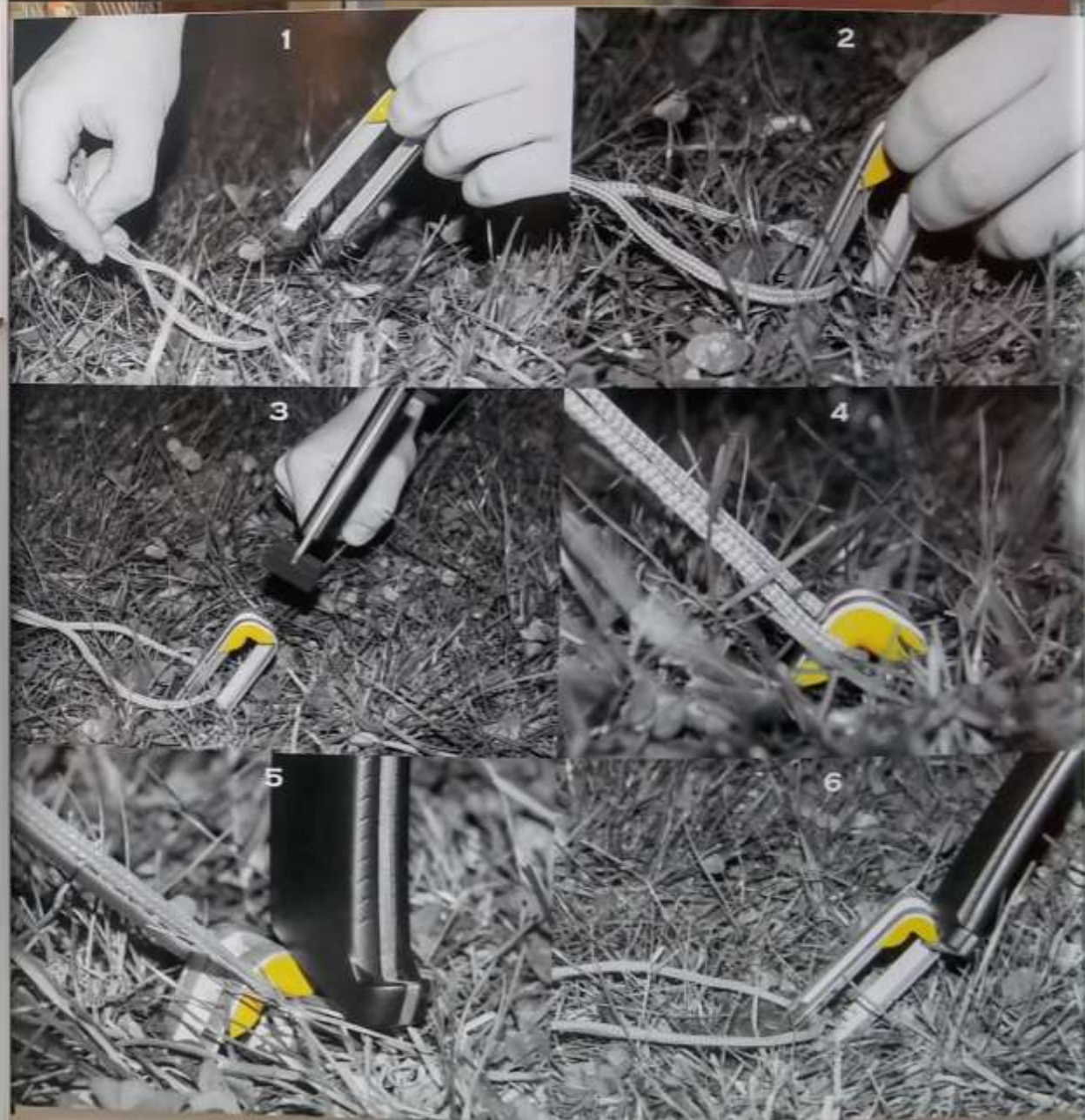
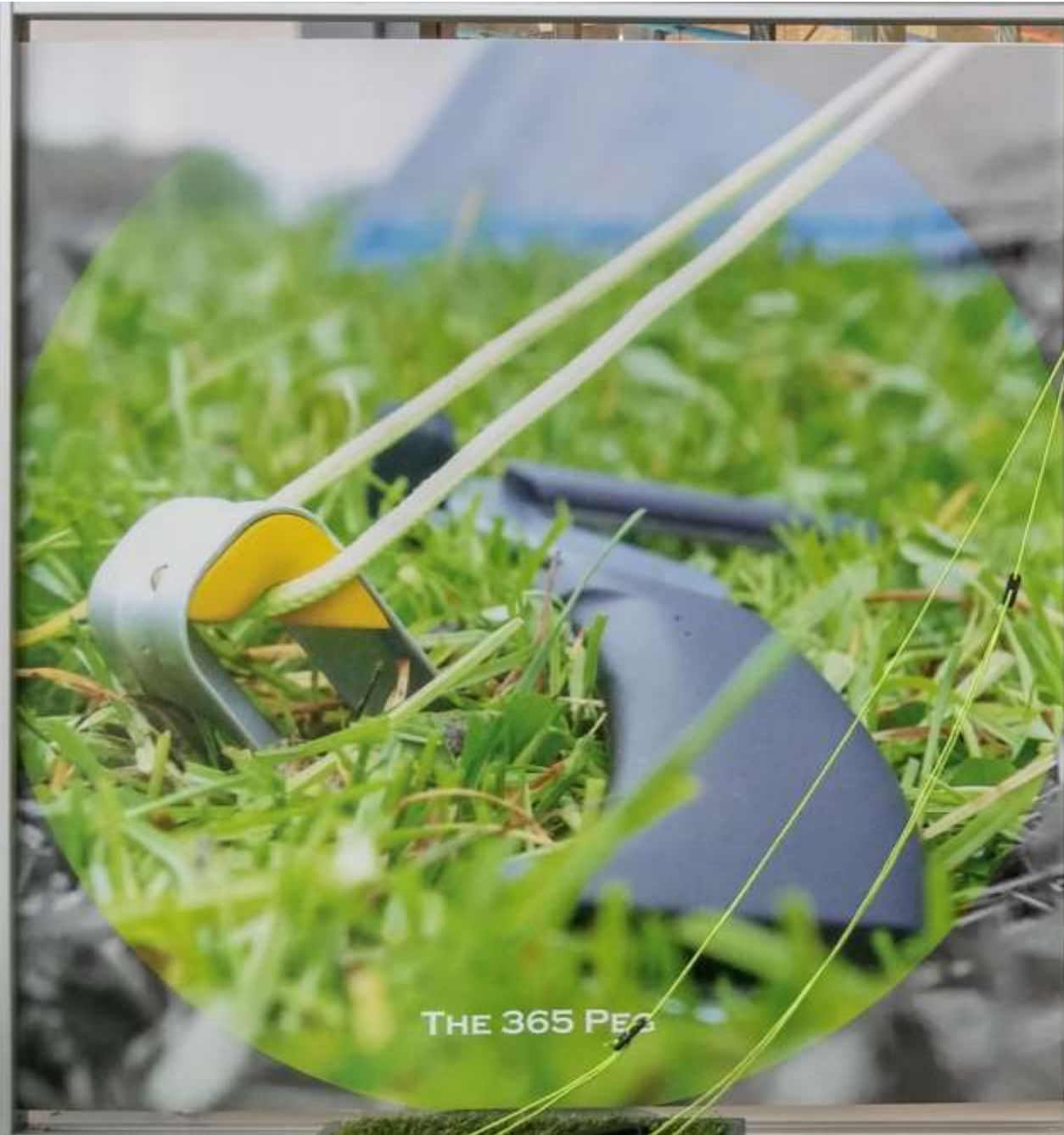




PRESENTATION







REDEFINE DESIGN



<insert_product_here>

Insert Product Here is the raw embodiment of user controlled design. It is designed to showcase the rewarding results of allowing users to take control of their own design. No two would be the same.

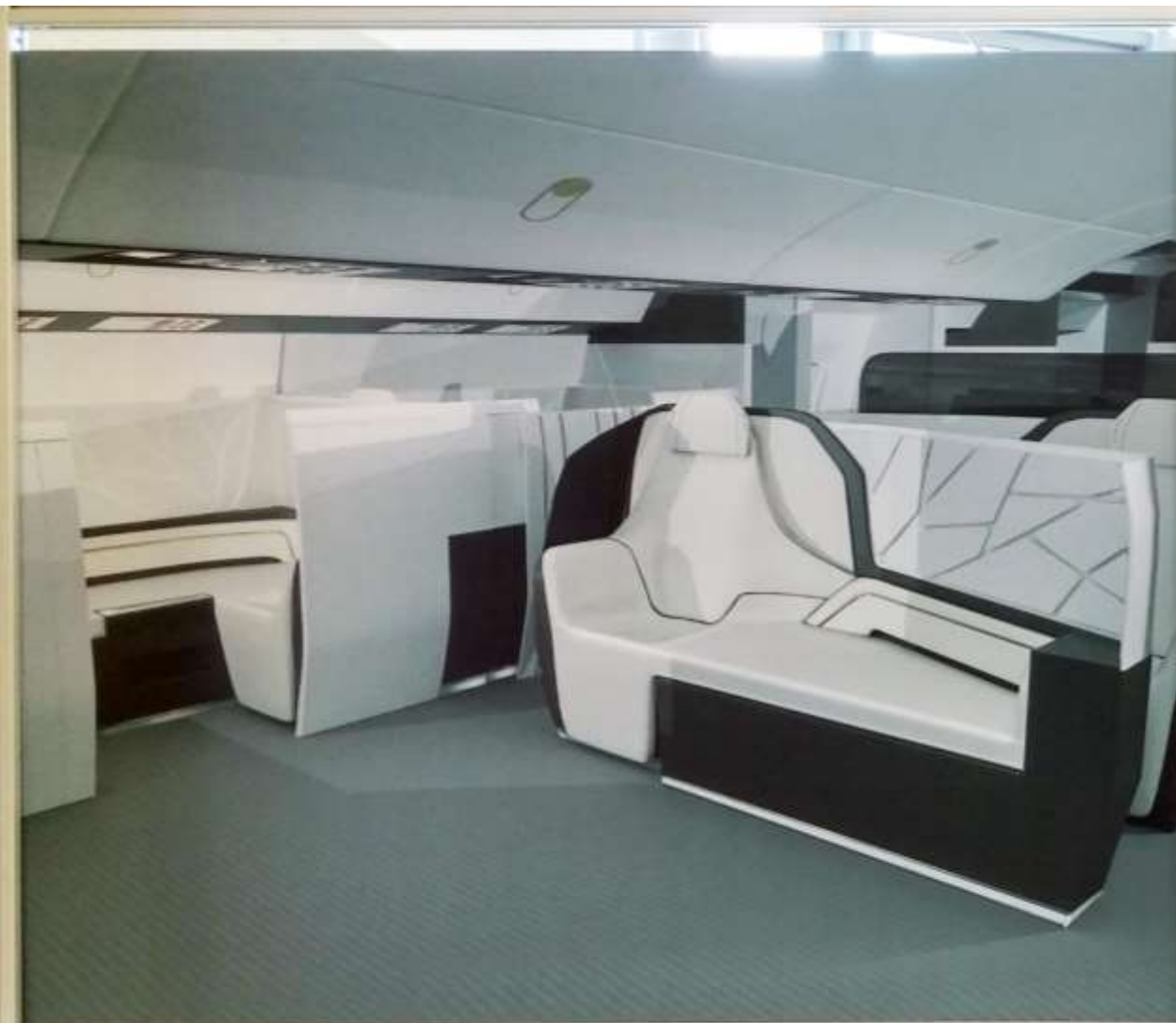
The iteration you see before you was moulded by various members of the Swansea College of Art. Each one of those people can now look upon their creation and find their contribution to it, engrained there forever.

The process of user controlled design encourages attachment to products so that we can fill our lives with objects which are more valuable and meaningful on a personal level.



experimental
sketch work





Project White Morpho

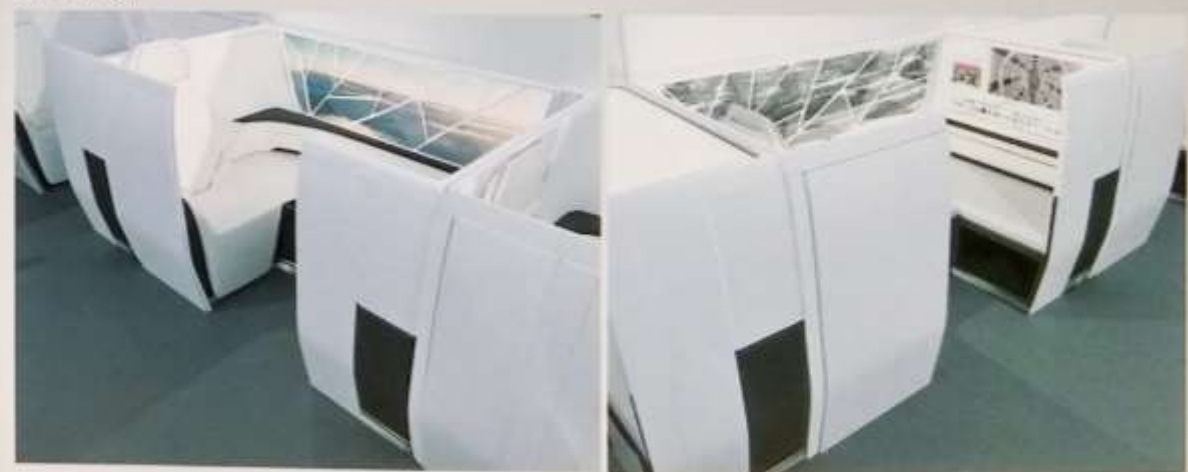
Collaboration project with RECARO Aircraft Seating

The next generation of business class cabin
inspired by the elusive White Morpho Butterfly.

Business Seat



Business+ Seat

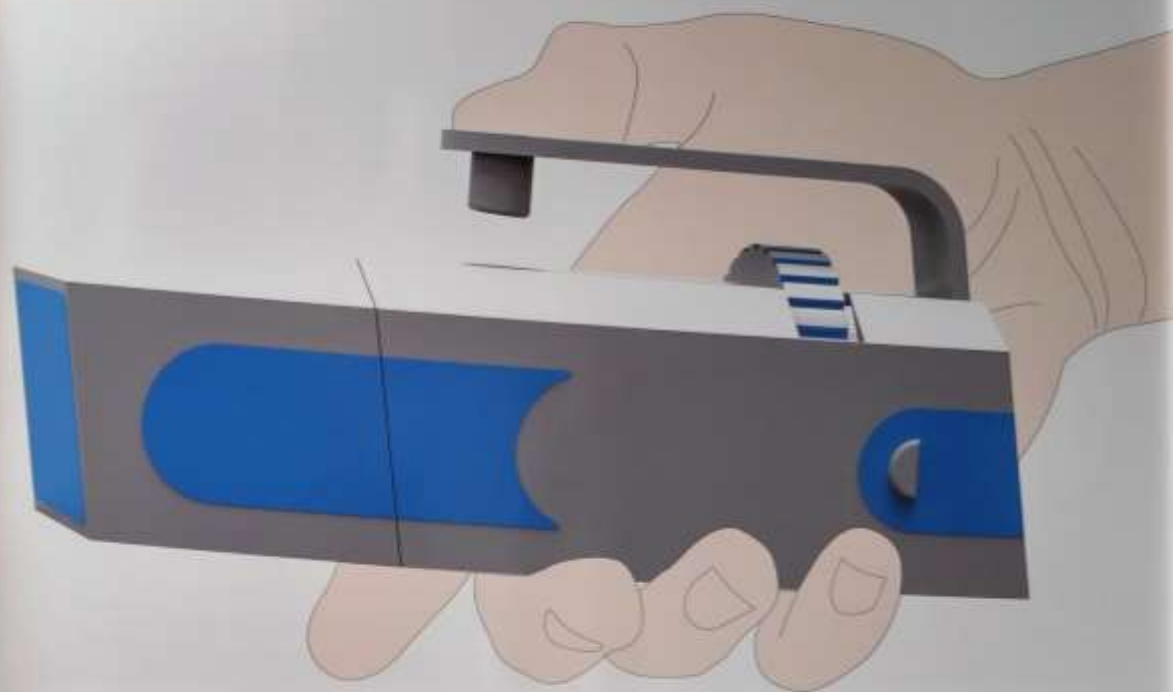


Lighter Seats / Increased seat pitch / Wider Aisle / Flexible space for Work, Socialize, Relax and Sleep / Bigger Living Area / Personalized Environment



POP-IT

PILL DISPENSER



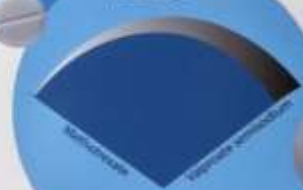
Target Market

This product is aimed for the elderly with the physical disabilities of:

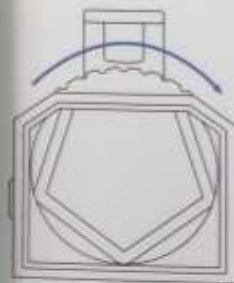
- Parkinsons Disease
- Rheumatoid Arthritis
- Huntingtons Disease
- Osteo Arthritis
- Blindness



PE Size Range



Each of the components in this product can be replaced by ordering online or visiting the store that it was purchased from and ordering through them.



Rotating tumbler pill size.



This Product will be on sale in most medical retail shops in order to be accessible to the elderly. Also available online.



GOOD PRESENTATION

UNIQUE

INFORMATIVE

MEMORABLE

CONCISE

RELEVANT

ORGANIZED

UNIQUE

STAND OUT

UNIQUE STYLE

WELL RESOLVED PROJECTS

INFORMATIVE

DESCRIPTIONS

CLEAR INFORMATION

SUFFICIENT INFORMATION

VISUAL COMMUNICATION

CONCLUSIVE STORY

MEMORABLE

HAS AN EDGE

VISUALLY APPEALING

HAS SOMETHING EXTRA

CONCISE

NOT TOO LONG

NOT TOO SHORT

COVERS NECESSARY AREAS

FITS PRESENTATION TIME FRAME

RELEVANT

DIGITAL

WEB BASED

HARD COPY

INTERACTIVE

BOOK/BROCHURE

UP TO DATE/RELEVANT MATERIAL

ORGANIZED

INDEXED

EASY TO FOLLOW ORDER

EASY TO FOLLOW STORY

INTRO

OUTRO

