

**AS 91337: Use visual communication techniques to generate design ideas (3 credits) – 2015**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Use visual communication techniques to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques skilfully to generate design ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Use visual communication techniques effectively to generate design ideas.</li> </ul>

<b>Visual communication techniques</b> are used to generate ideas to show design qualities. <hr/>	Visual communication techniques are used <b>skilfully</b> to generate ideas to show design qualities with <b>clarity</b> through well-articulated visual means. <hr/>	Visual communication techniques are used <b>effectively</b> to generate ideas to show design qualities with clarity and a <b>depth of understanding</b> through well-articulated visual means. <hr/>
Design ideas are produced that <b>explore</b> identifiable design qualities <hr/>	<b>Divergent</b> design ideas are produced that explore identifiable design qualities <hr/>	<del>Divergent</del> design ideas are produced that are explored and <b>extended</b> to show identifiable design qualities. <hr/>

Commentary:

Vis Com – E

Des Ideas – M

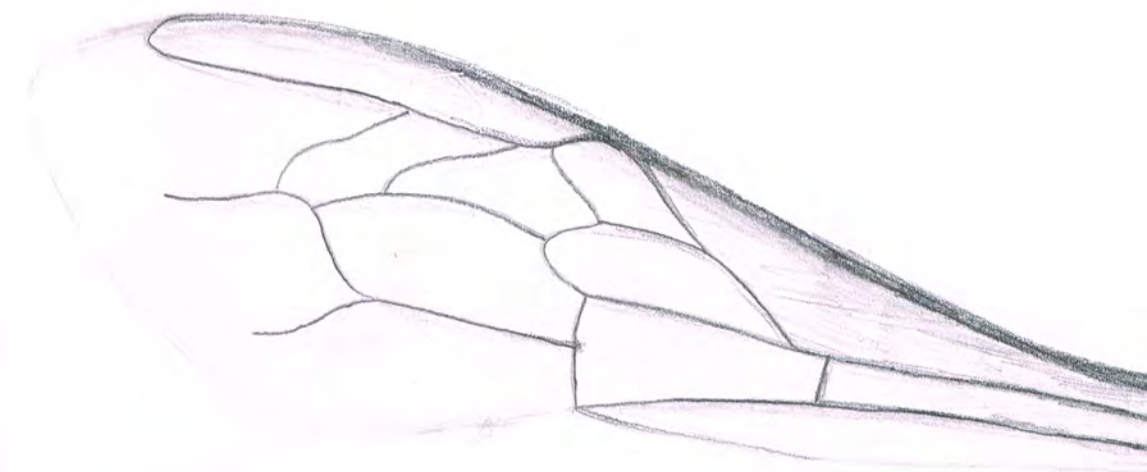
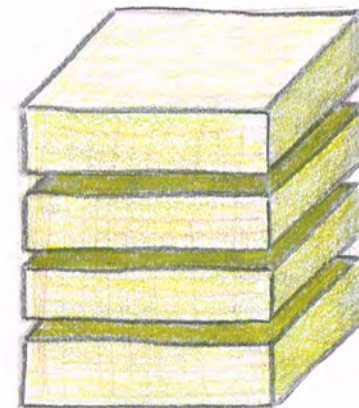
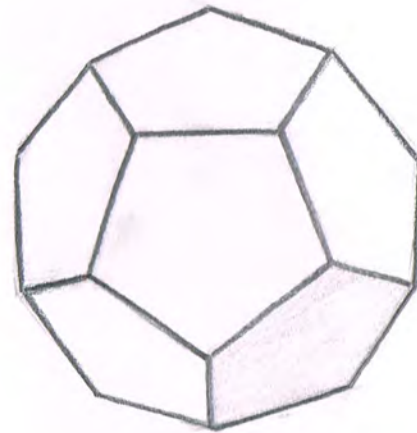
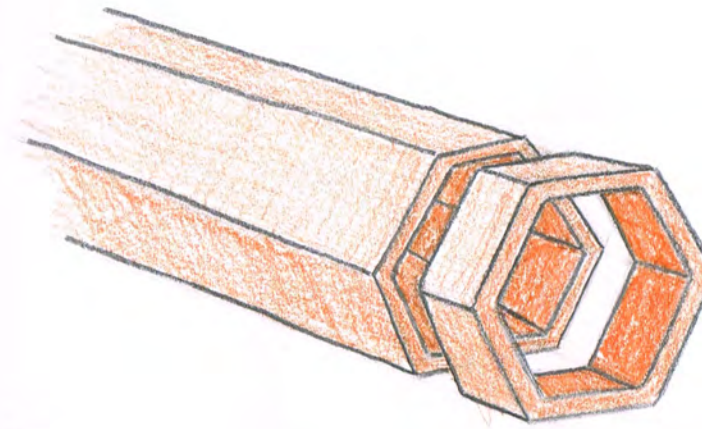
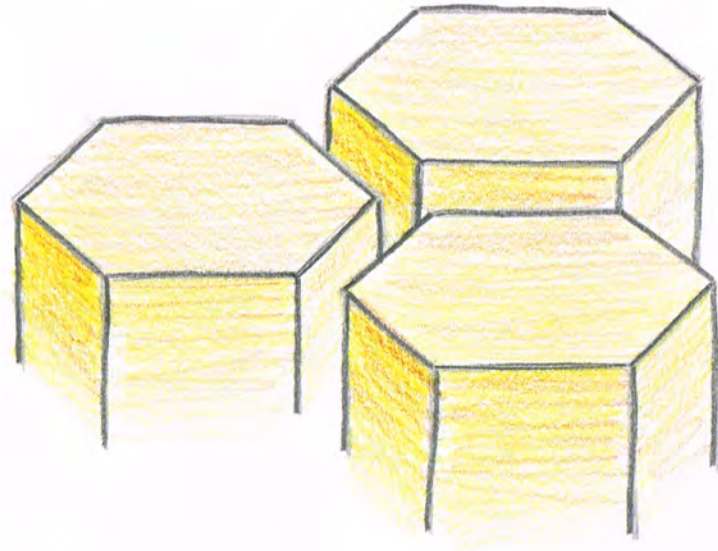
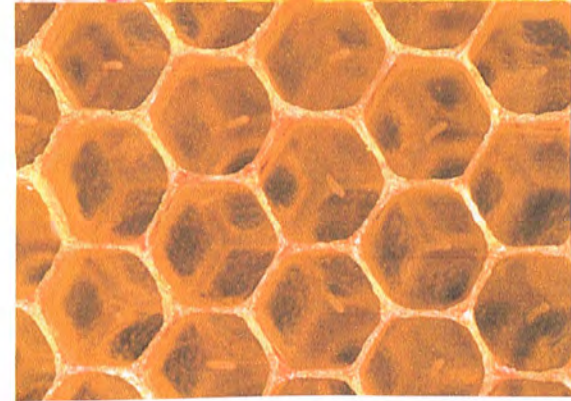
M

Divergent ideas are produced, inspired by bees and honey – extension of ideas not sufficient for Excellence as there are some quite simple alternatives that are not sophisticated in their exploration.

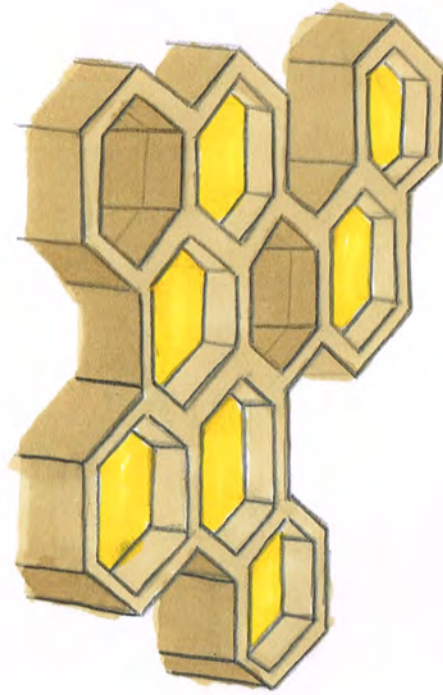
Visual Communication is clear and concise throughout, though initially lacks a depth of understanding for Excellence until the project moves into the Ergonomics page and the digital work.

The final digital drawings are particularly effective in terms of the use of so digital rendering. These final renders aid communicating materiality and aesthetics. Functional consideration is on the minimal side but certainly helped by some exploded drawing.

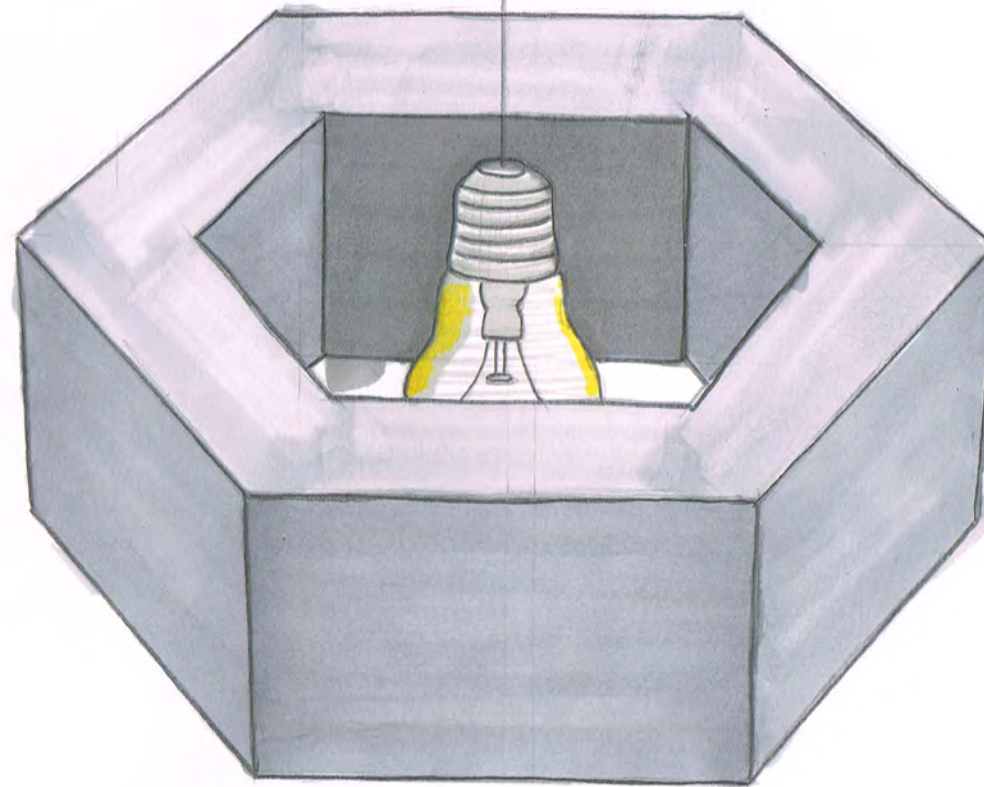
High Merit.



INITIAL IDEAS

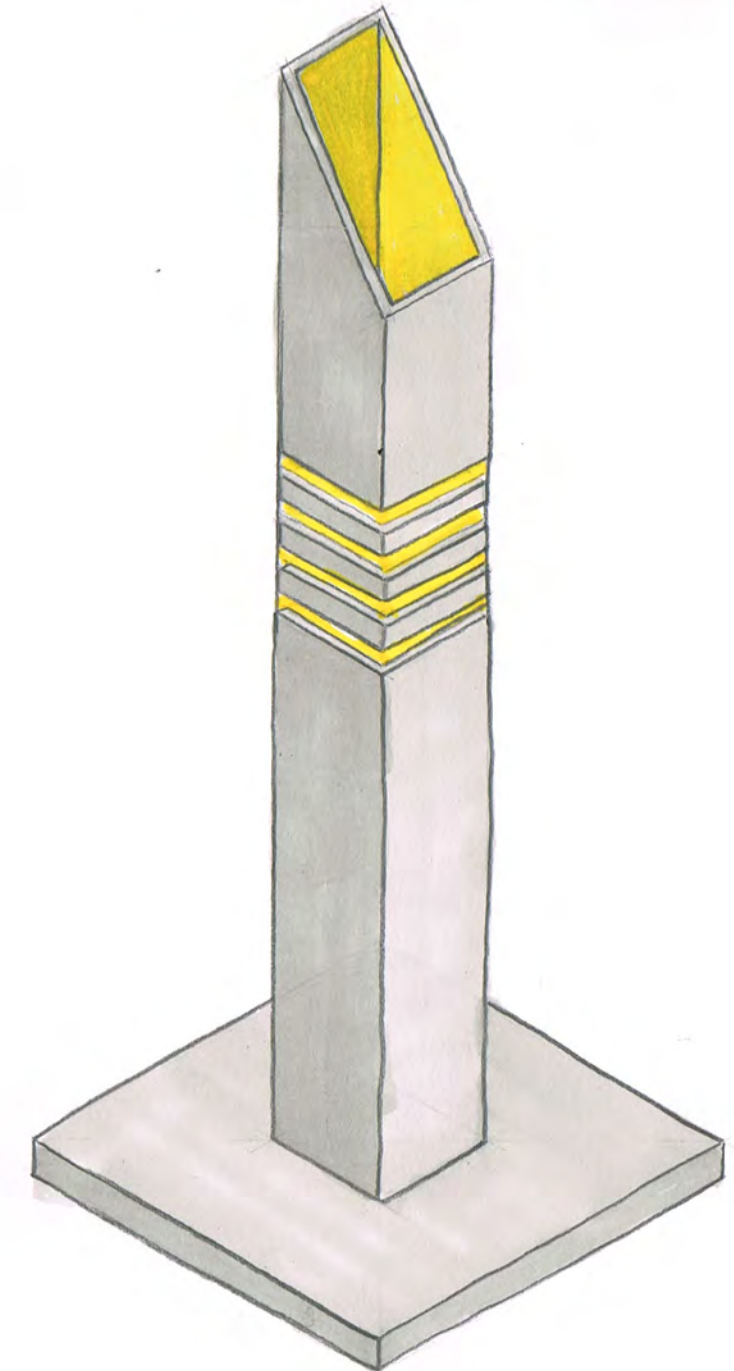


This wall-mounted design utilizes the structural concepts of a beehive to create an eye-catching light. The piece consists of 7 lights placed within the hexagonal pattern and follows the idea that the glowing lights in the shapes are honey. The color scheme used stays relevant to the second origin and gives the light a bright and calming look.

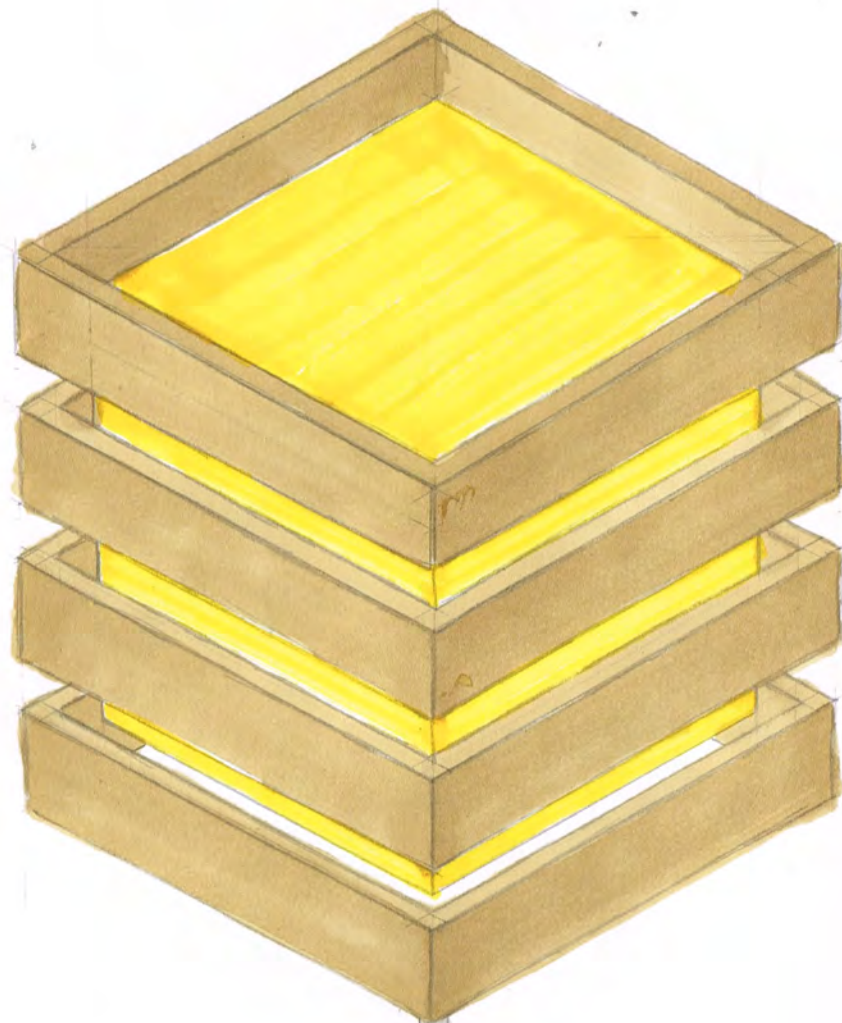


This concept is simple yet sophisticated, making use of the hexagonal shape developed from my origins to frame an open light. The exposed bulb gives a modern industrial look that is very popular in today's society.

This floor lamp provides ambient light by bouncing light off the ceiling and giving an aesthetically appealing look through the light slits down the side. However it provides little light as it is mostly covered and would give little function in purpose lighting.

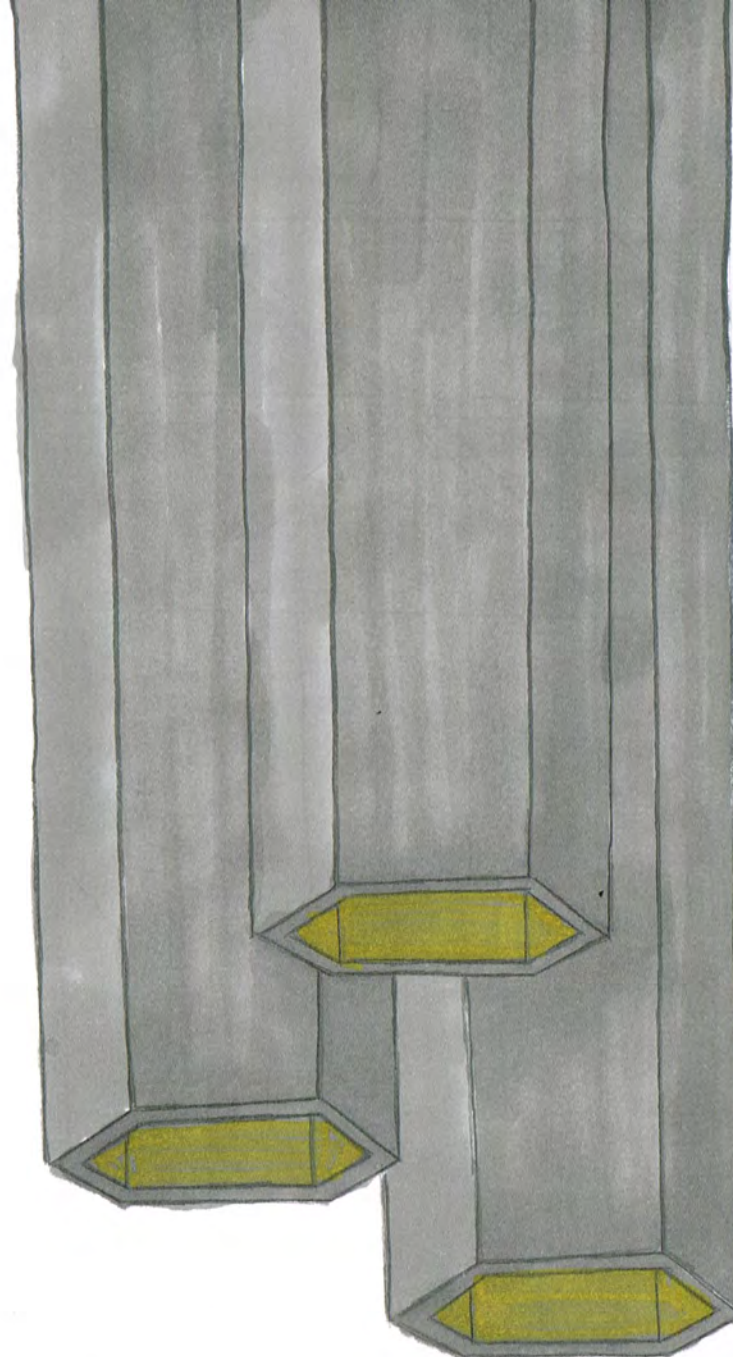
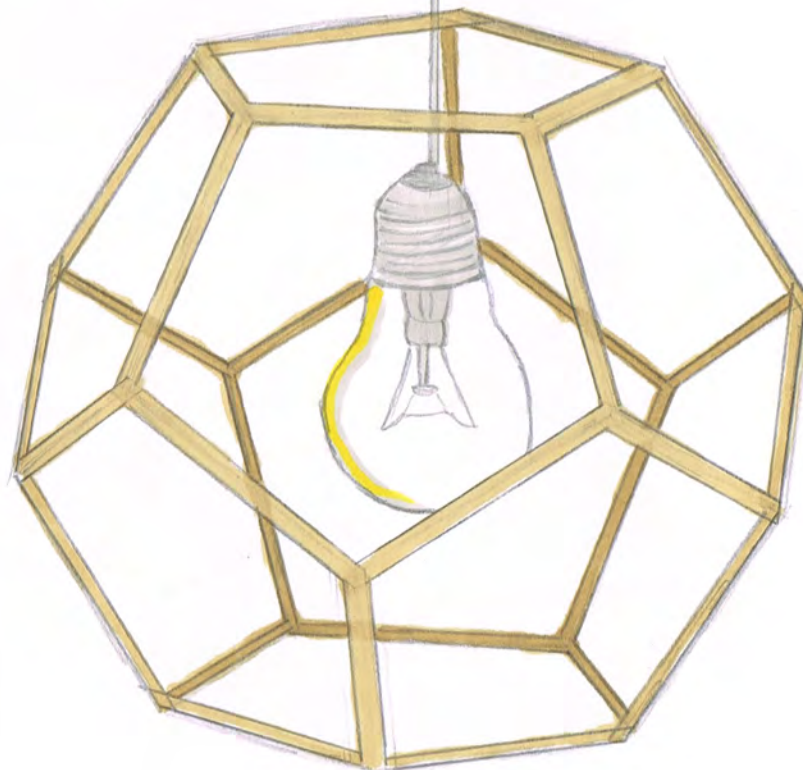


# EXPLORATIVES



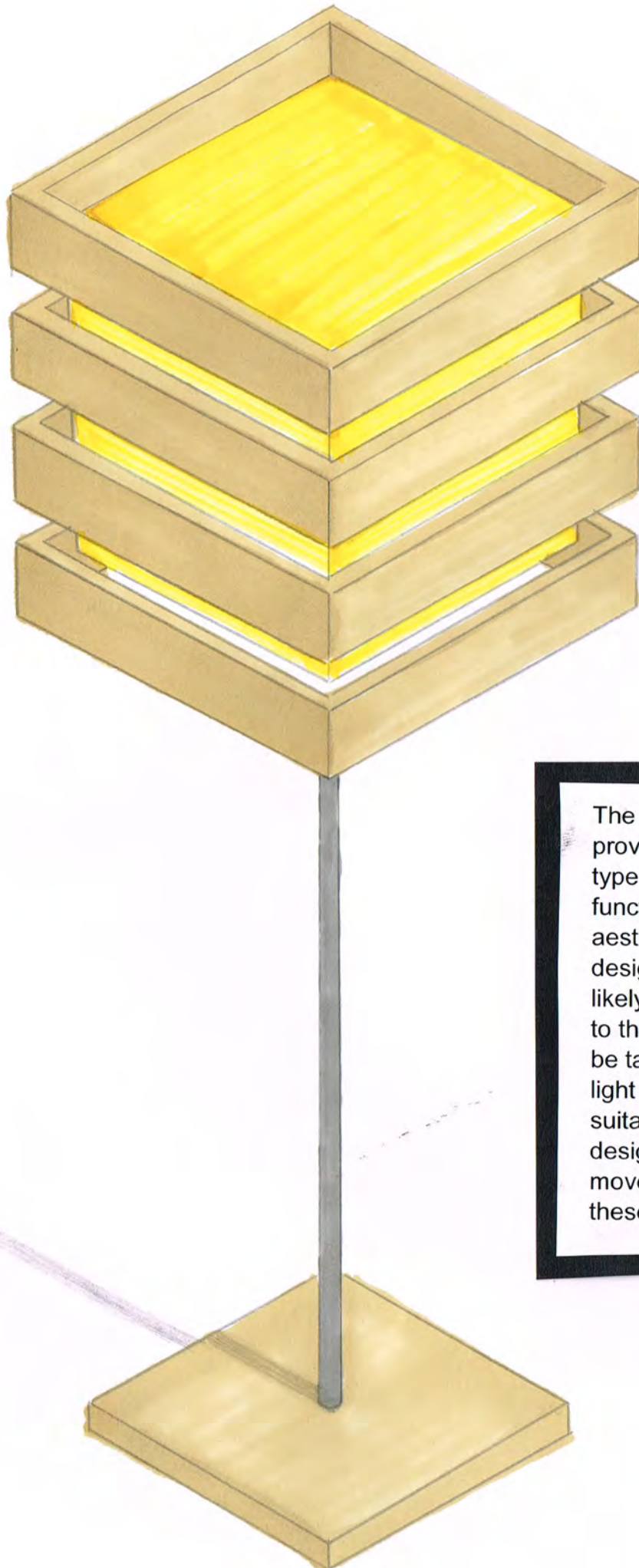
This floor lamp design was inspired by a honey spoon and has been manipulated into a geometric and modern form. The gaps in the lampshade cast stylized shadows and the yellow light that shines through resembles golden honey caught between the gaps of a honey dipper.

This dodecahedron pendant re-introduces the industrial look and would cast interesting shadows through the geometric framework. However the attachment of the frame would disrupt the perfect pattern and could make the light look messy.



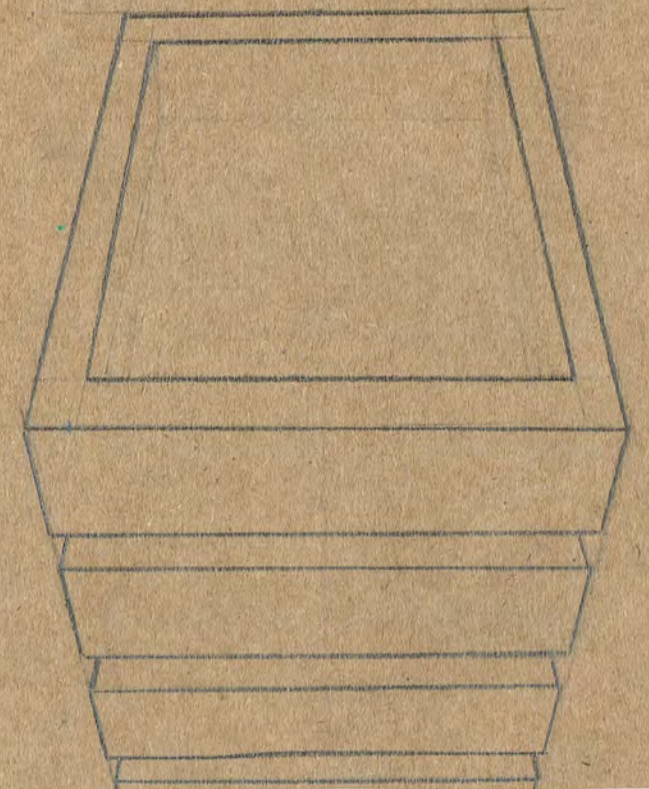
This pendant design uses the hexagonal form and is a simple and modern solution. The light would provide task lighting and is suitable for a kitchen or dining area. As the light is very directed it would not illuminate a room and would only light a specific area beneath it.

# EXPLORATIVES

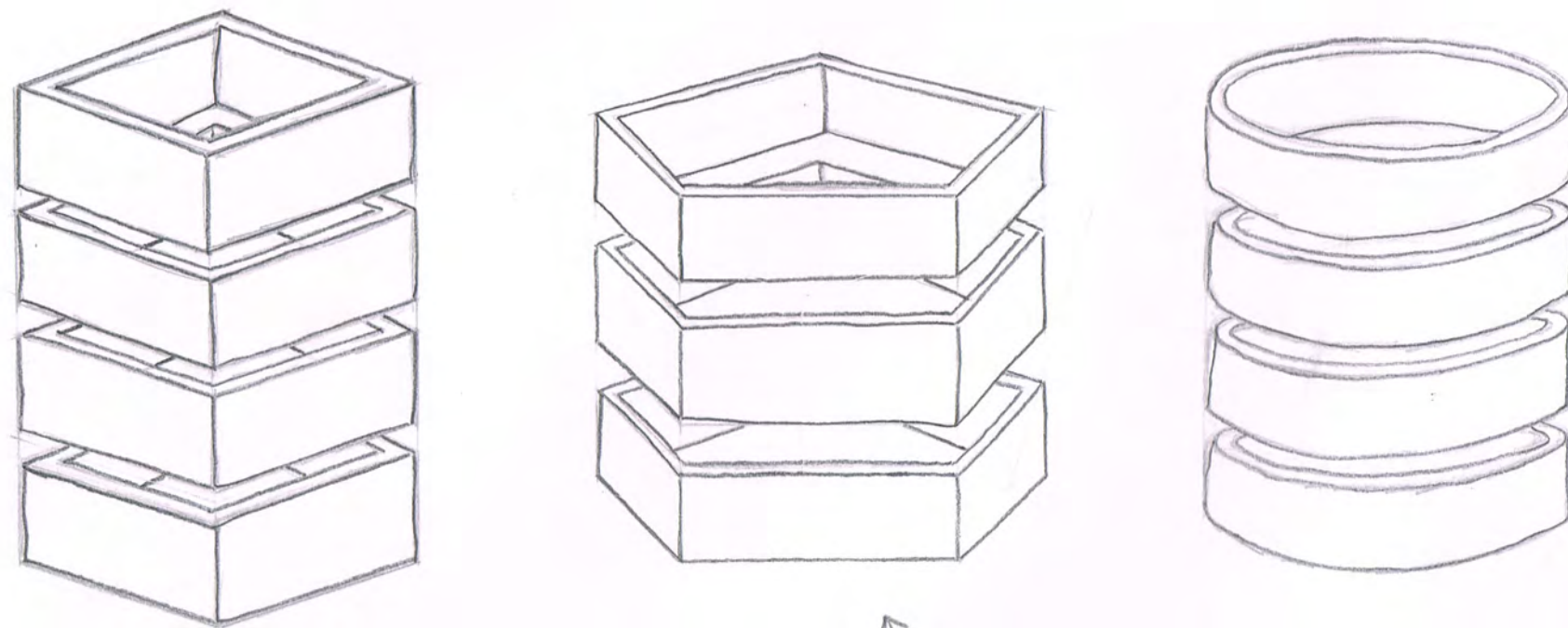


The product I will be designing is a table lamp which will provide ambient lighting and give a modern look to a desk type area or bed side table. The light will be not only a function design but easily fit into its surrounding in an aesthetic sense and emphasize the environment. The design will need to be easily handled and moved as it is likely to be place in busy areas. It will require easy access to the switch as well as the bulb and needs to be able to be taking apart for cleaning and travel or storage. The light will need to effectively illuminate a room and be suitable for a variety of positions and locations. The design needs to be weighted and durable to sustain movement and falls and use materials that can provide these strengths while still giving an aesthetic look.

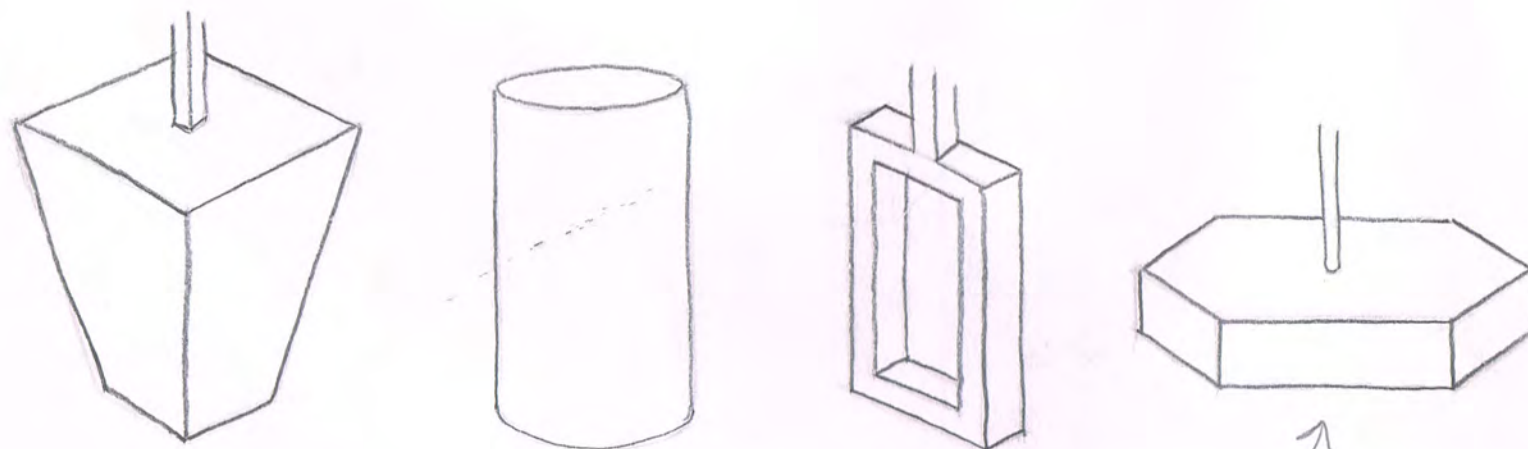
I have chosen this concept as I believe there is a lot of room for development of ideas. The design utilizes geometric elements to construction a floor lamp which somewhat resembles a honey spoon. Potential developments for this concept include ability to control lighting function and move sections of the light to provide task lighting for a more direct beam.



**CHOSEN CONCEPT**



Chosen



Chosen

## REFINING AESTHETICS

## LIGHT COVER

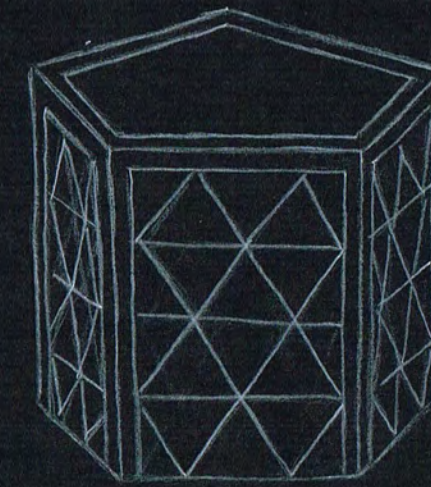


Fig. 1

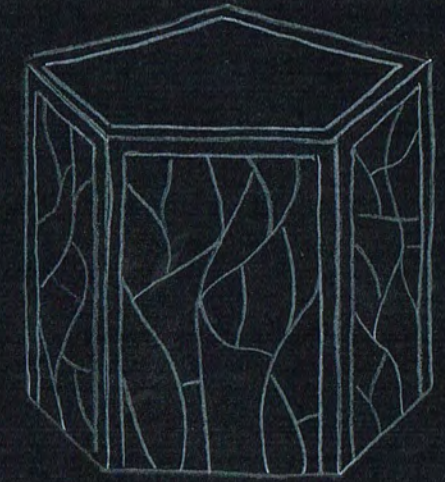


Fig. 2

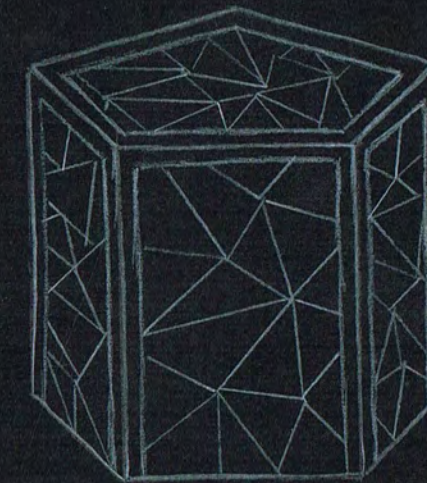


Fig. 3

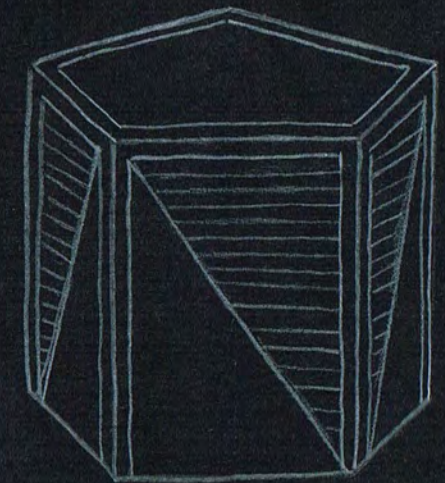
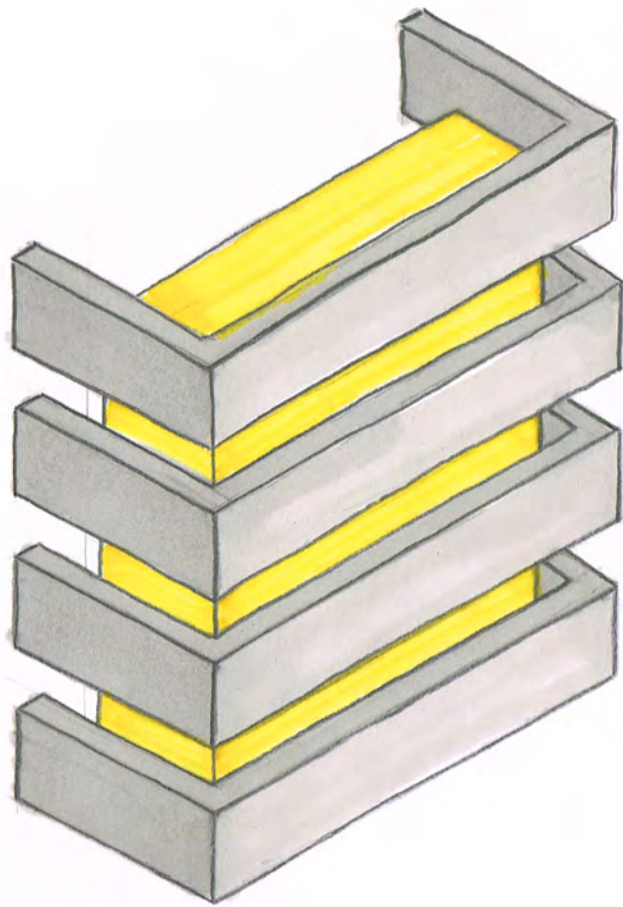


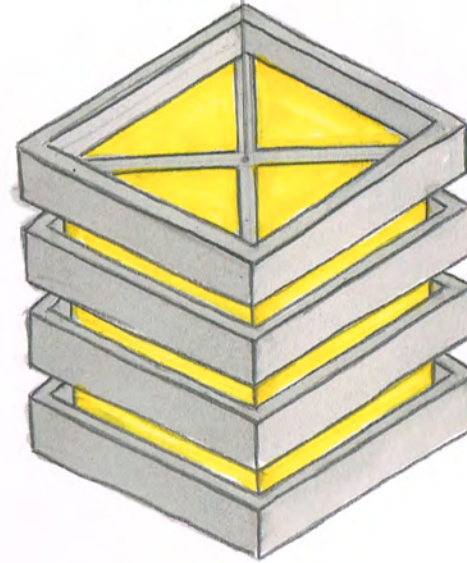
Fig. 4

I have chosen to continue through development with the geometric design of figure 3 for the inner lampshade. The design came from the patterns within the translucent wings of a bee and I took inspiration from the sculptural work of Peter Trevelyan to manipulate the concept into a modern, geometrical pattern. I plan to follow the bee wing ideas through the development of the inner shade and form this triangular pattern out of steel wire attached to a translucent material. With the addition and framing around the inner shade I can consider lightweight translucent materials now with this solid support, it also allows attachment between the two elements of the lampshade.

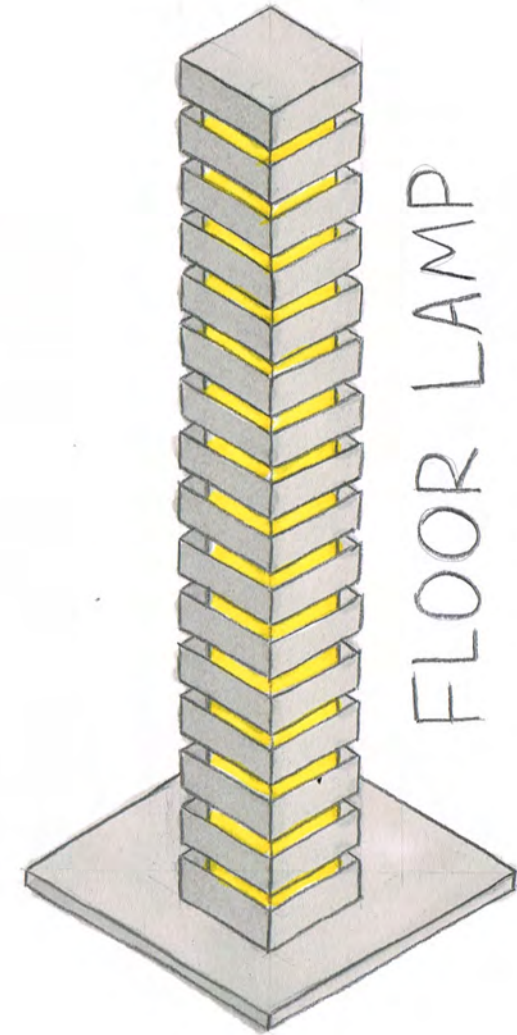
WALL LAMP



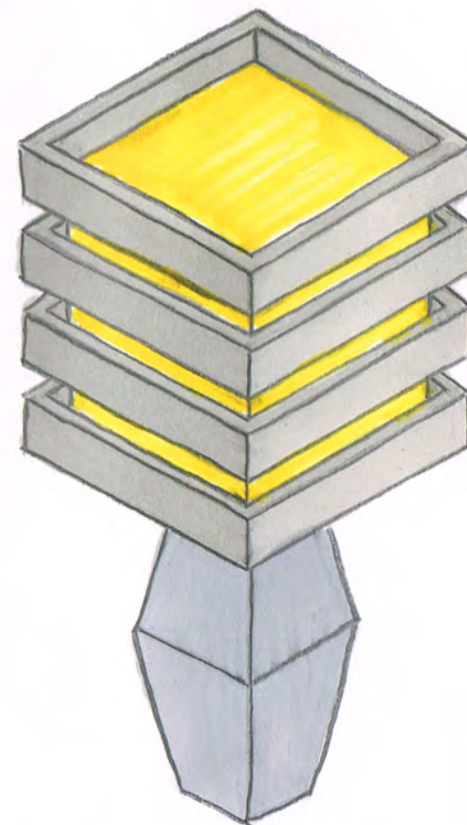
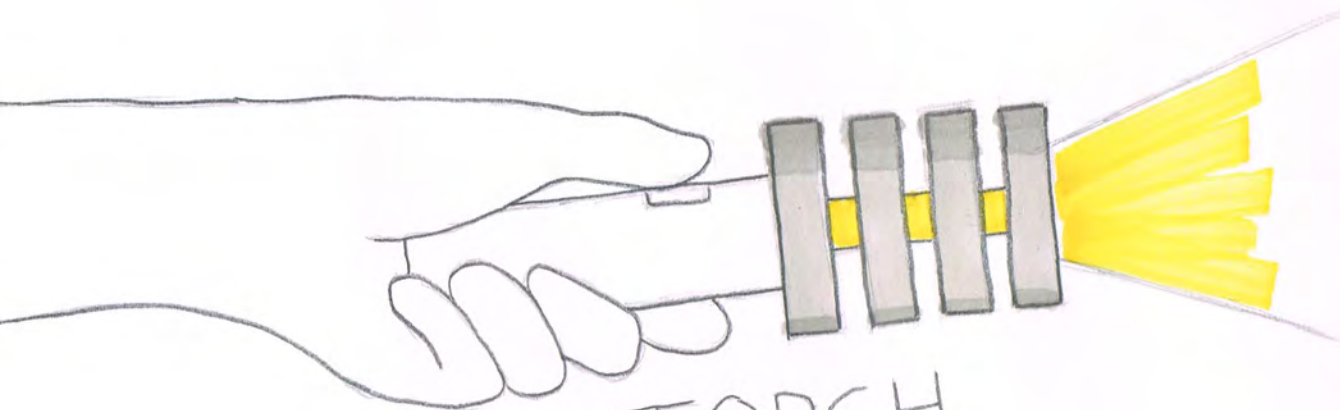
PENDANT



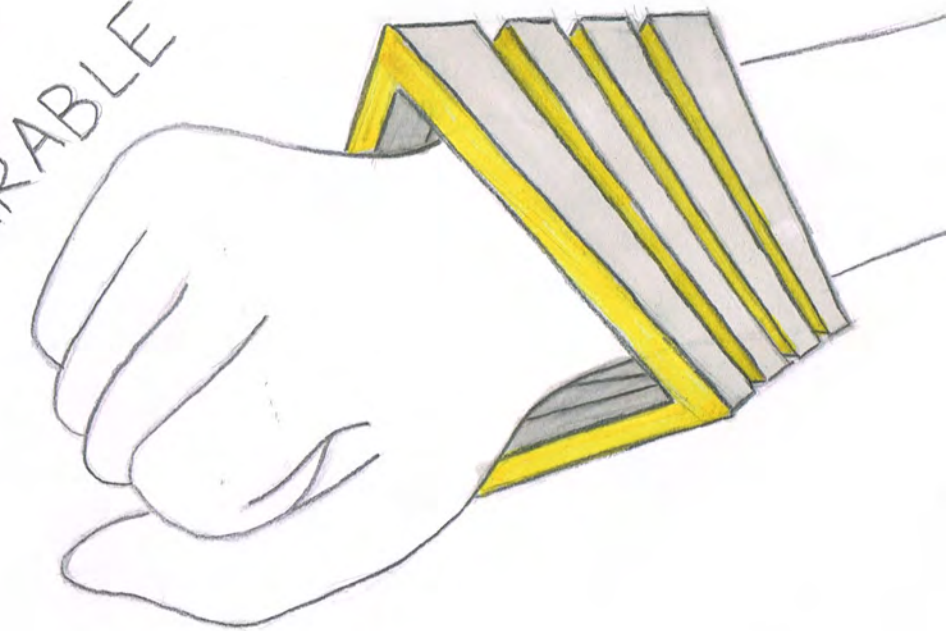
FLOOR LAMP



TORCH

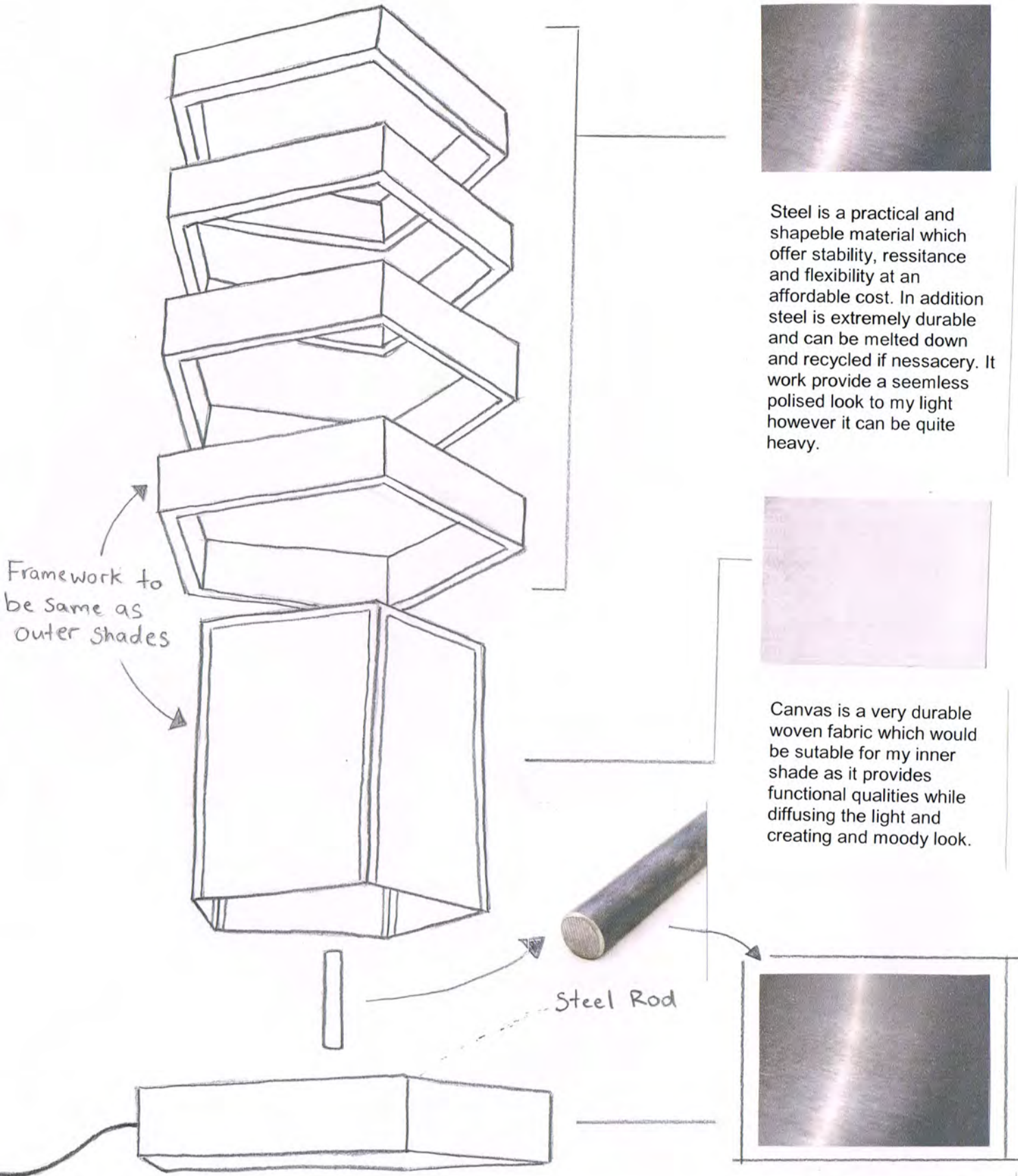


WEARABLE



ALTERNATIVES

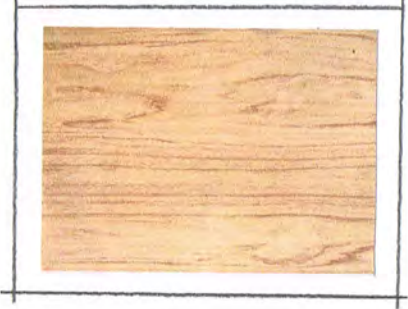
DESK LAMP



# MATERIALS



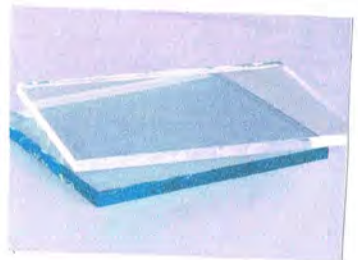
Steel is a practical and shapeable material which offer stability, ressitance and flexibility at an affordable cost. In addition steel is extremely durable and can be melted down and recycled if nessacery. It work provide a seamless polised look to my light however it can be quite heavy.



Wood is a versatile and cost effective material that can be quite lightweight. Wood gives the design a natural look which would be appopriate to the insects I used as inspiration.



Stone is an extremely hard, durable and dense material which while contributing to the modern natural look comes with the implications of added weight.



Glass is a sustainable and fully recyclable material which provides great environmental benefits which giving a product a modern look. However it is not very durable and can be quite expensive.



Canvas is a very durable woven fabric which would be sutable for my inner shade as it provides functional qualities while diffusing the light and creating and moody look.



Glass is a sustainable and fully recyclable material which provides great environmental benefits which giving a product a modern look. However it is not very durable and can be quite expensive.



Botanical paper is a lightweight paper made which natural materials put into it. Though it is not very durable it would effectivly diffuse the light and add to the natural theme of the design.



Silk is a lightweight fabric which would give a sophisticated aesthetic element to the design. However silk can be very reflective and could be eye catching to the point of disstraction when used in a lighting design.



Steel Rod



Steel would be well suited for the base of my design as the added weight would stabilize the light and keep it plante in place. Steel does not get too hot so would be safe to touch and move.



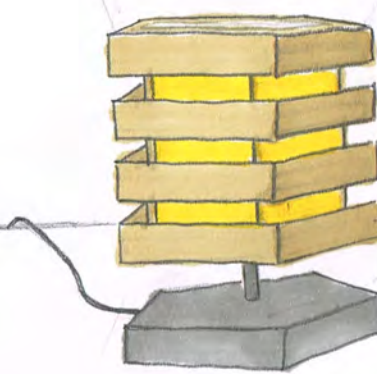
Wood is a versatile and cost effective material that can be quite lightweight. Wood gives the design a natural look which would be appopriate to the insects I used as inspiration.



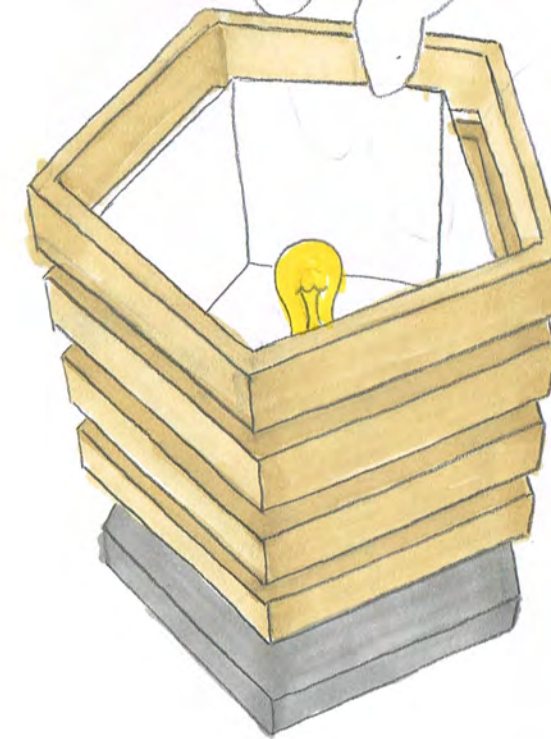
Stone is an extremely hard, durable and dense material which while contributing to the modern natural look comes with the implications of added weight.



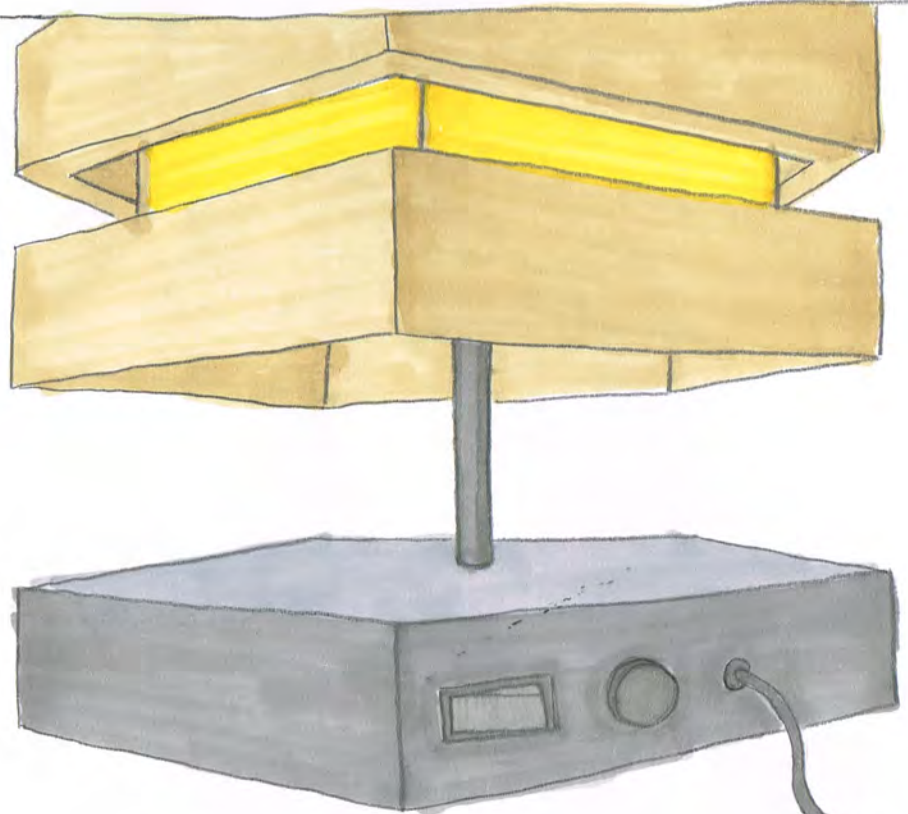
Marble provides a smooth yet textured look which has an eye catching effect. However it is also very expessive and heavy, meaning it would be difficult to move.



I decided to remove to top section of the inner shade for three reasons: ease of use, functionality and safety. The way the lamp is structure changing the light bulb would be extremely difficult and uncomfortable and the person would be required to reach underneath which would likely be impossible. By removing the top section it is very easy to reach in and replace the bulb. Doing this also means the lamp will provide more light as it is not completely covered and can bounce the light of the ceiling to light a room. Having the inner shade close in was also a large fire hazard as the bulb will get quite hot and paper material being used is very flammable. Opening up the top allows the heat to escape and greatly decreases the risk of danger.

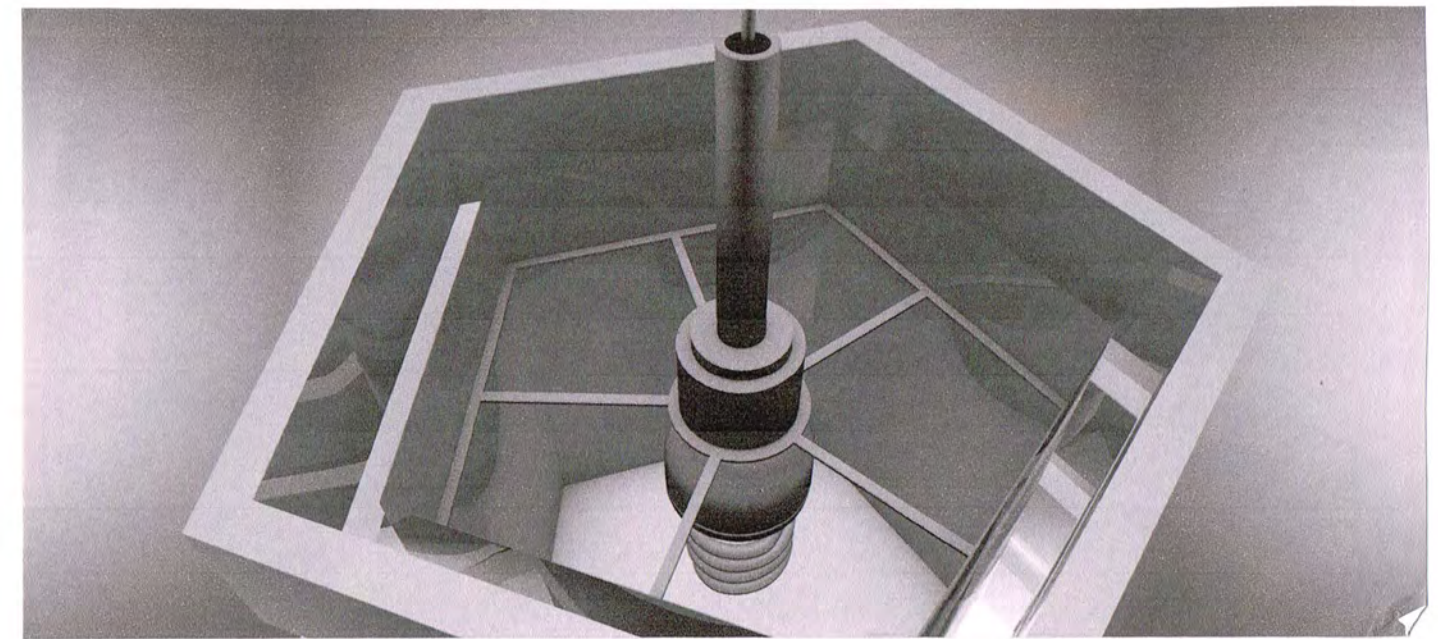


Being on a busy desk or bedside table, lamps are likely to be moved or knocked over, causing potential damage to the lamp or surrounding and creating numerous hazards. To maximize the efficiency on this light there are small rubber feet on the bottom, which will provide a much better grip without disturbing the aesthetics

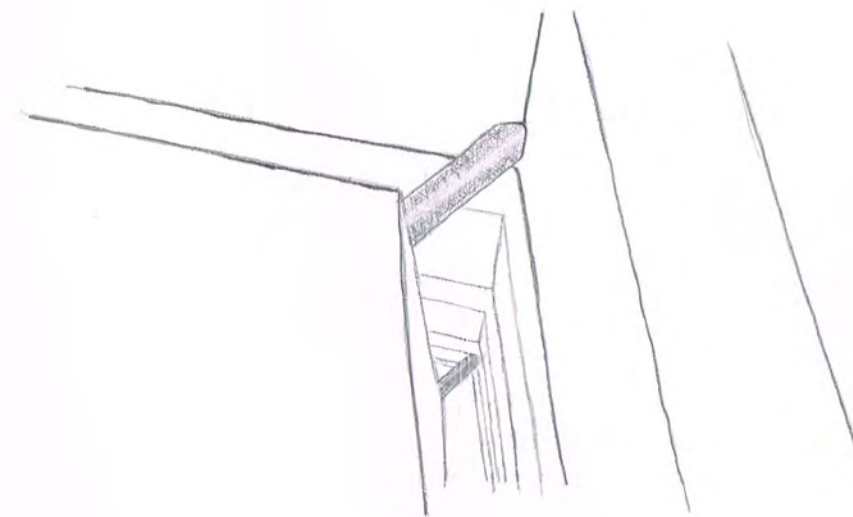


Being such a compact light the consideration as to the positioning of the on/off switch was difficult as it had to be easily and comfortably reached as well as out of harm's way of the hot bulb. I chose to place it on the side of the lamps base on the same side as the power cable. Though this lamp can face anyway the cord is likely to be hidden at the back and by placing the switch here that will also be hidden and will avoid disrupting the simple, seamless look that is desired. As the purpose of the light is ambient desktop lighting I have added a dimmer to allow the customer full control over the light.

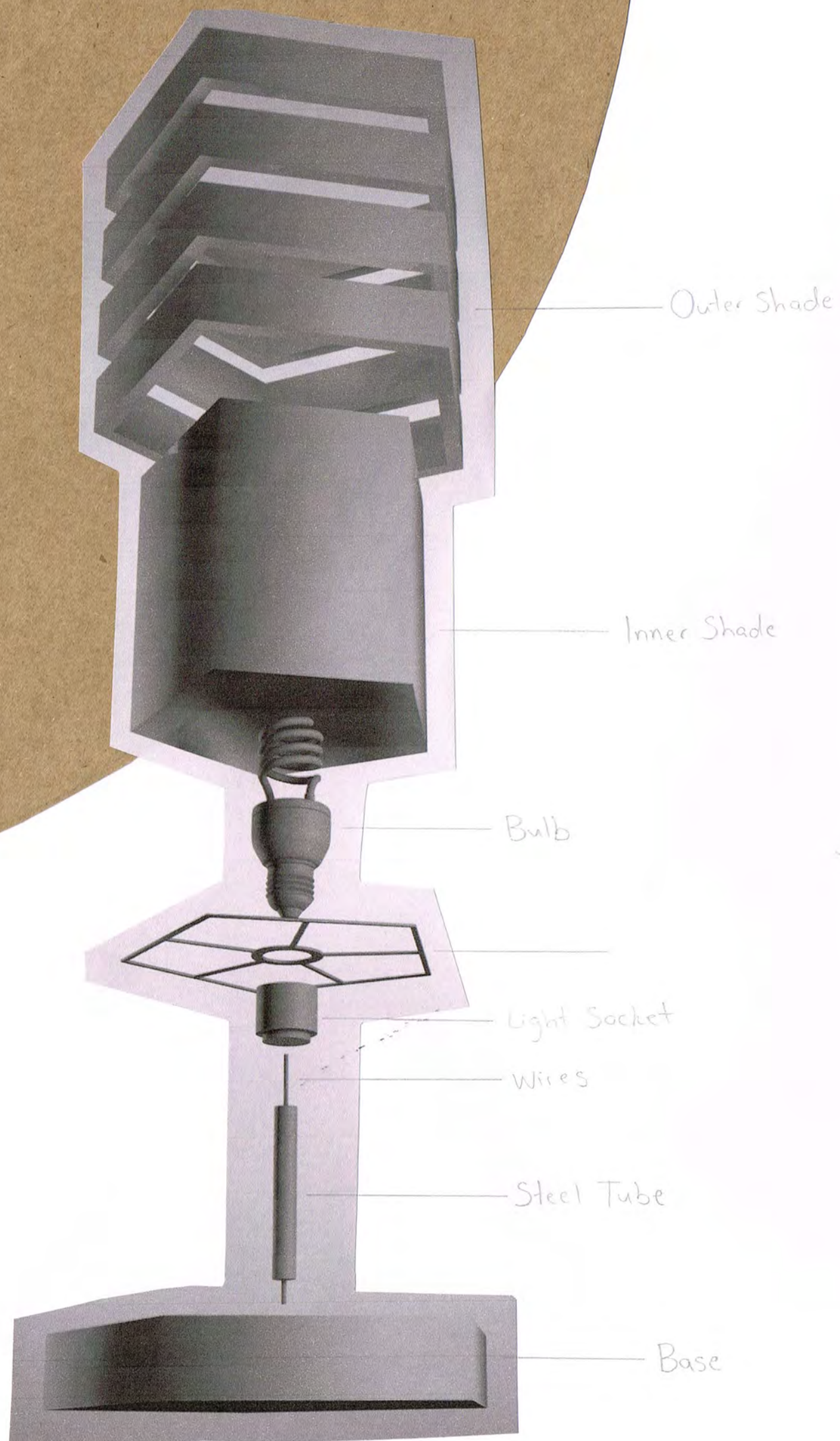
ERGONOMICS



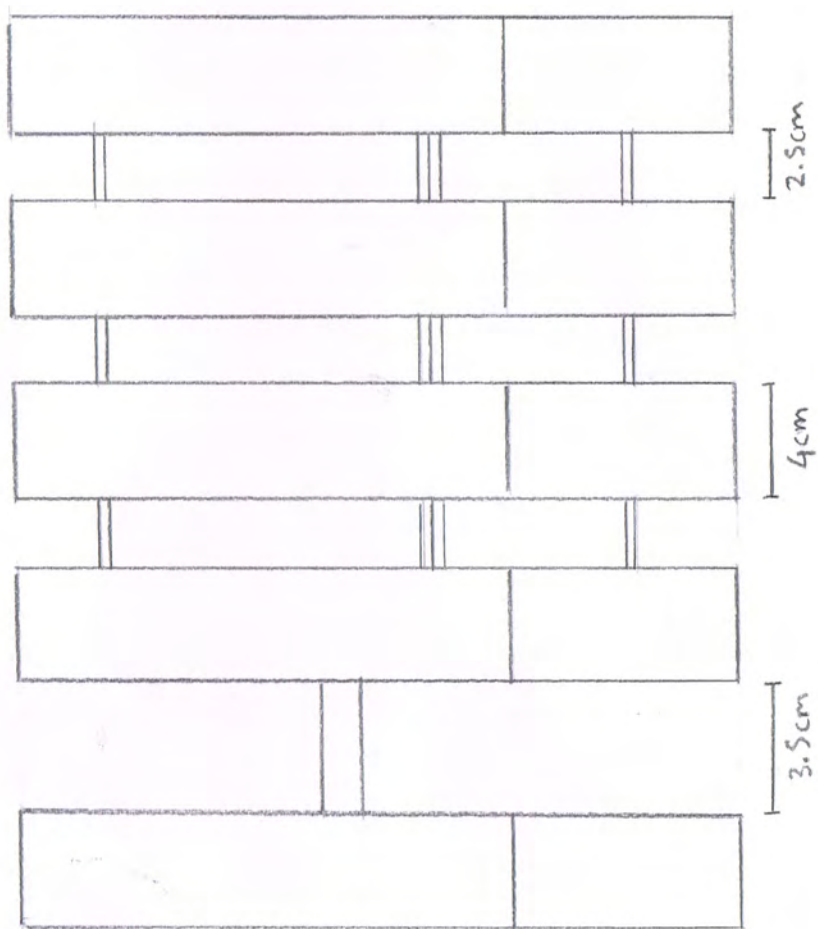
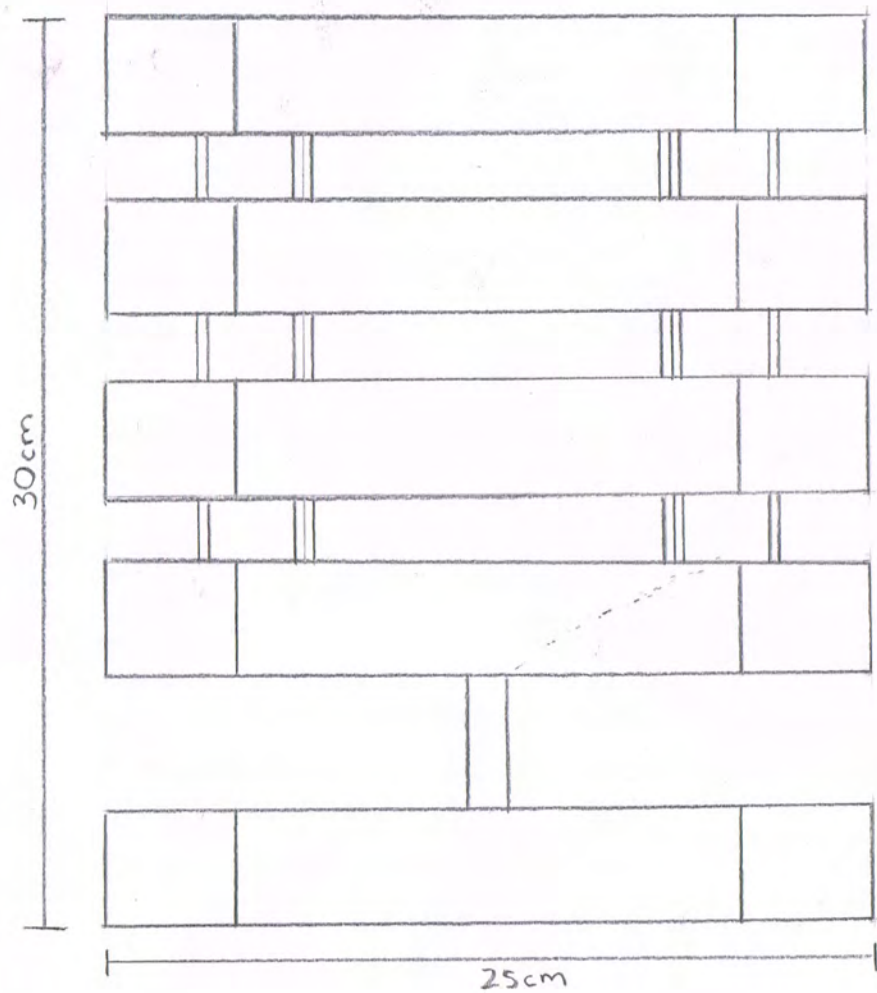
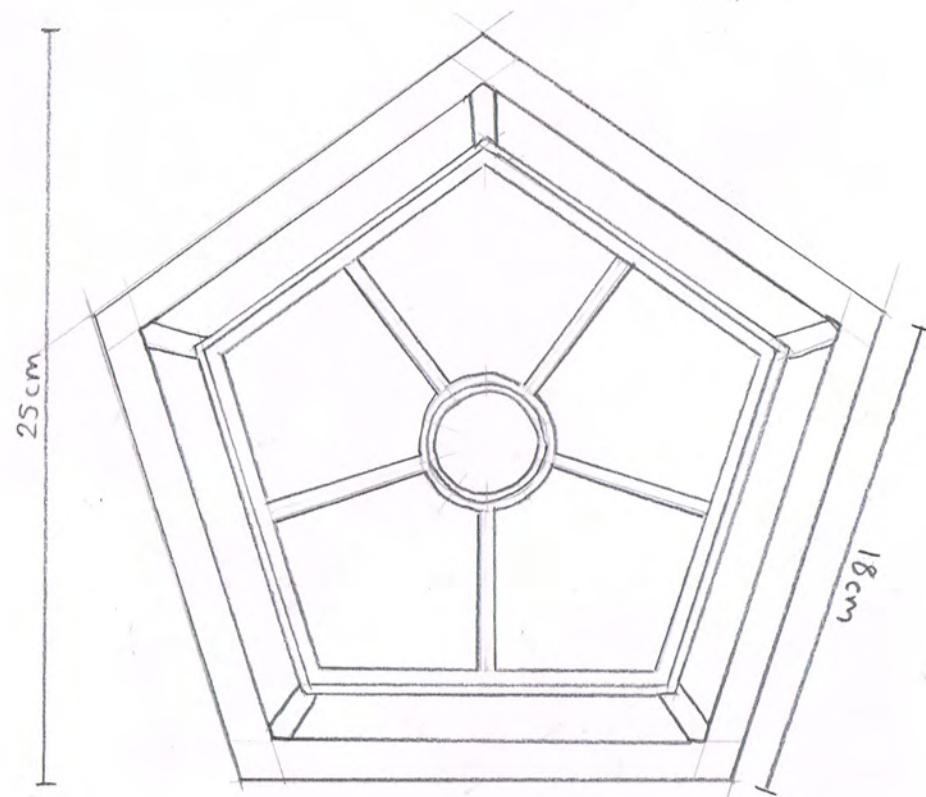
The lampshade is made up of two elements. The outer wooden bars and the inner translucent paper. Framing around the edges on the inner shade mean that the two elements can be attached by strong steel rods on the top and bottom bars and are mostly hidden when looking at the lamp, therefore sustaining its sophisticated look while increasing the durability and strength of the lamp.



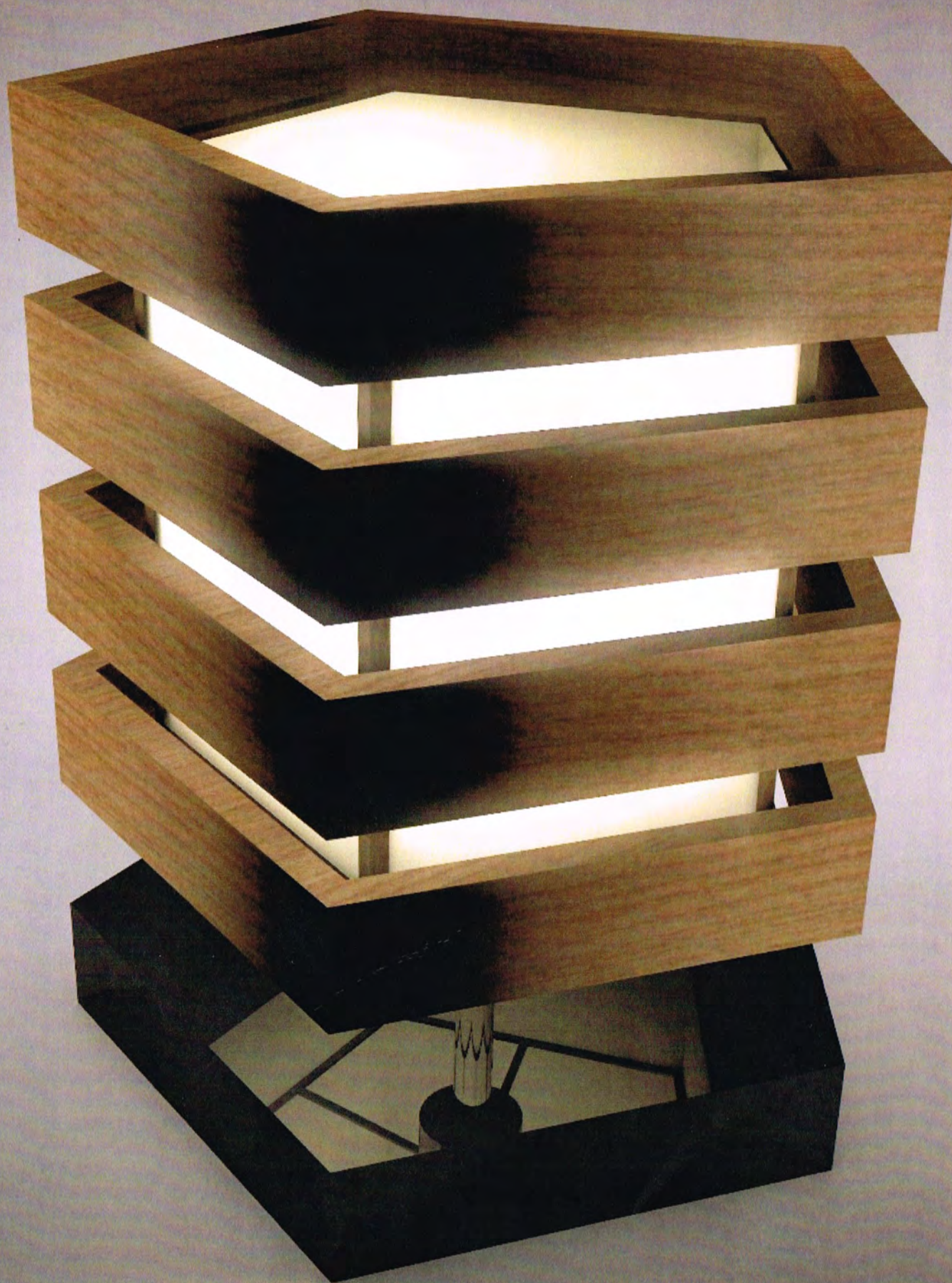
The two lamp shades attach to the light by a piece of framework positioned between the light bulb and socket, which attaches onto the shades by hook. The shade holder is made from steel that will be able to support the weight of both the lampshades.



# HOW IT WORKS



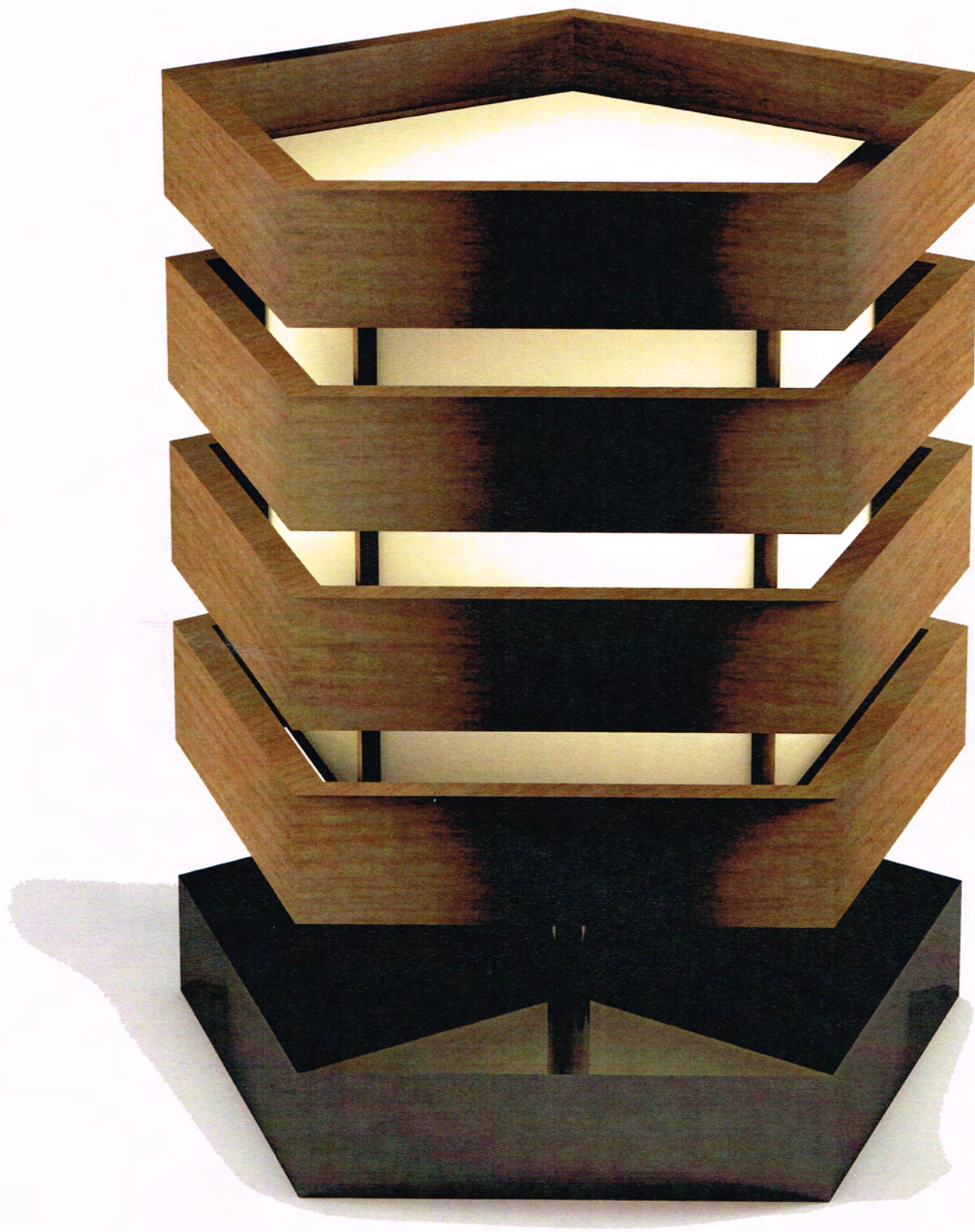
TECHNICAL



My final design is not only a table lamp but a piece of art that will fit into any room or scenario and provide functional and stylized light. The design was inspired by a honey spoon which originated through the process of my ideation, and utilises a colour scheme and material choice that also came from these origins. The visual concept of the light is a honey dipper with gaps between the outer lamp shade to allow light through which creates interesting shadows and gives the look of golden glowing honey. For purposes of safety and aesthetic appeal there is a second inner lamp shade which is made of a translucent botanical paper which diffuses the light and continues which the common theme of a natural look. Through my research of existing lighting solutions as well as artist Peter Trevelyan I was able to develop my idea into a very functional and aesthetically appealing design. I feel my design fits the brief as it achieves its task of soft ambient lighting which will effectively calm the mood of any work space of bedroom and add a modern and sophisticated look to any room.

## FINAL DESIGN

# ILLUMINATE YOUR WORLD



PENTAGON 

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2015

The Pentagon table lamp is not only a source of light, but a piece of art that will fit into any area of your home or office. Providing beautiful ambient lighting to calm the mood of your chosen environment and using the finest naturally sourced and recycled materials, the Pentagon helps to save the world as it contributes to light it.