

Ameya Surve – 07613005
Industrial Design
2007 Batch

Summer Internship at **DESIGNDIRECTIONS®**
Pune

Duration:
3rd May-3rd June 2008

Guides:
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Amogh Chougule
Pravin

Acknowledgements

I would sincerely like to thank Mr. Satish Gokhale the Director of Design Directions who granted me the permission to do my Summer Internship with his firm. He was very crucial in providing me with a project to my likings and was a major part of the team always.

I would also like to thank Mr. Amogh and Mr. Pravin who were of great assistance to me during the duration of my project at Design Directions. Their support and guidance proved very useful at every step of the design process.

The learning and the experiences have been simply priceless!

Thanks!

Something about Design Directions

- Founded in the year 1988.
 - Headed by Satish and Falguni Gokhale.
 - Based in Pune and Europe.
 - both are Graduates from NID.
 - Known as the Best Indian Designers.
- 2003 Best Indian Designer Business World & NID Design Excellence Awards
 - 2004 Best Medical Device Business World & NID Design Excellence Awards
 - 2005 Continuous Excellence in Design Business World & NID Design Excellence Awards
 - 2006 Best Medical Device Business World & NID Design Excellence Awards



Satish



Falguni

Some award winning products
Business World and NID Design Excellence.

Services provided

- Product Design
- Graphic Design
- User Interface Design
- Brand & Identity

Microhardness Tester



Ultrasound Machine



Solemates



Colour Doppler



Methodology of the Design Process

- Client will submit a Product Brief.
- First Meeting.
- Idea Sketching to sort out preliminary issues.
- Concept Sketching.
- Solid/Surface modeling of chosen concepts.
- Renderings.
- Detailed Concept Presentation (feature explanation)
- Refining of the chosen concept.



Care has to be taken during this process to choose the right materials considering the cost, availability, time and finally, manufacturing process.

Projects handled at Design Directions and their respective deliverables

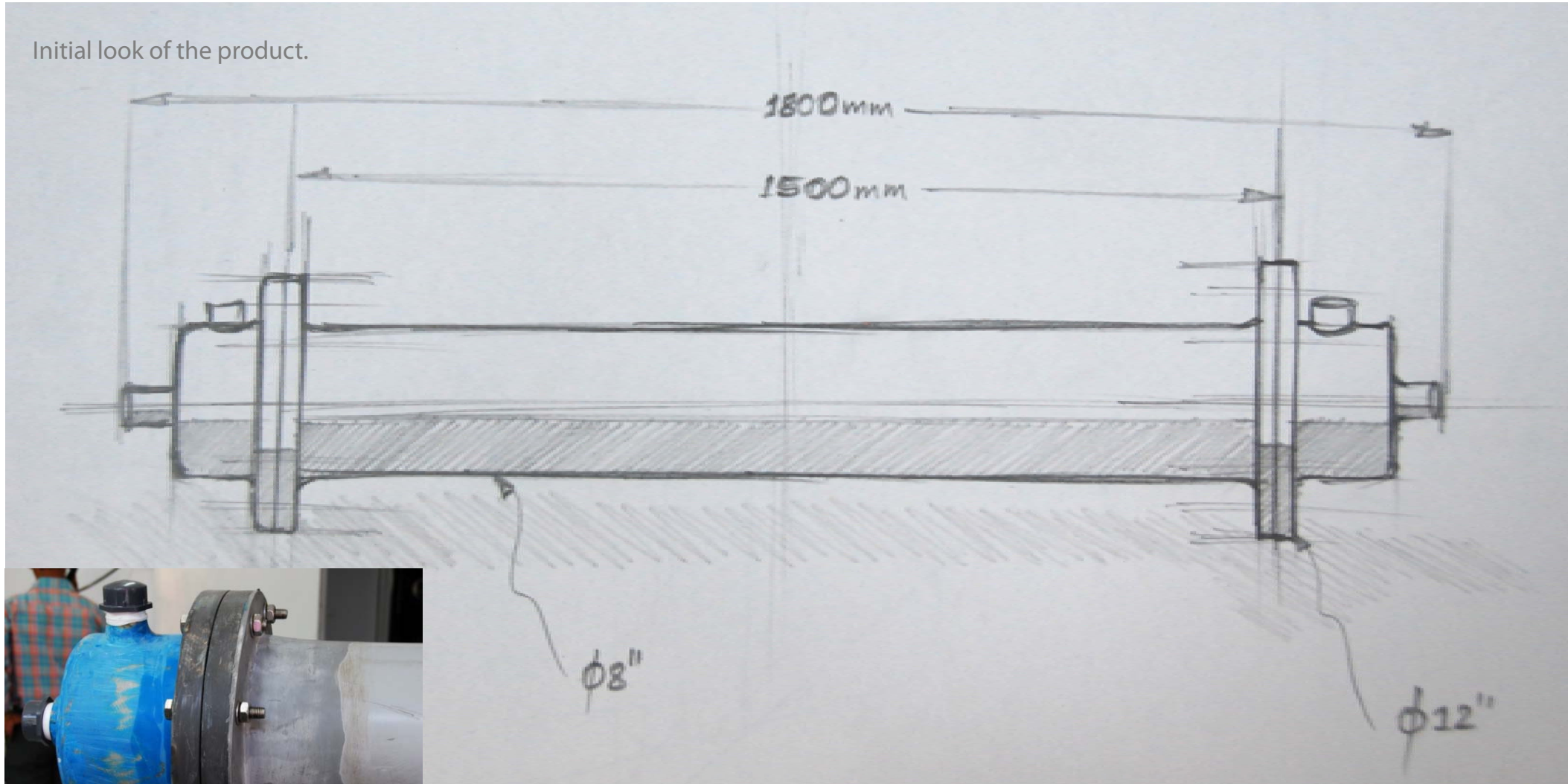
- Industrial Water Filter

- 3 Concept Renderings.
- 1 Finalized Concept Rendering.

- Vegetable Cart

- Interaction between various Users and the Product.
- Concept sketches.

Initial look of the product.

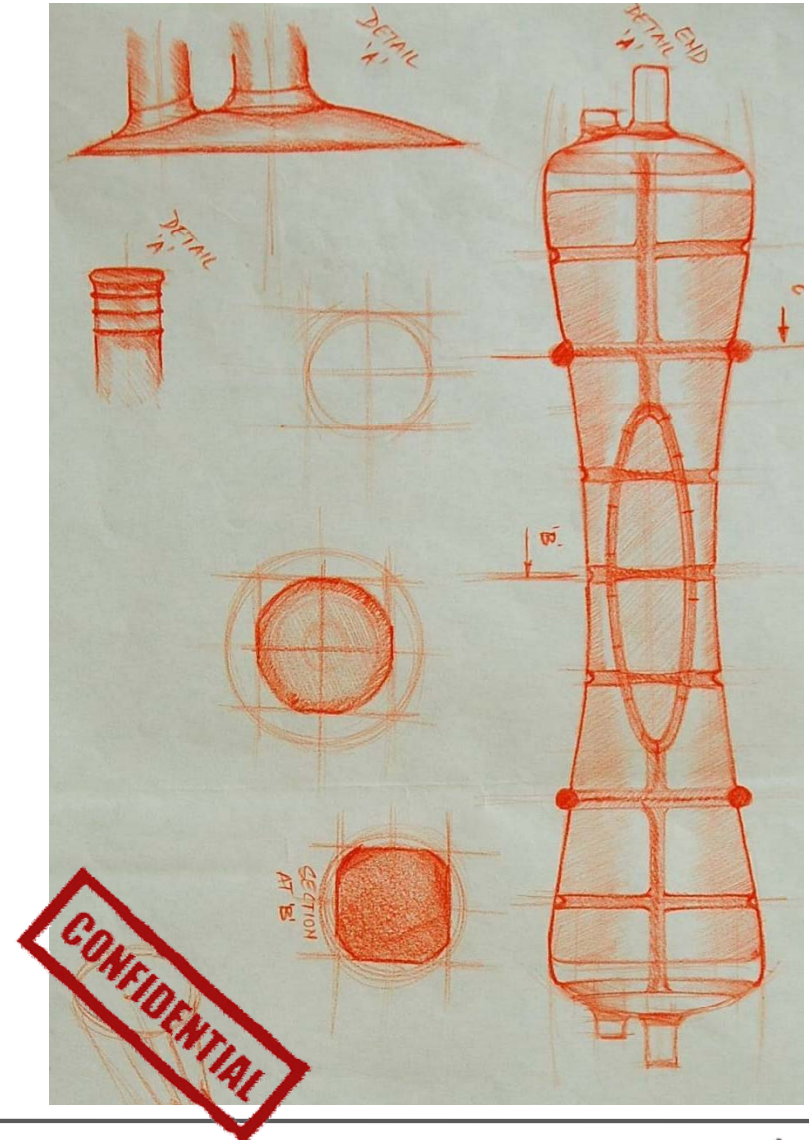
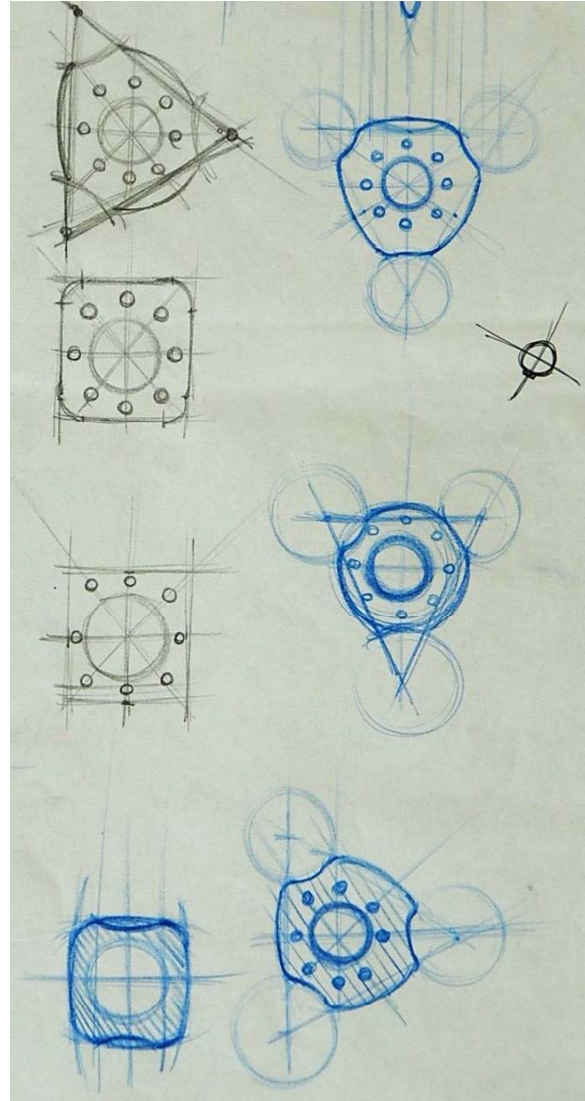
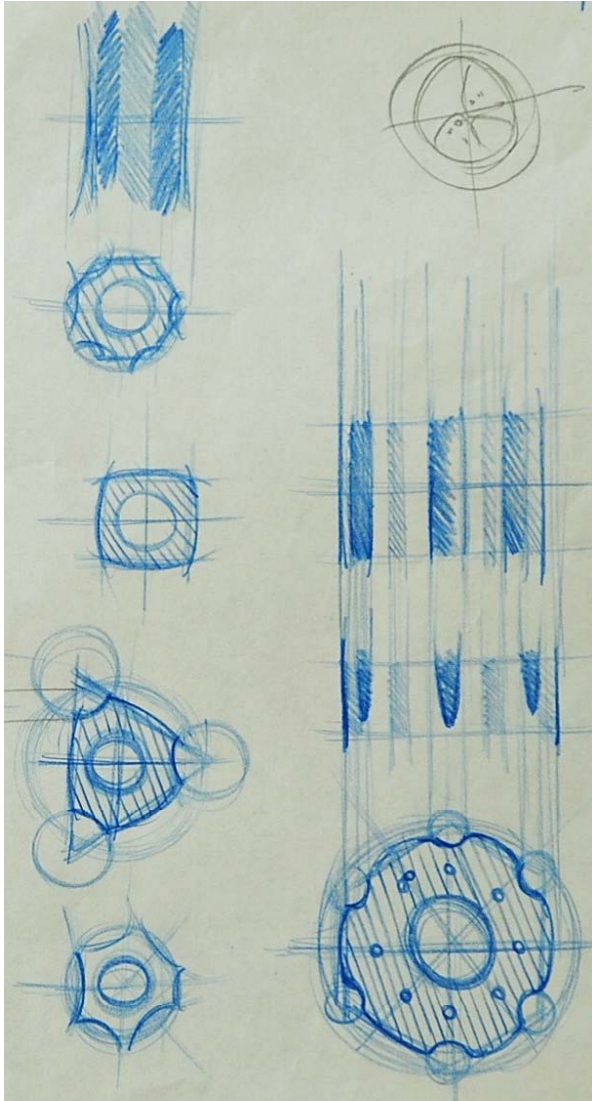


Product Brief

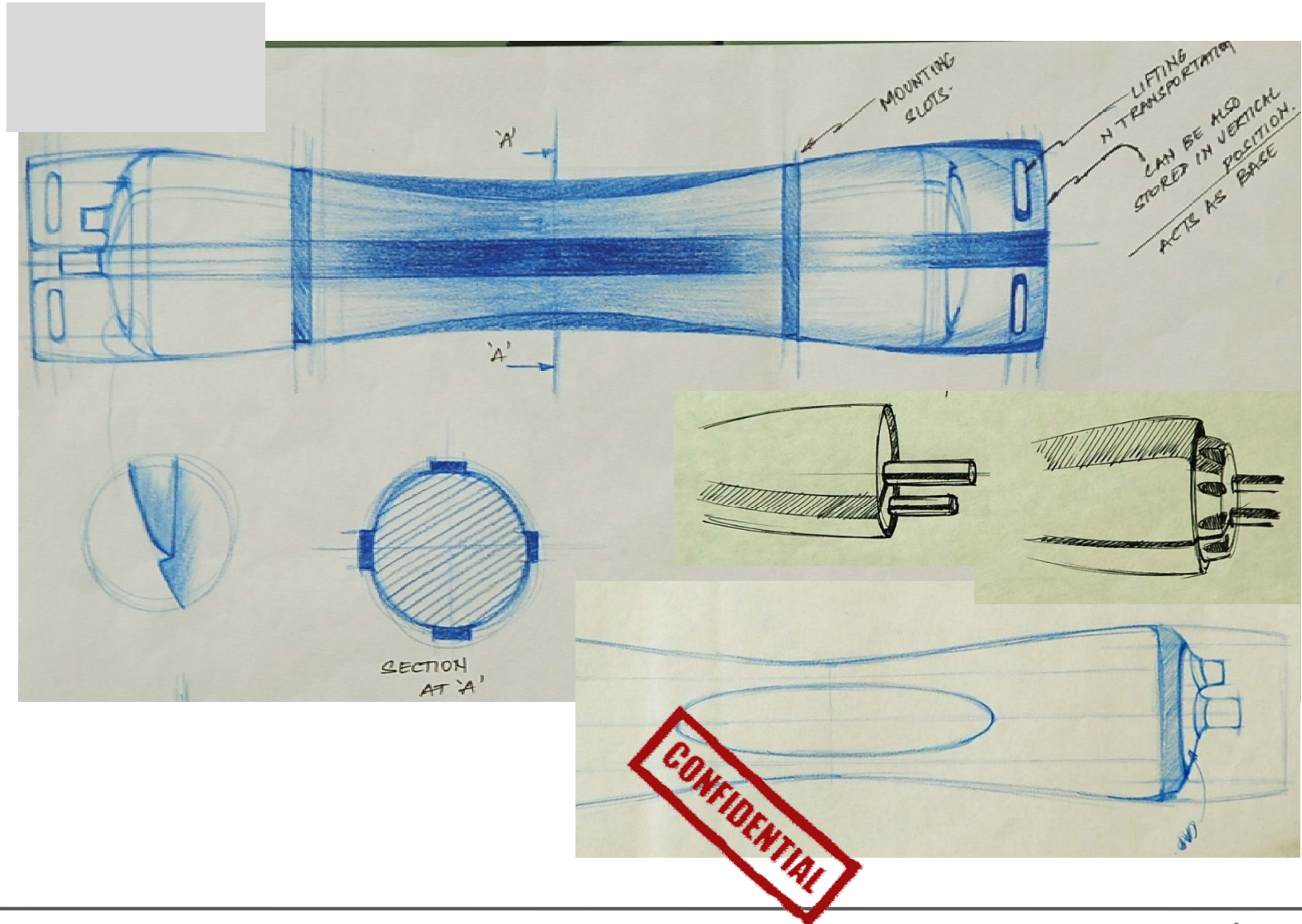
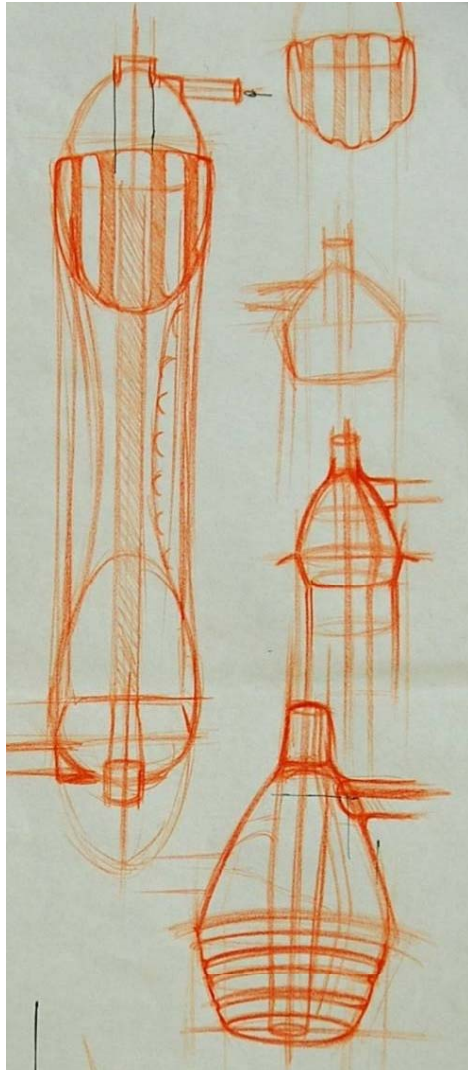
- Redesign of existing product
- Easier to assemble and organize
- Easier to service
- Make it aesthetically appealing

Idea sketching

Cross-section ideas.



Idea sketching



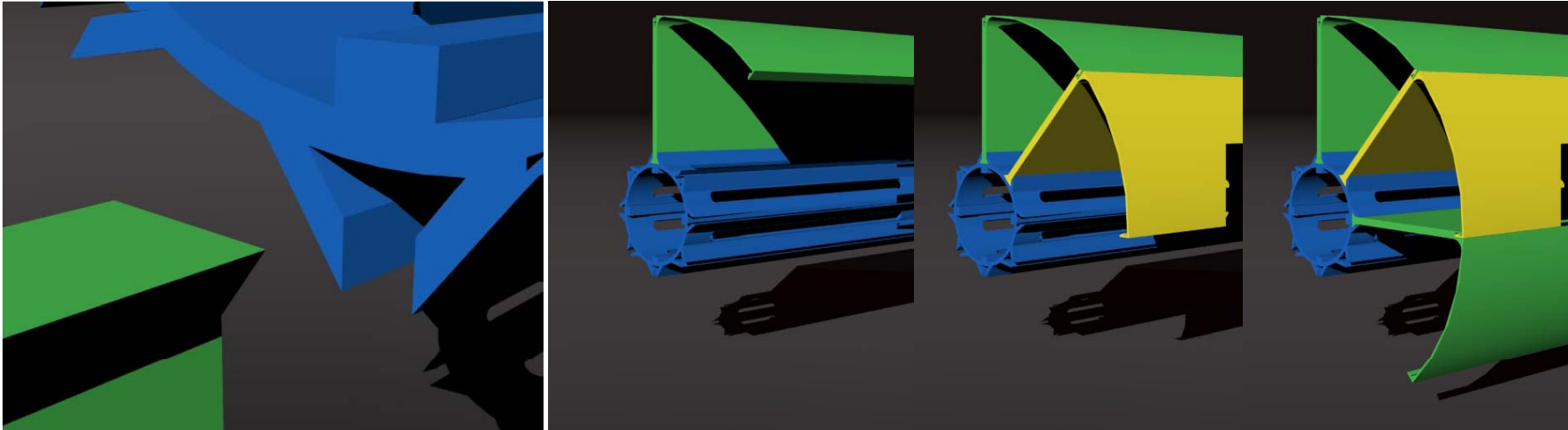
Concept development



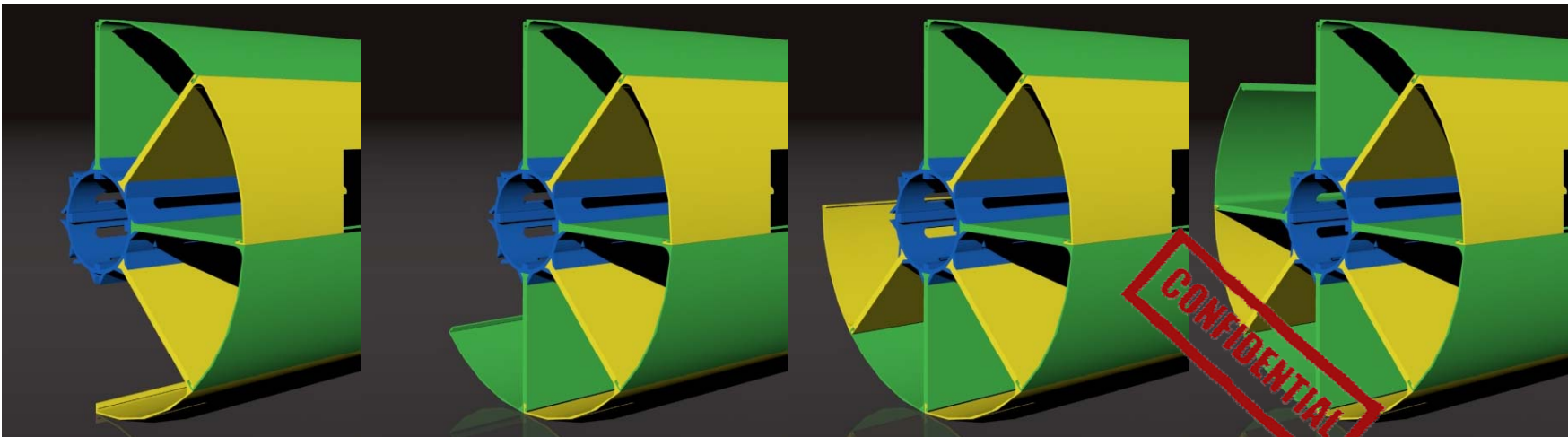
Concepts displayed at first client presentation.



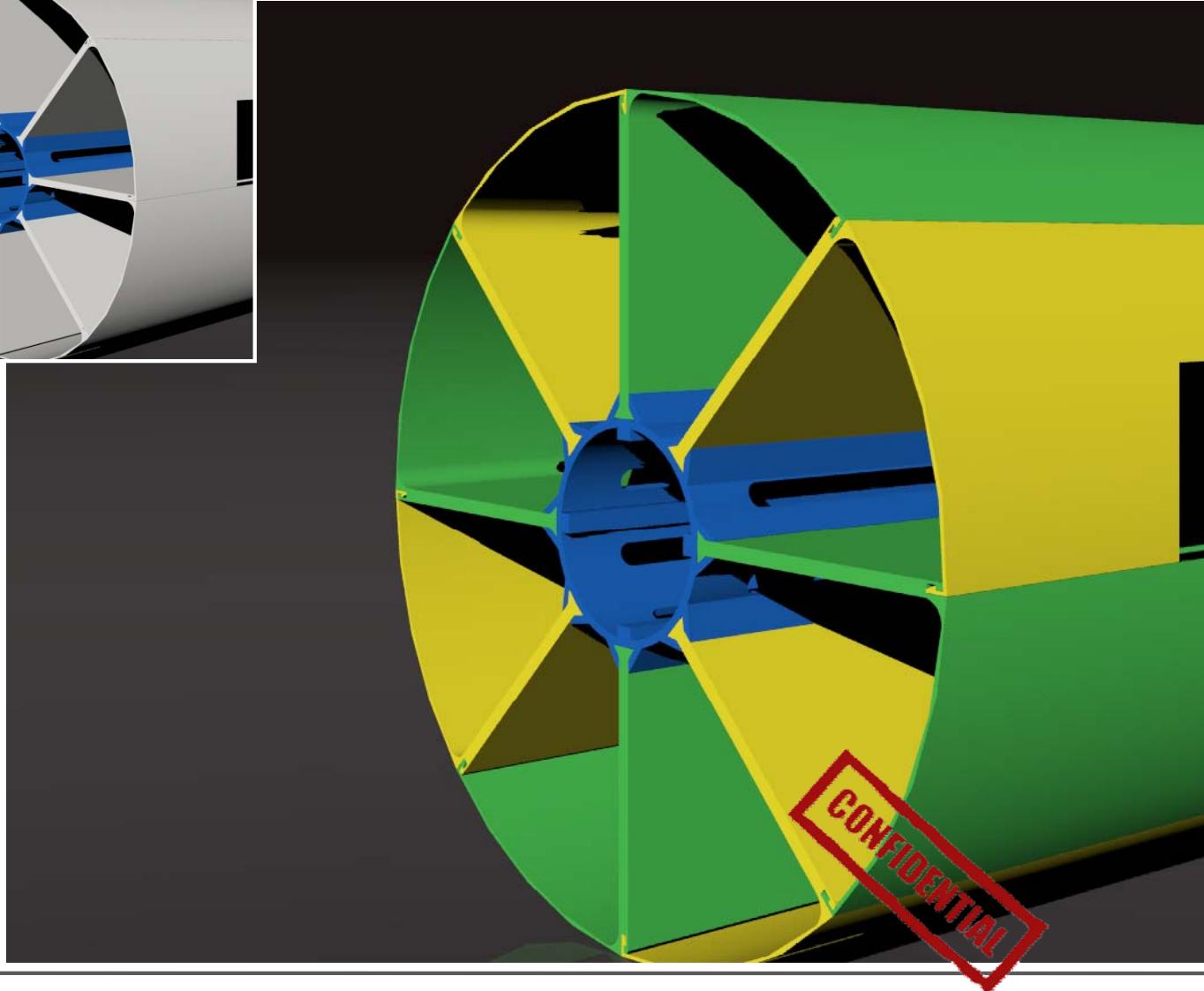
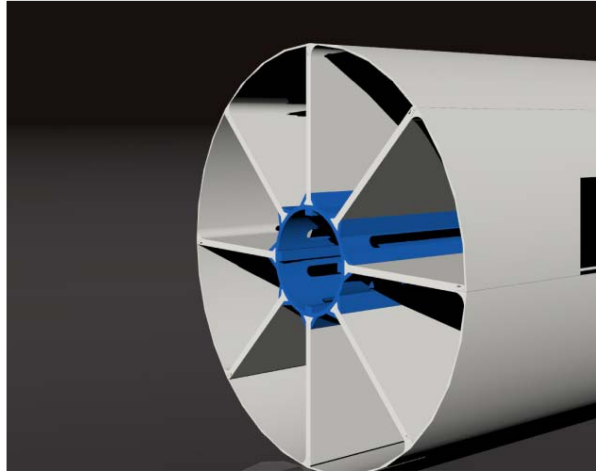
Internal Details modified to aid Assembly



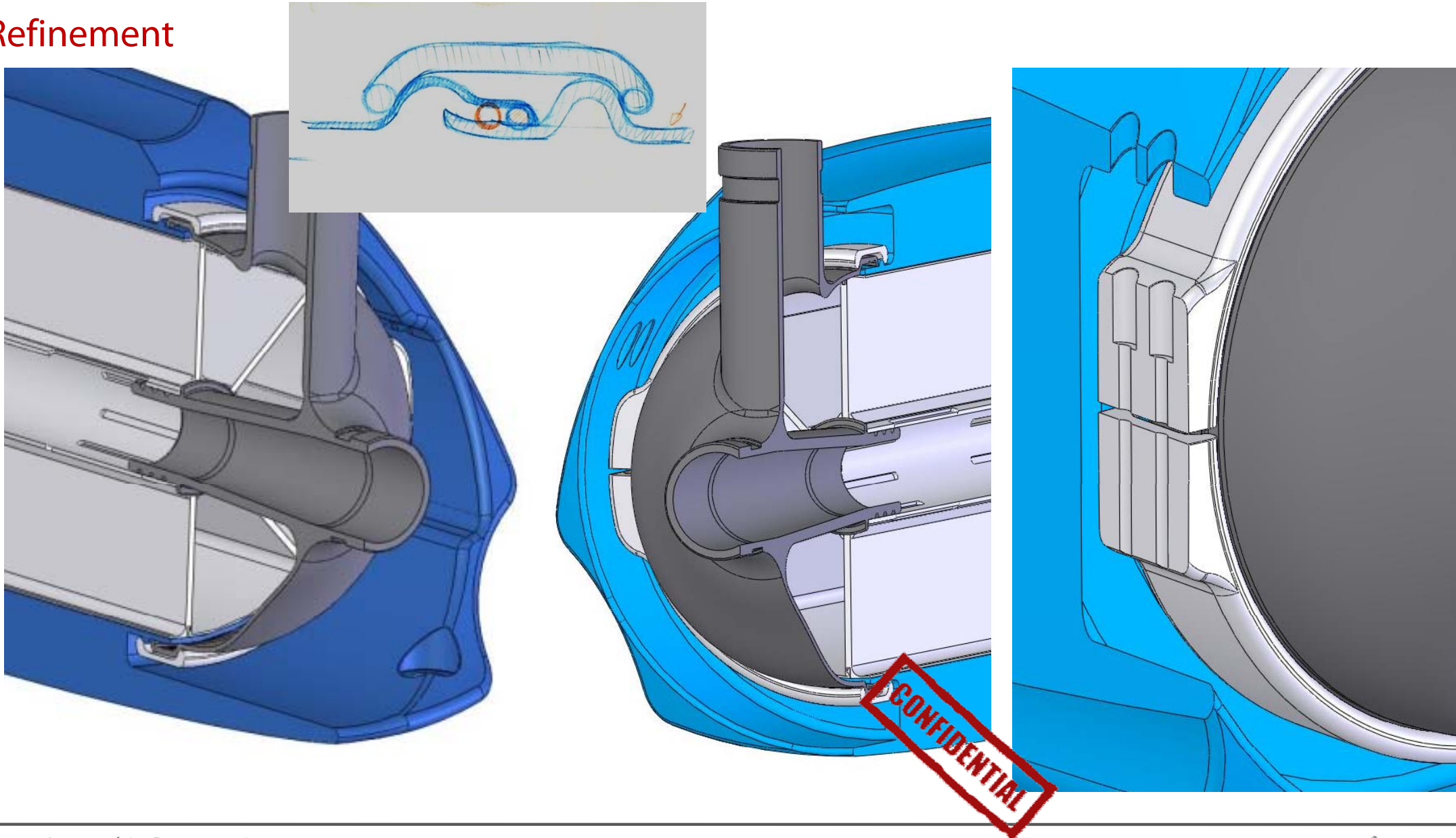
Keep adding the filter elements and adding a flap once done, use snap-on to secure flap.



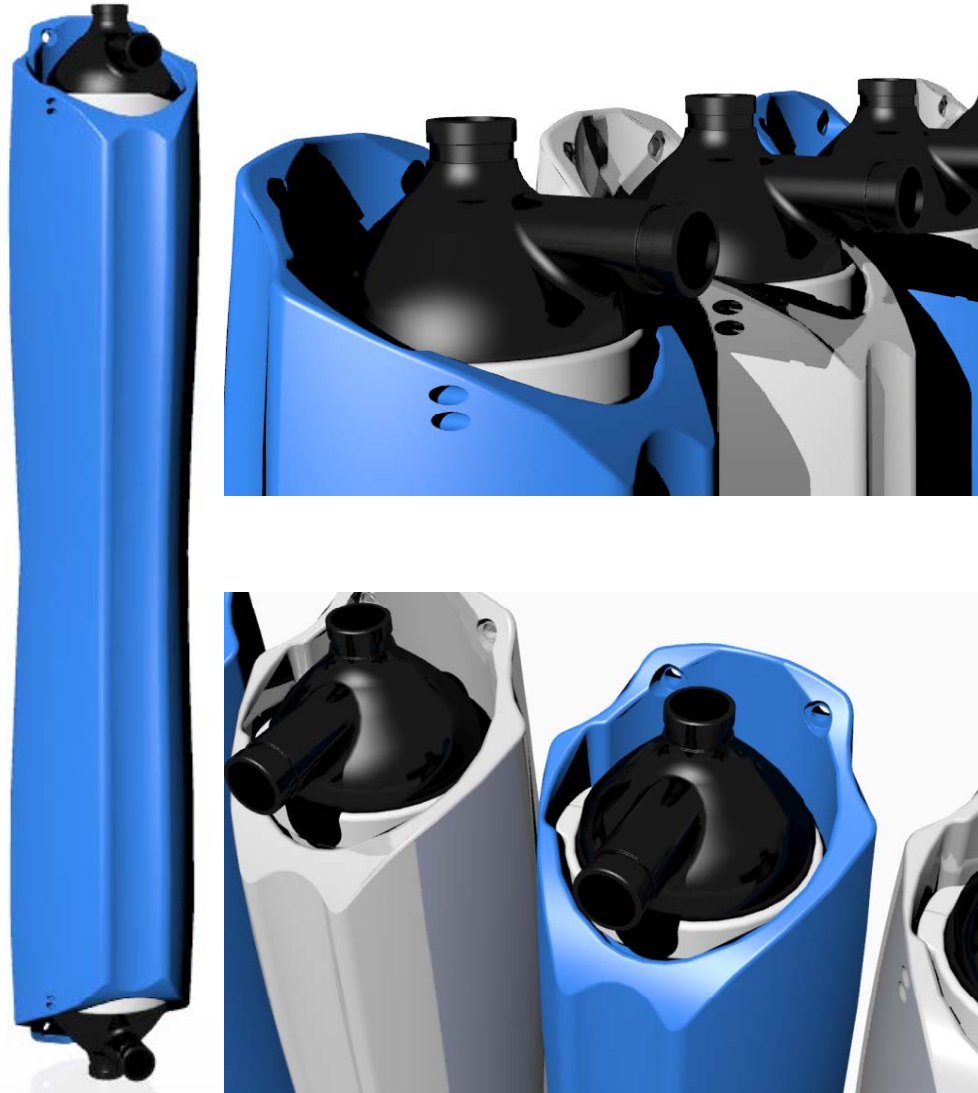
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Refinement



Renderings



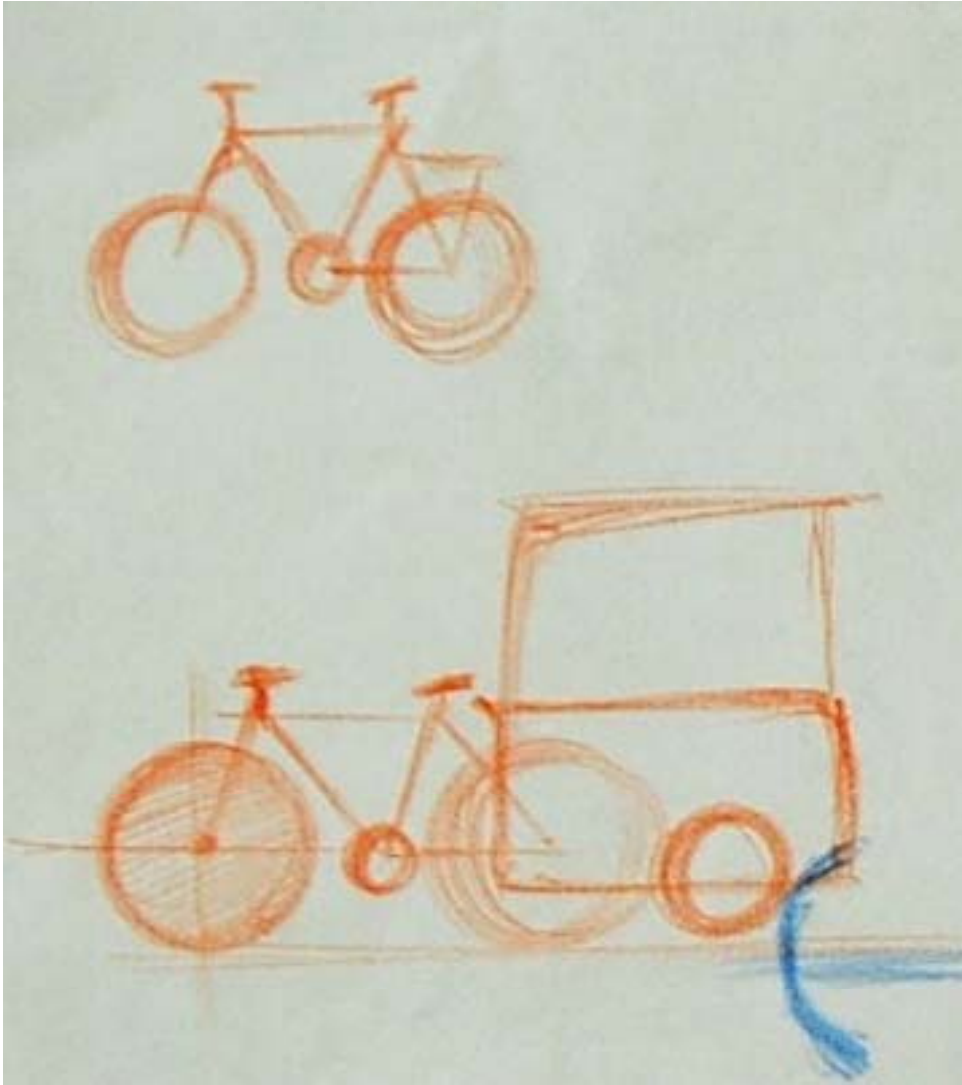
Renderings



Product Brief

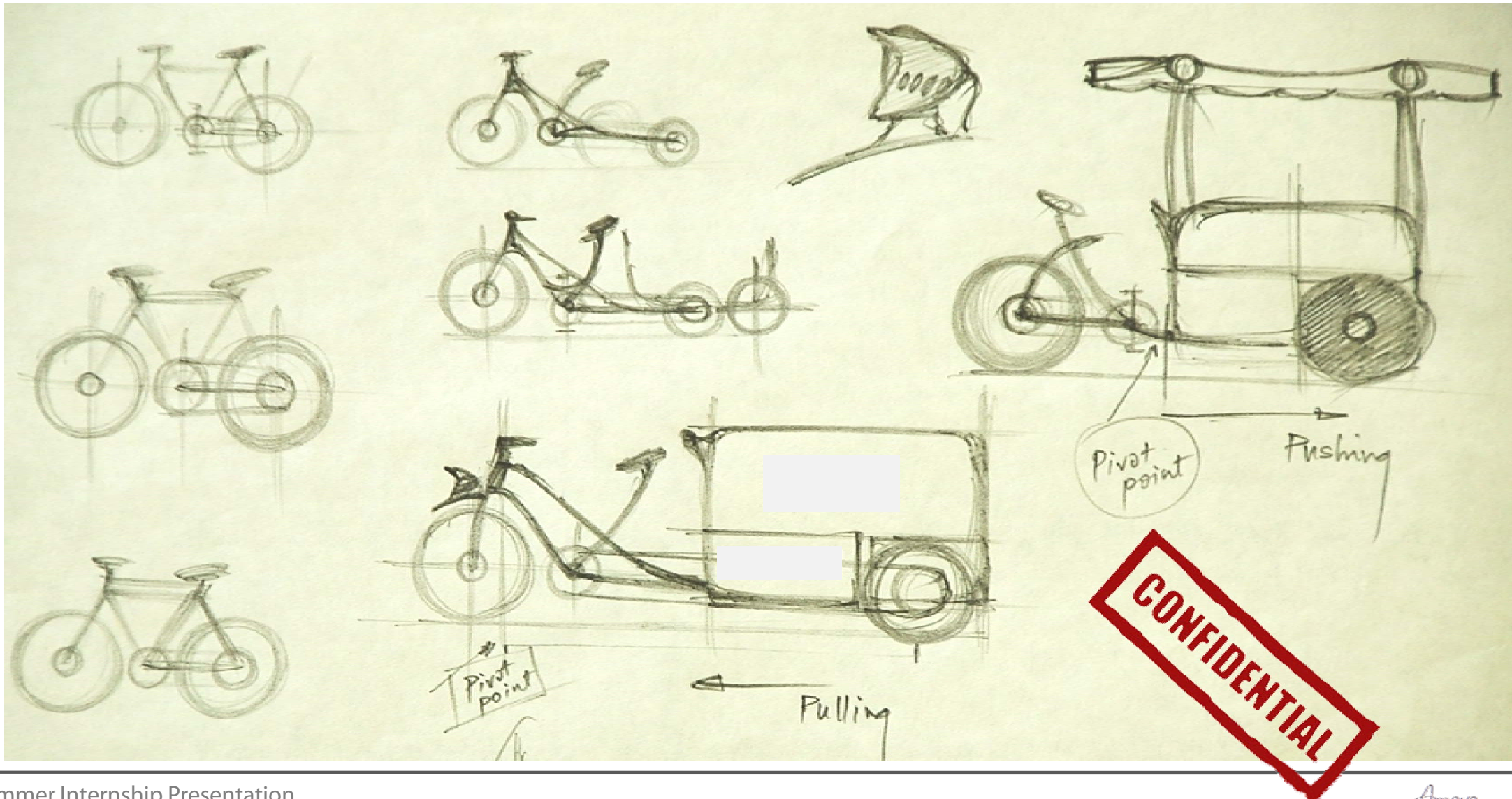
- Design of a completely new product, Radical yet acceptable.
- To enable use of 'patented preservative'.
- Storage device for 20+ types of vegetables.
- Heat-proof display.
- Small footprint, compact while not in use.
- Expandable display.
- Vehicle-based. (cycle-rickshaw, push-cart, Piaggio-Ape, Tata-Ace)

Idea sketching

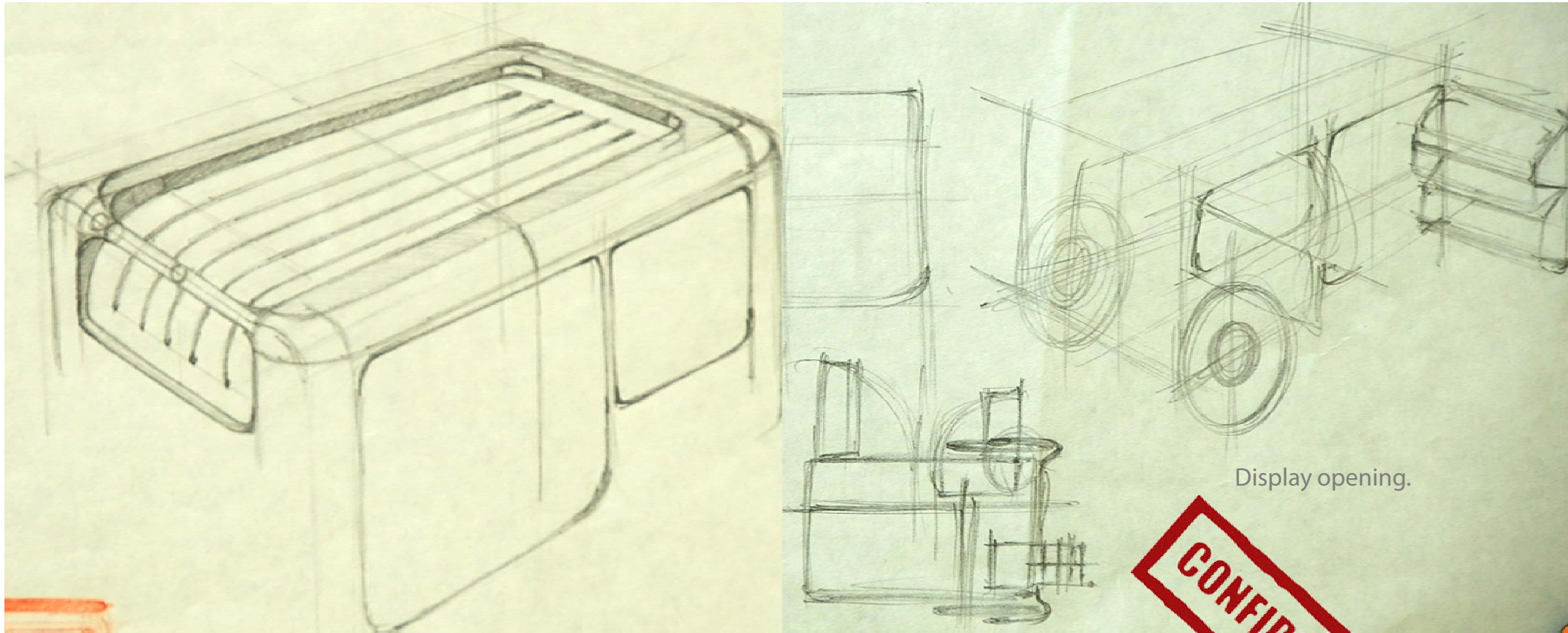


Idea sketching

Means of motion.



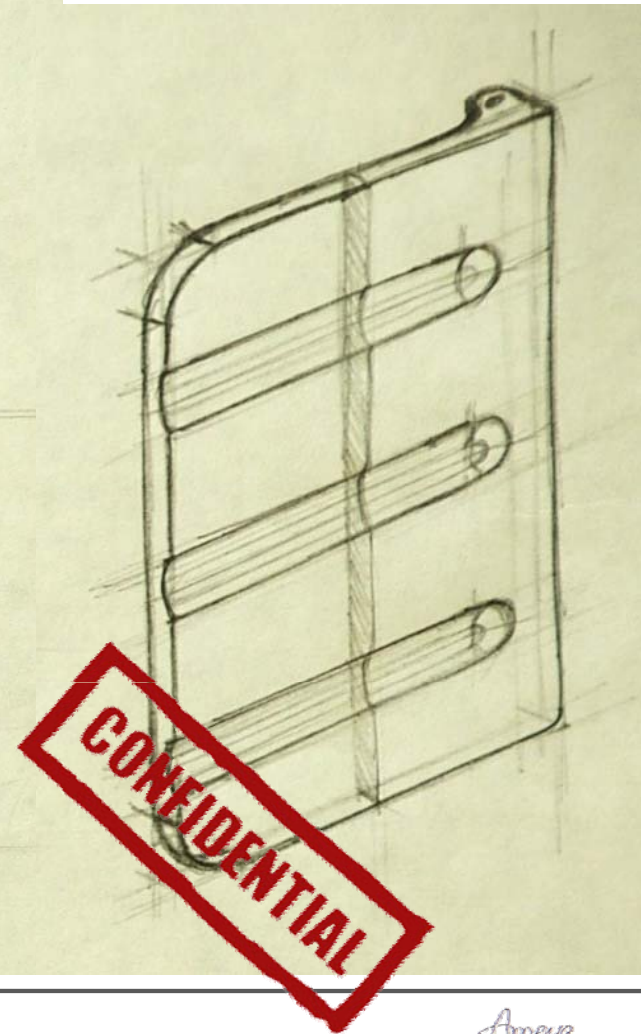
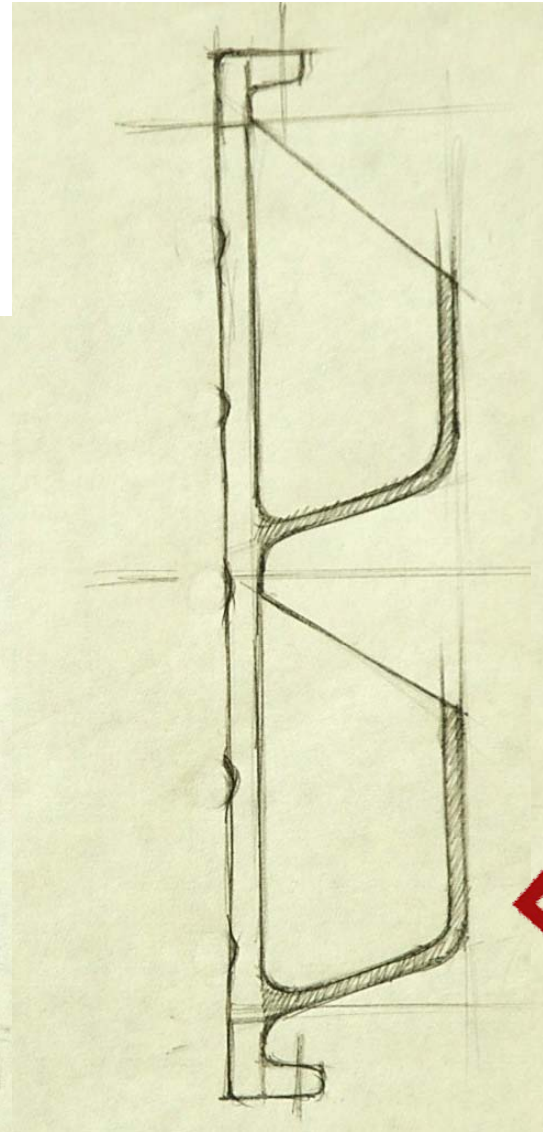
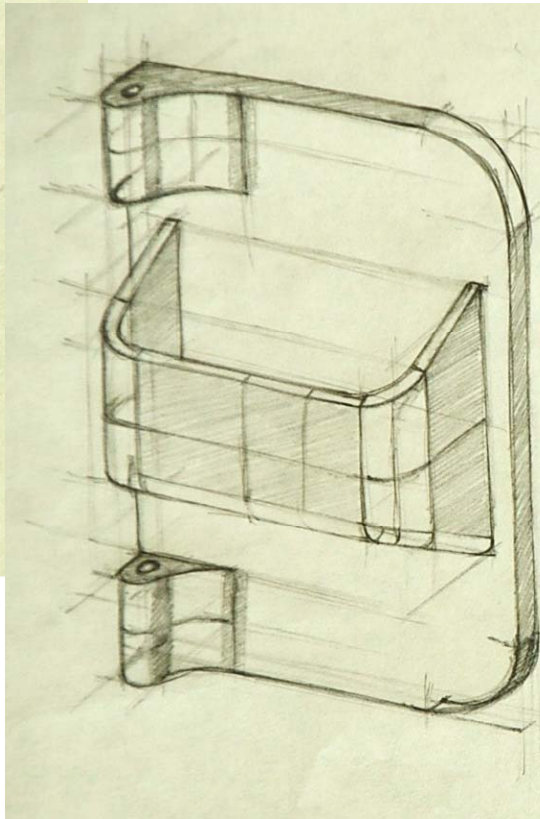
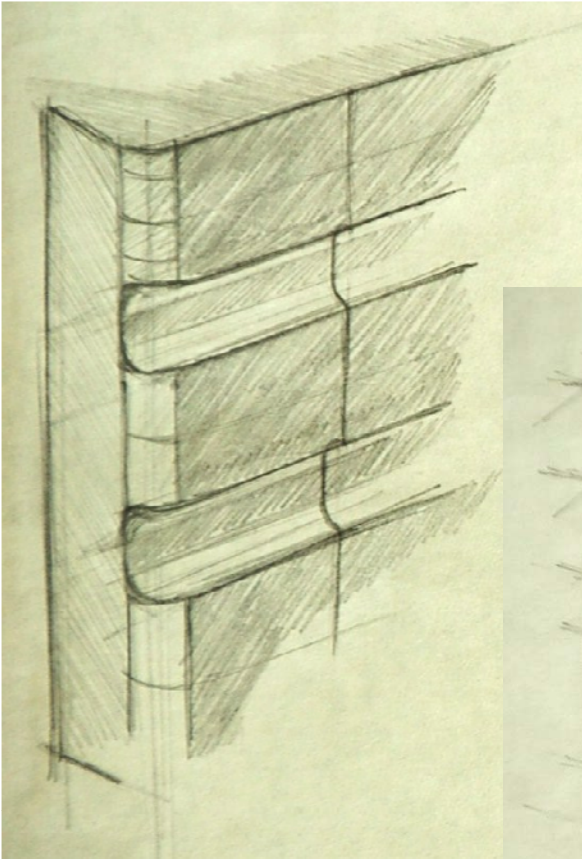
Concept development



Top-rack development

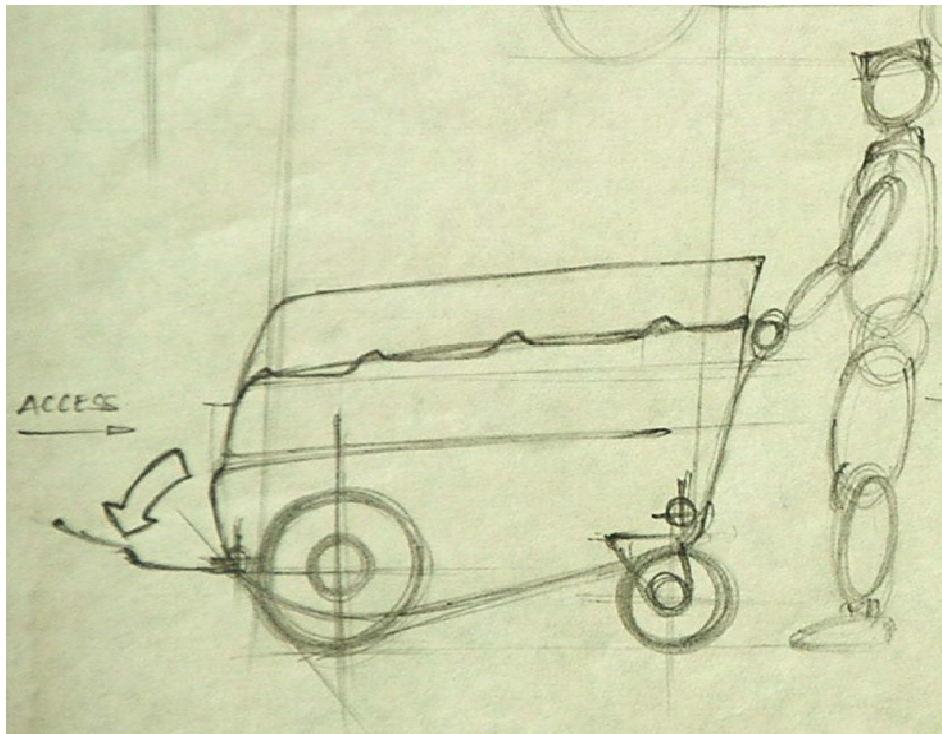
Concept development

Doors converting into display, expandable displays.

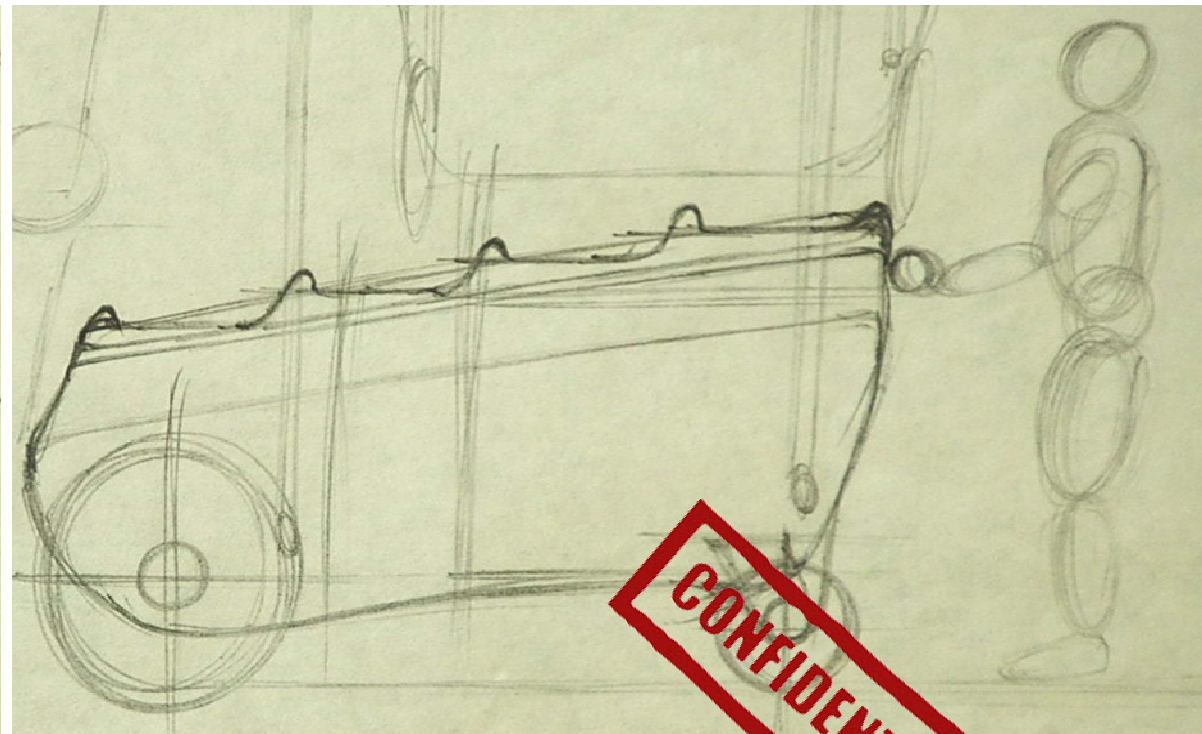


Concept development

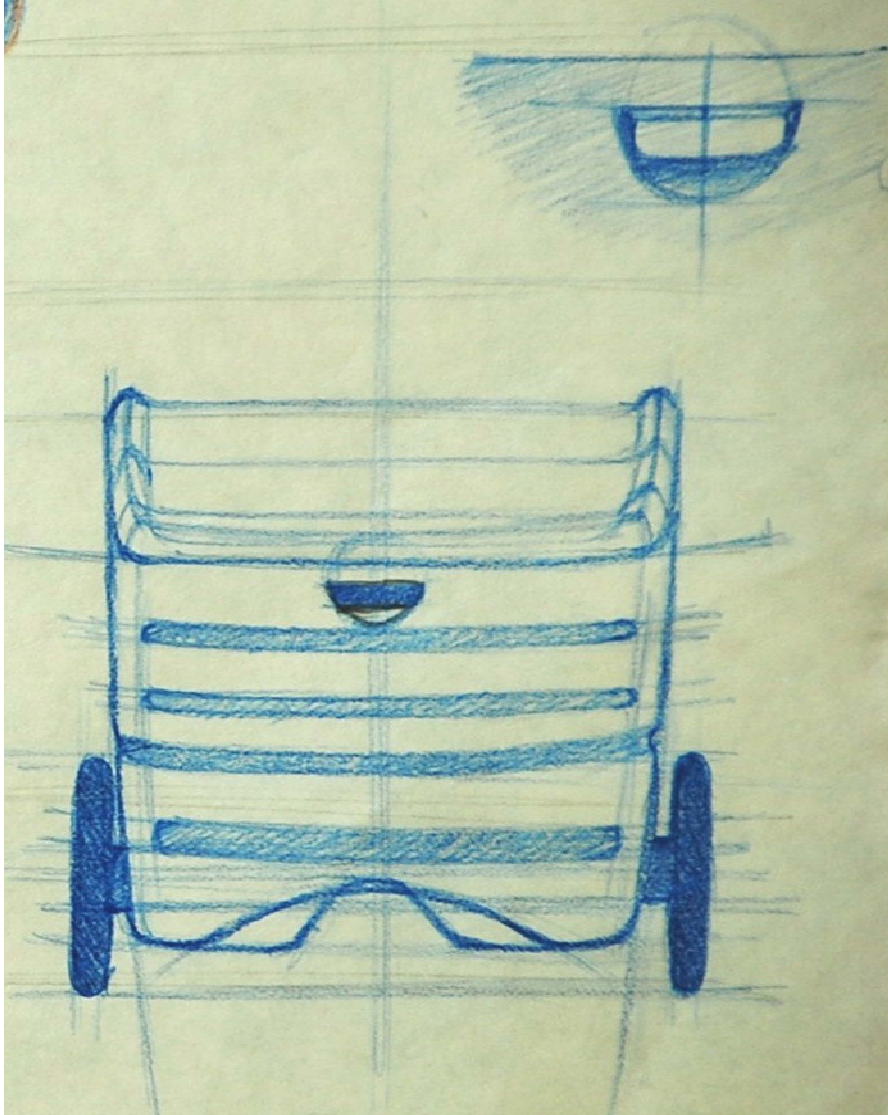
Smaller but wider, lower in height.



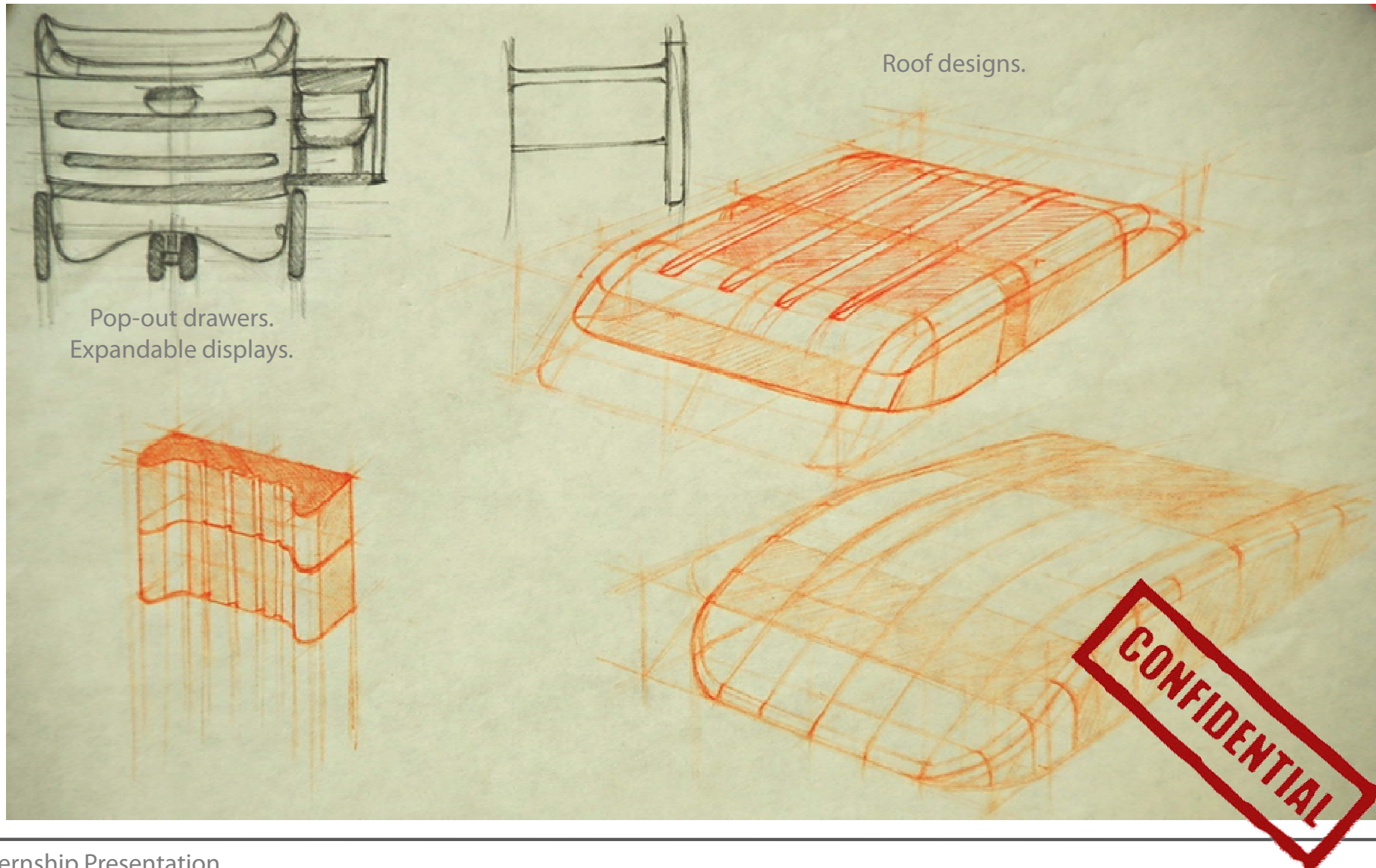
Longer but narrower, higher as compared



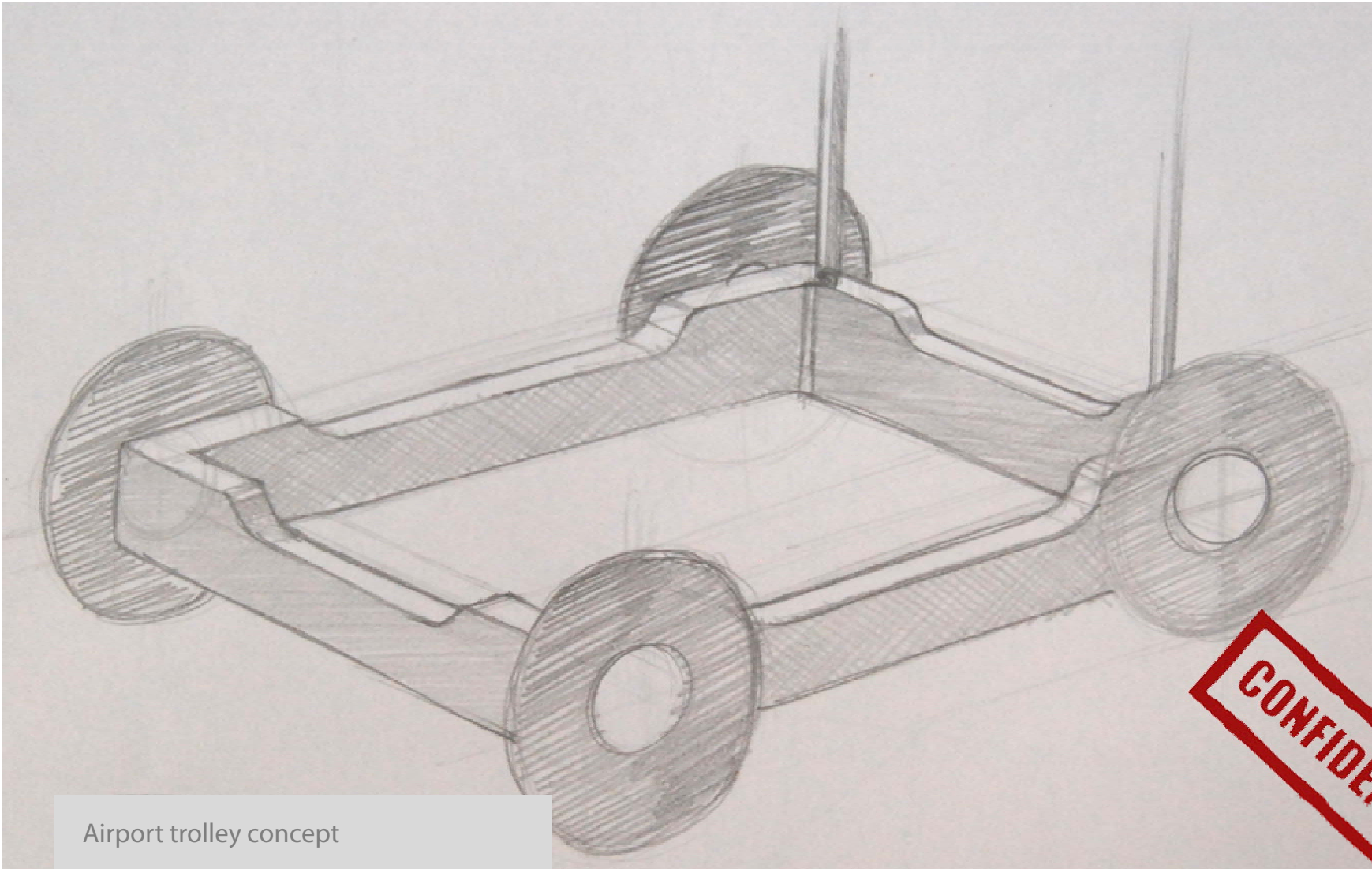
Concept development



Concept development



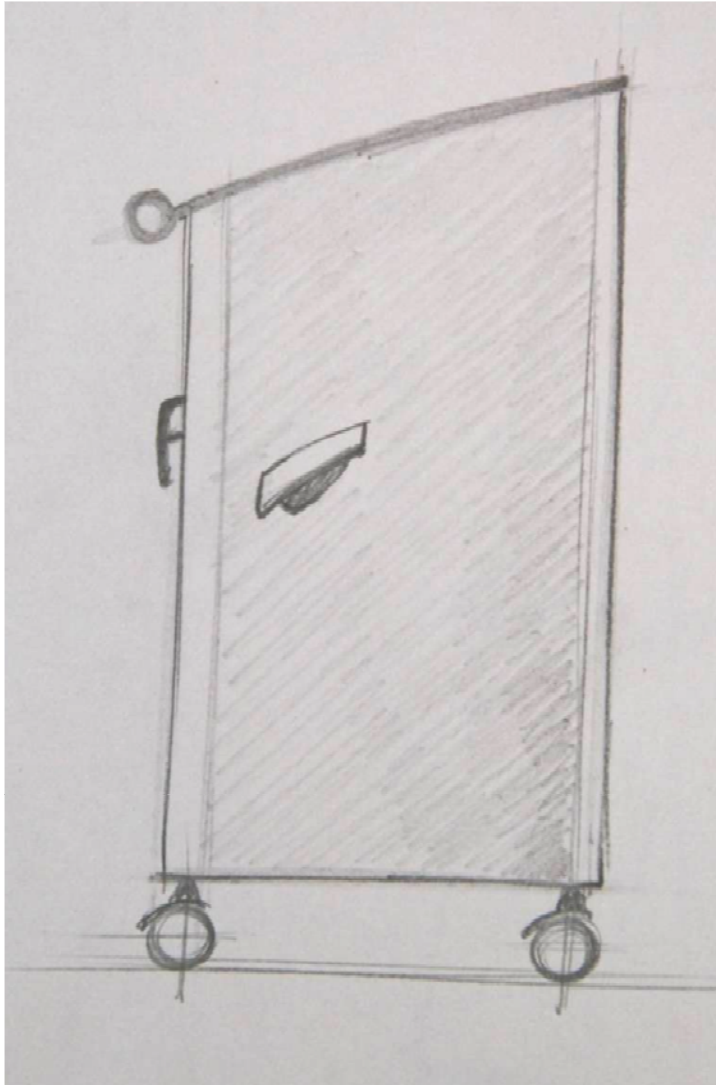
Concept Refinement



Airport trolley concept

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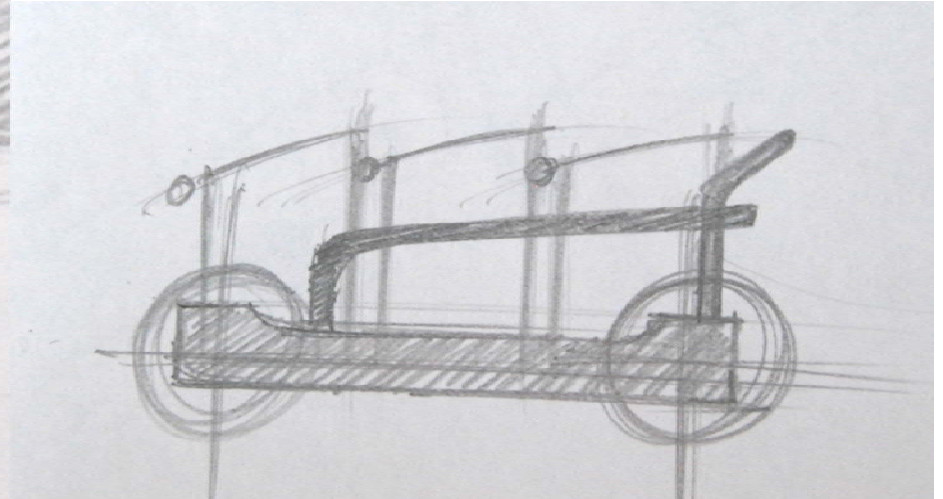
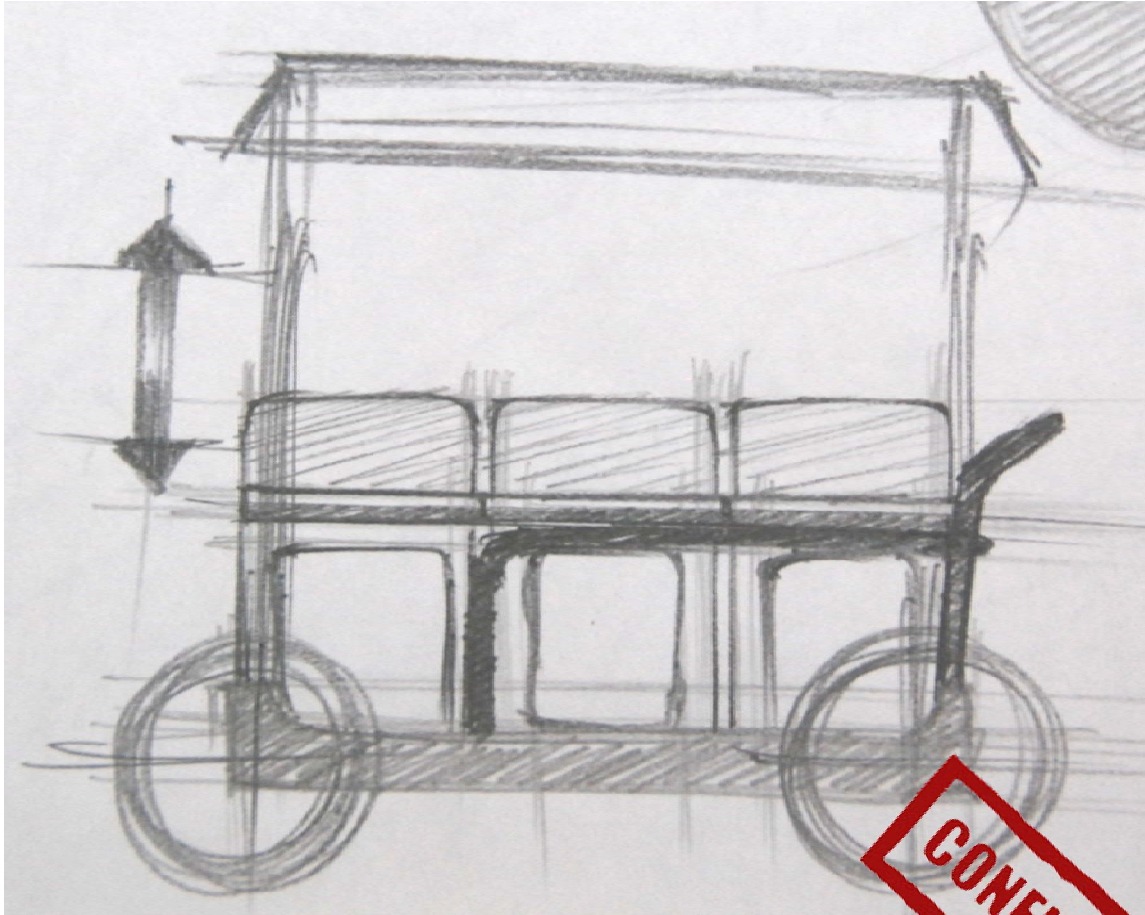
Concept Refinement



Modular
Design
Concept



Concept Refinement



Modular Design Concept

Various ways of arrangement.

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Learning during the Period of Internship

- Client is always the King. (but its not necessary that the King knows it all!)
- Never be satisfied with Engineering Derived Design.
- The concept of “Free Design” and “Add-on Design”
- Find ways and means to relax (so that you are “always creative”)
- Secrecy is every designer’s “Secret Weapon” (the more secret the weapon, the more effective it is!)