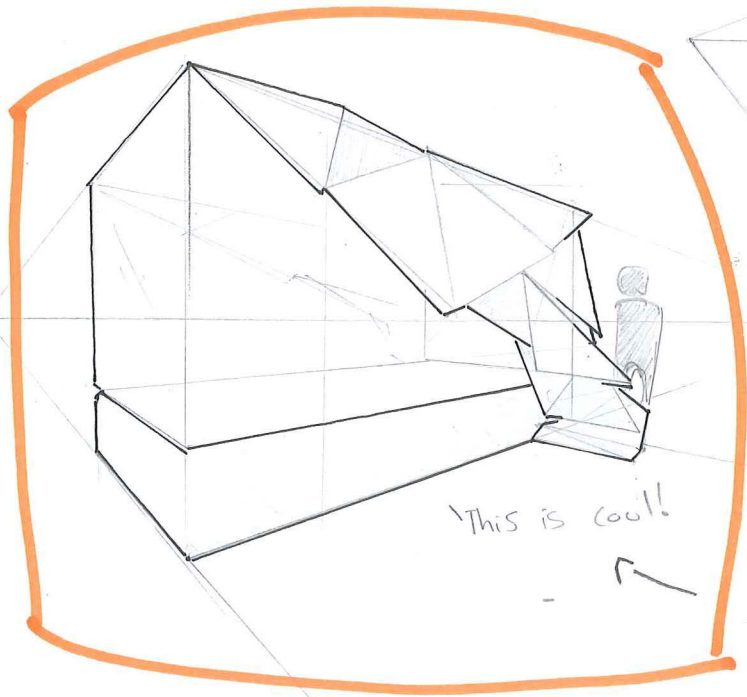
-nice, basic and inspired



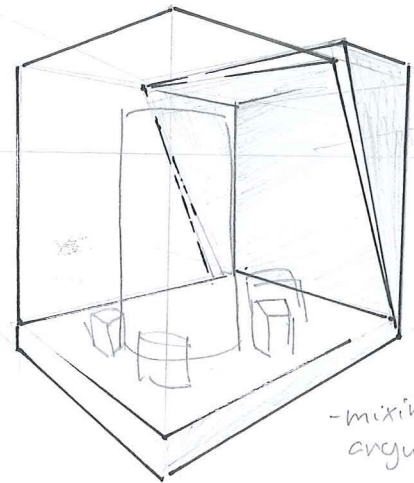
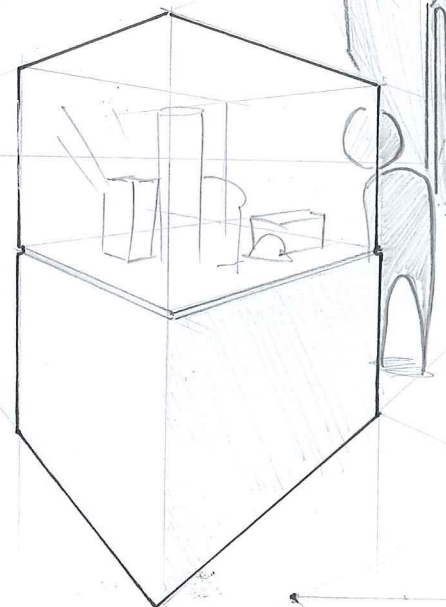
cool, but too 80s?/retro?
↳ might not fit with store aesthetic



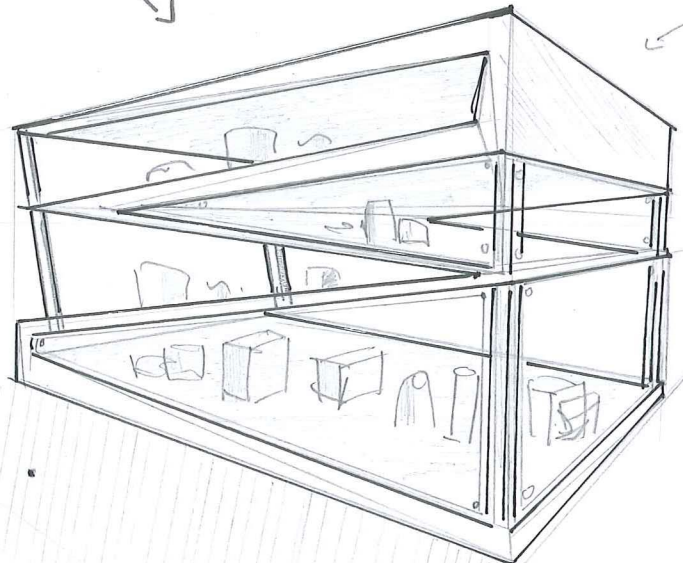
-seating?
↳ might re-use previous designs from other parts of the store



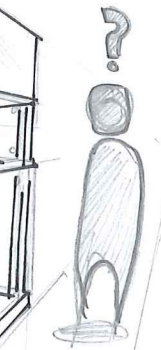
This is cool!



-mixing in some angular aesthetic



Bit too complicated
↳ I sorta like it though



AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2013

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Use visual communication techniques to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques skilfully to generate design ideas. 	<ul style="list-style-type: none"> Use visual communication techniques effectively to generate design ideas.
<p>Visual communication techniques are used to generate ideas to show design qualities.</p> <hr/>	<p>Visual communication techniques are used skilfully to generate ideas to show design qualities with clarity through well-articulated visual means.</p> <hr/>	<p>Visual communication techniques are used effectively to generate ideas to show design qualities with clarity and a depth of understanding through well-articulated visual means.</p> <hr/>
<p>Design ideas are produced that explore identifiable design qualities</p> <hr/>	<p>Divergent design ideas are produced that explore identifiable design qualities</p> <hr/>	<p>Divergent design ideas are produced that are explored and extended to show identifiable design qualities.</p> <hr/>

E

Commentary:

A good Excellence exemplar for both product design and spatial design. The fact that both projects are related only aids the consolidation of Excellence – the chair project on its own would satisfy the requirements for this top grade. Ideas are effectively communicated with a good range of freehand sketches, and the range of alternatives and manipulations of form show a clarity of design thinking.

Aesthetic consideration remains the strength, where the exploration of forms are coherent and extended through the extensive translation of ideas in a purposeful manner.

The arrangement of design drawings and the selective use of the accent colour, works well for visually articulating the purposeful exploration of design ideas.