

Ameya Surve - 07613005

Summer Internship  
at



Pune

**Duration:**

3rd May-3rd June 2008

**Guides:**

Satish Gokhale  
Amogh Chougule  
Pravin

## 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

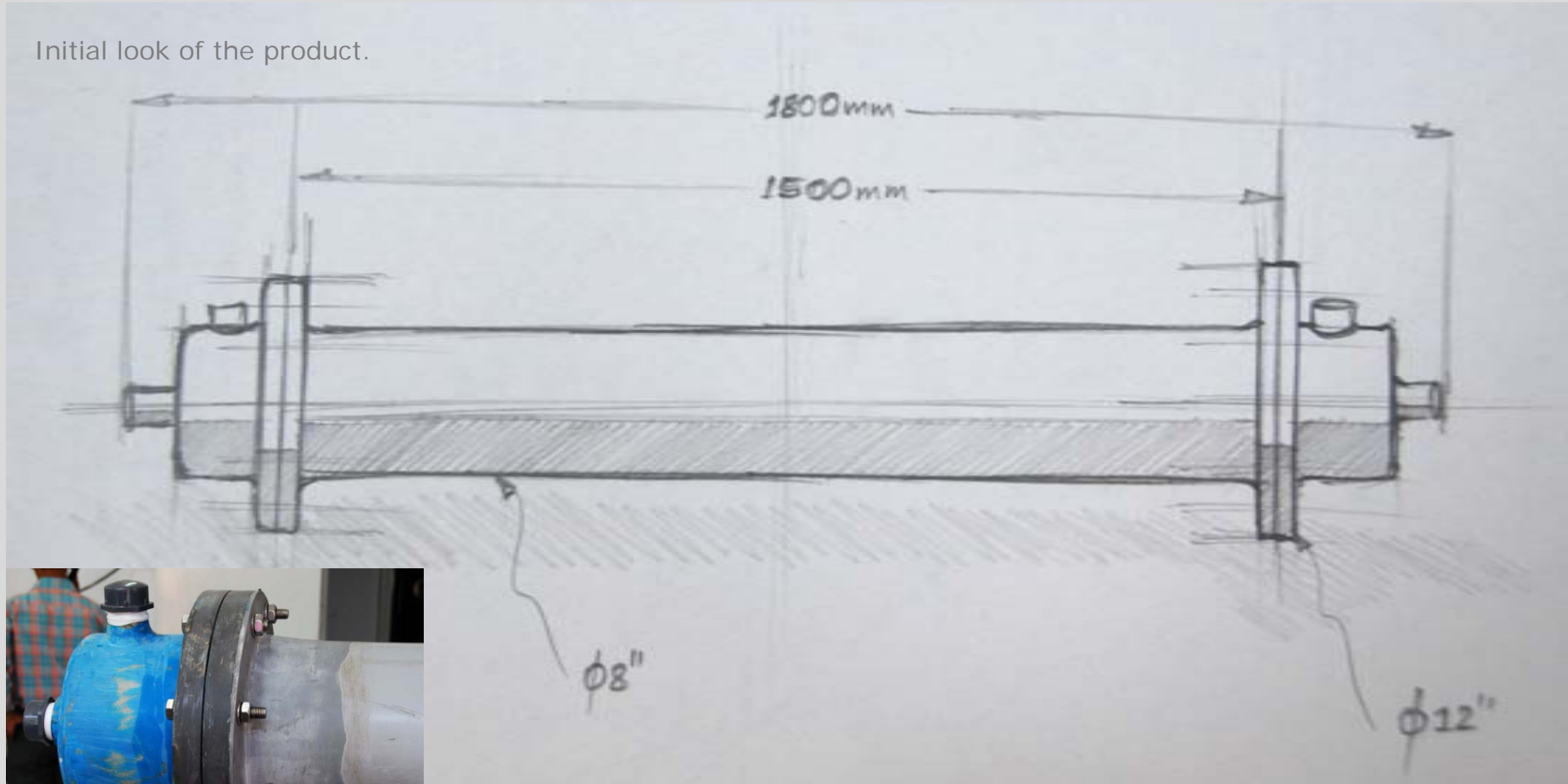
### - Industrial Water Filter

- 3 Concept Renderings.
- 1 Finalized Concept Rendering.

### - Vegetable Cart

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

Initial look of the product.



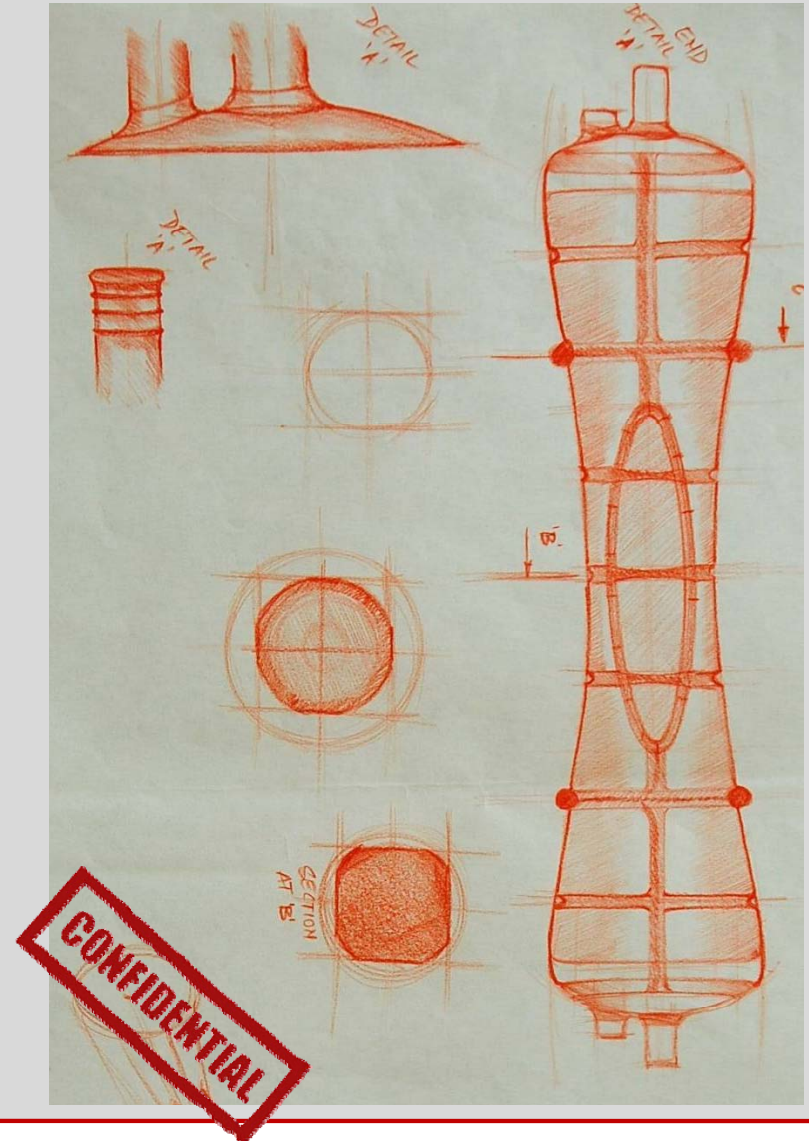
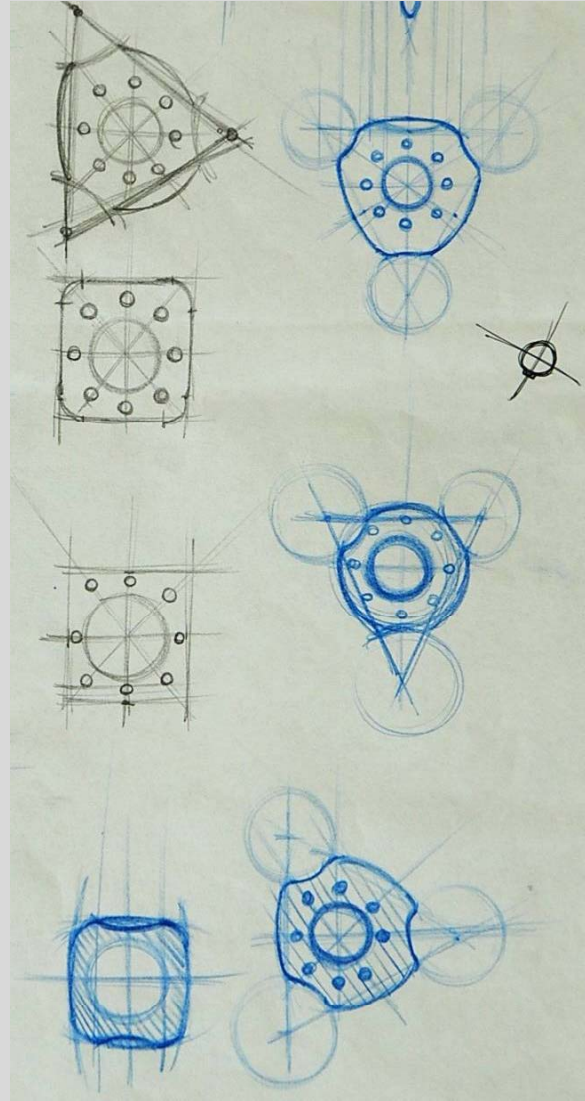
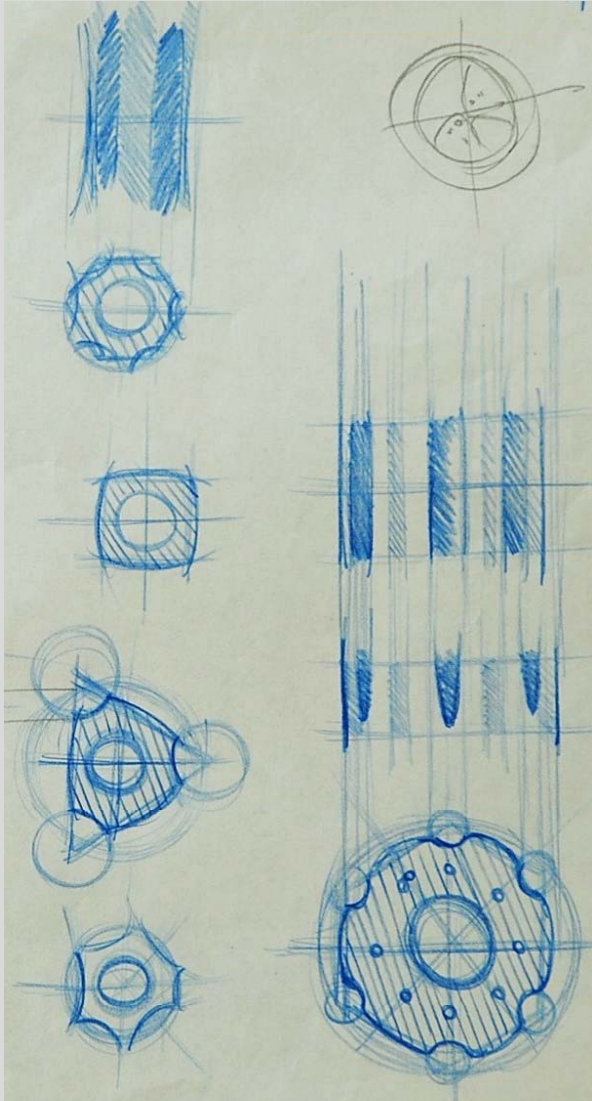
## Product Brief

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



## Idea sketching

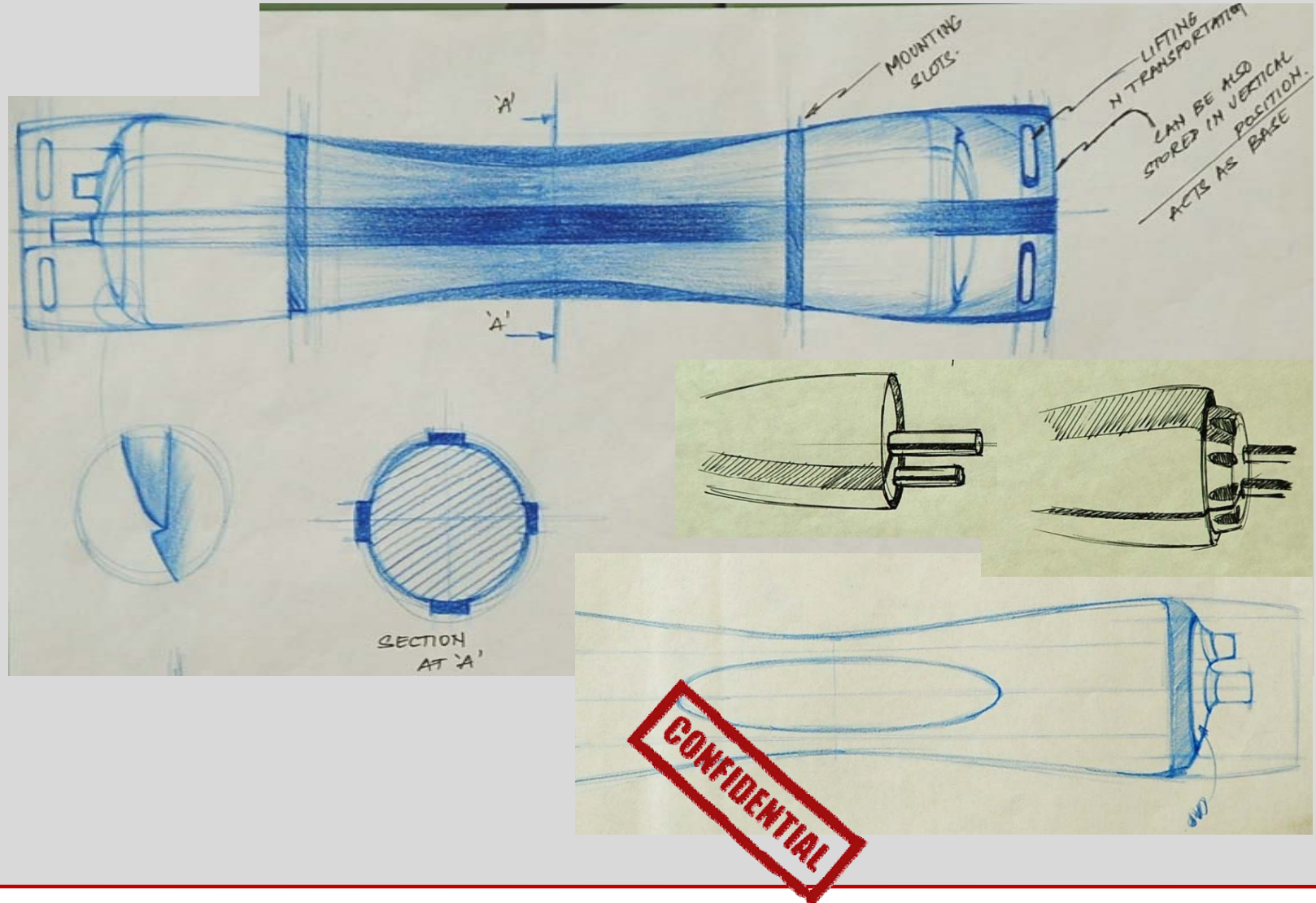
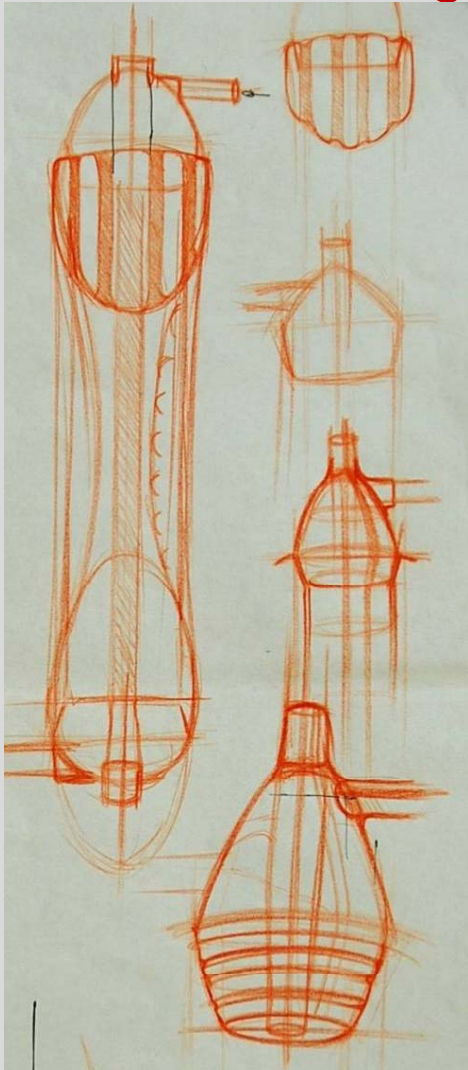
Cross-section ideas.



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## Idea sketching



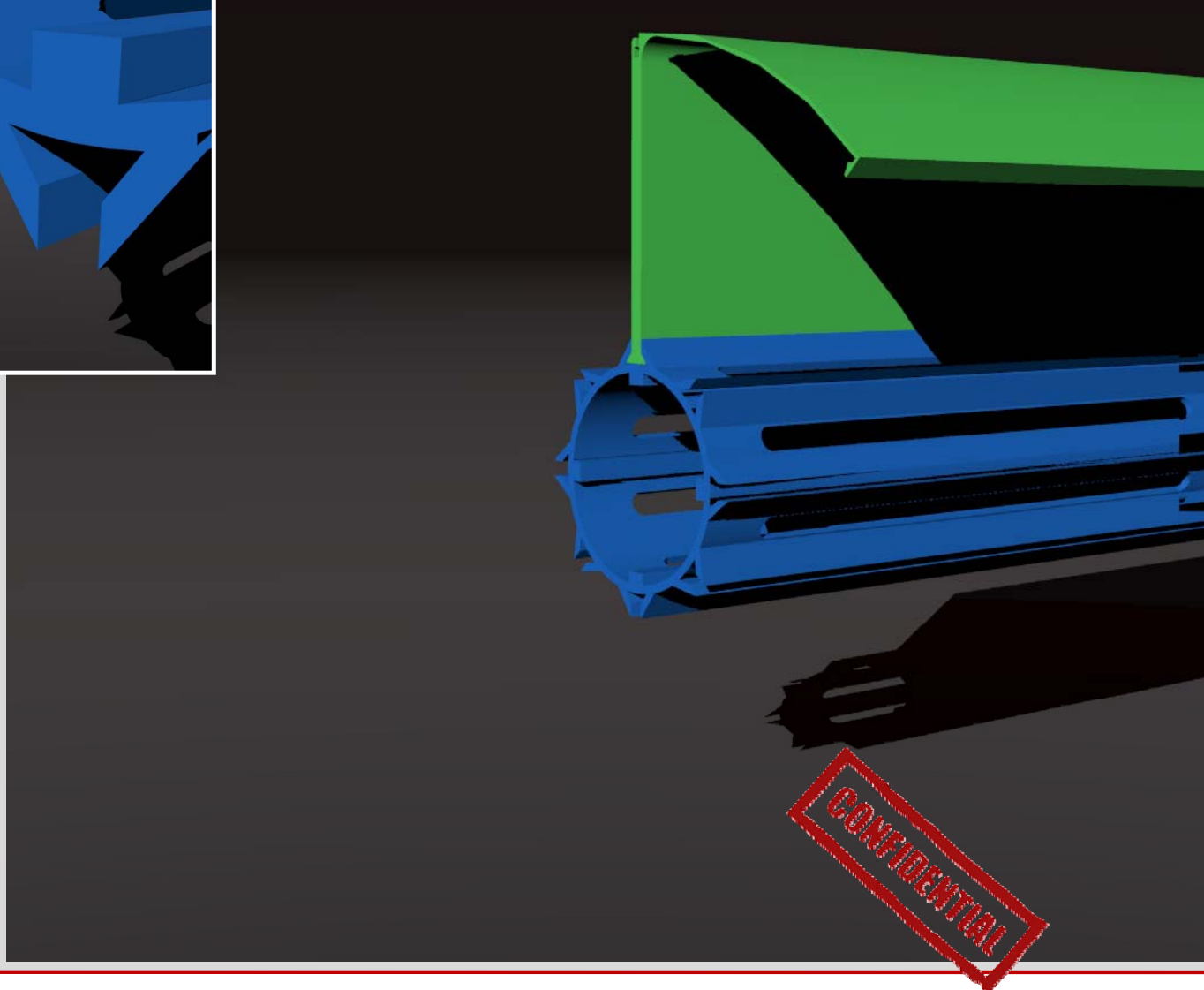
## Concept development

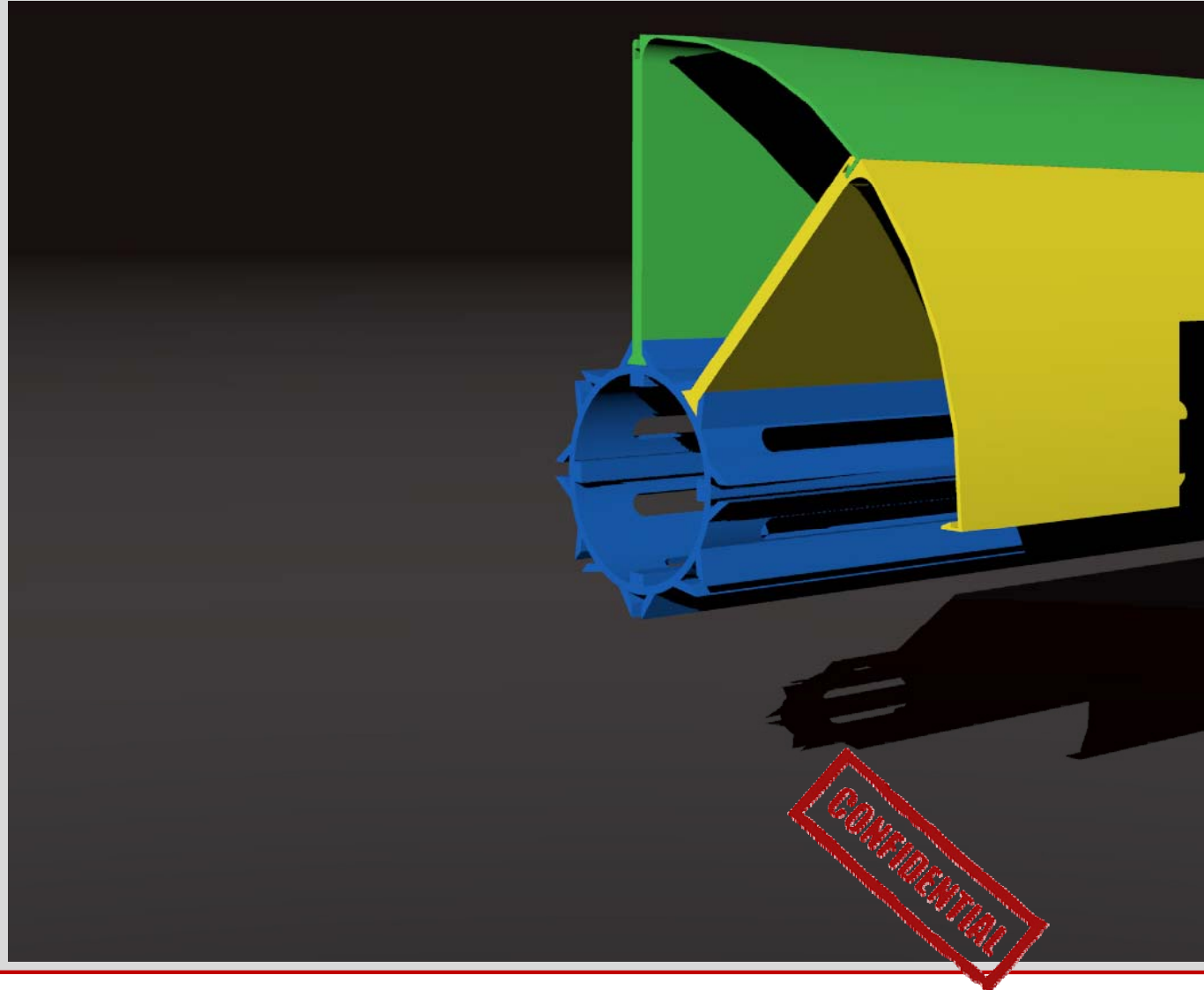


Concepts displayed at first client presentation.

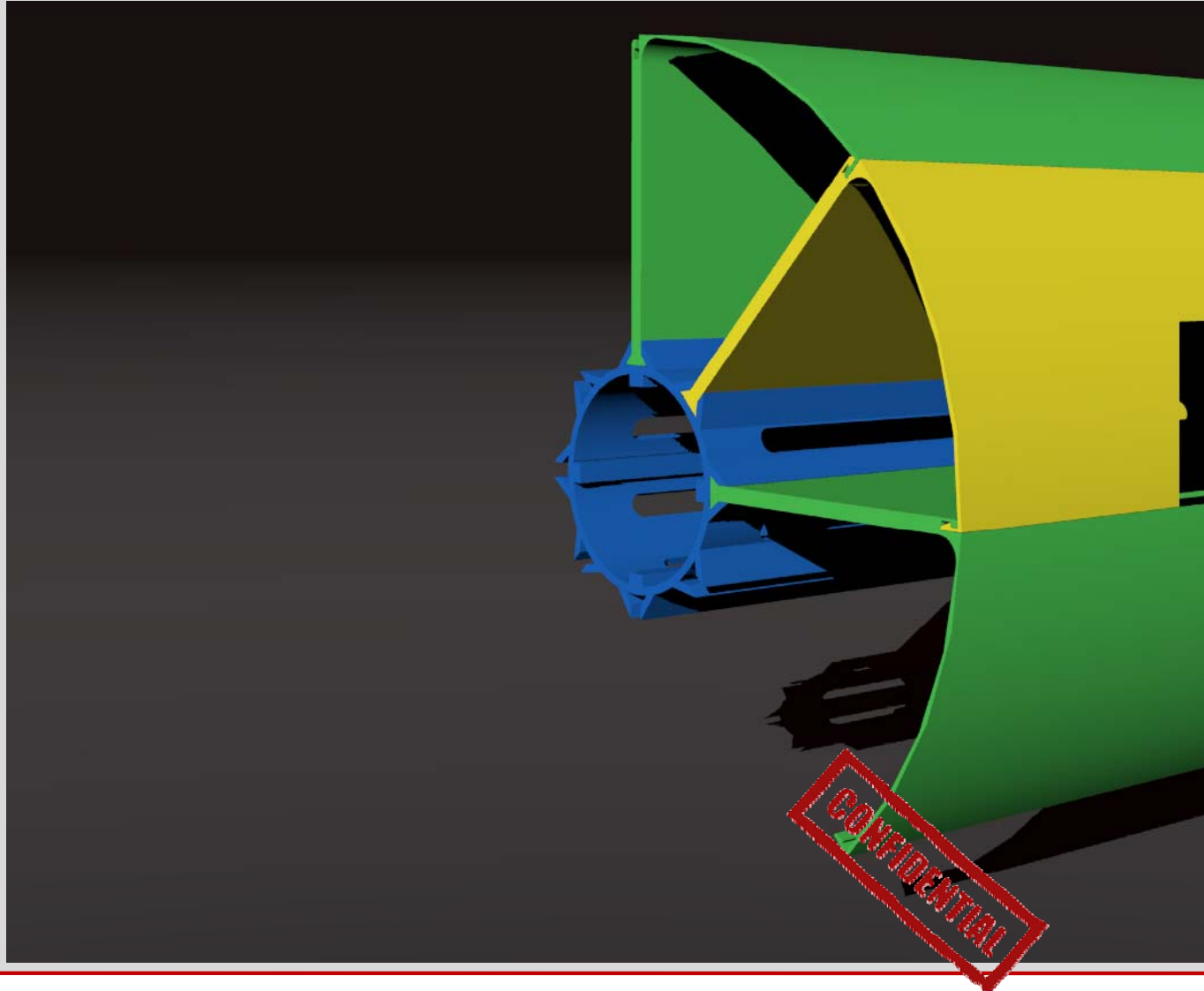


## Internal Details modified to aid Assembly

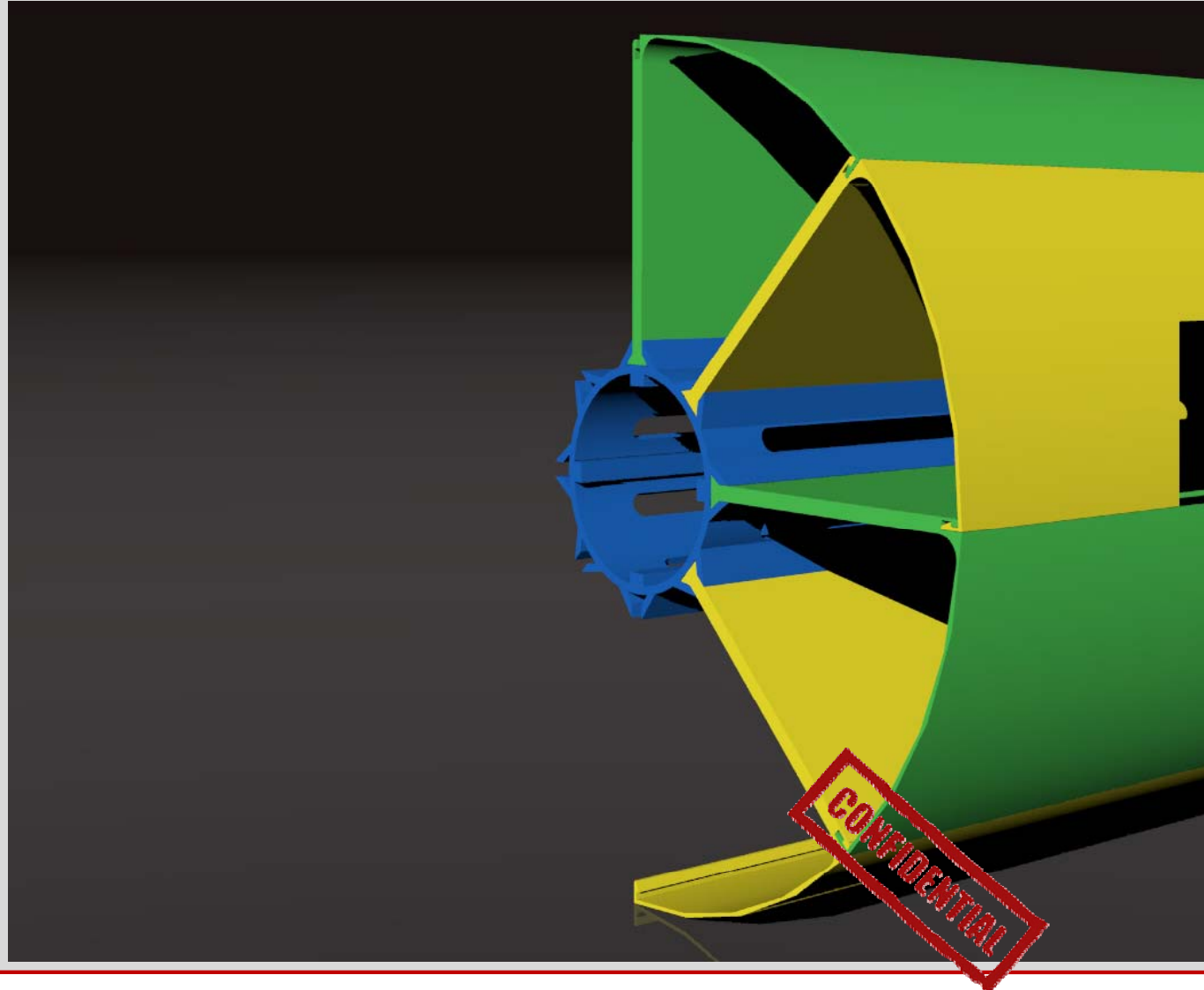


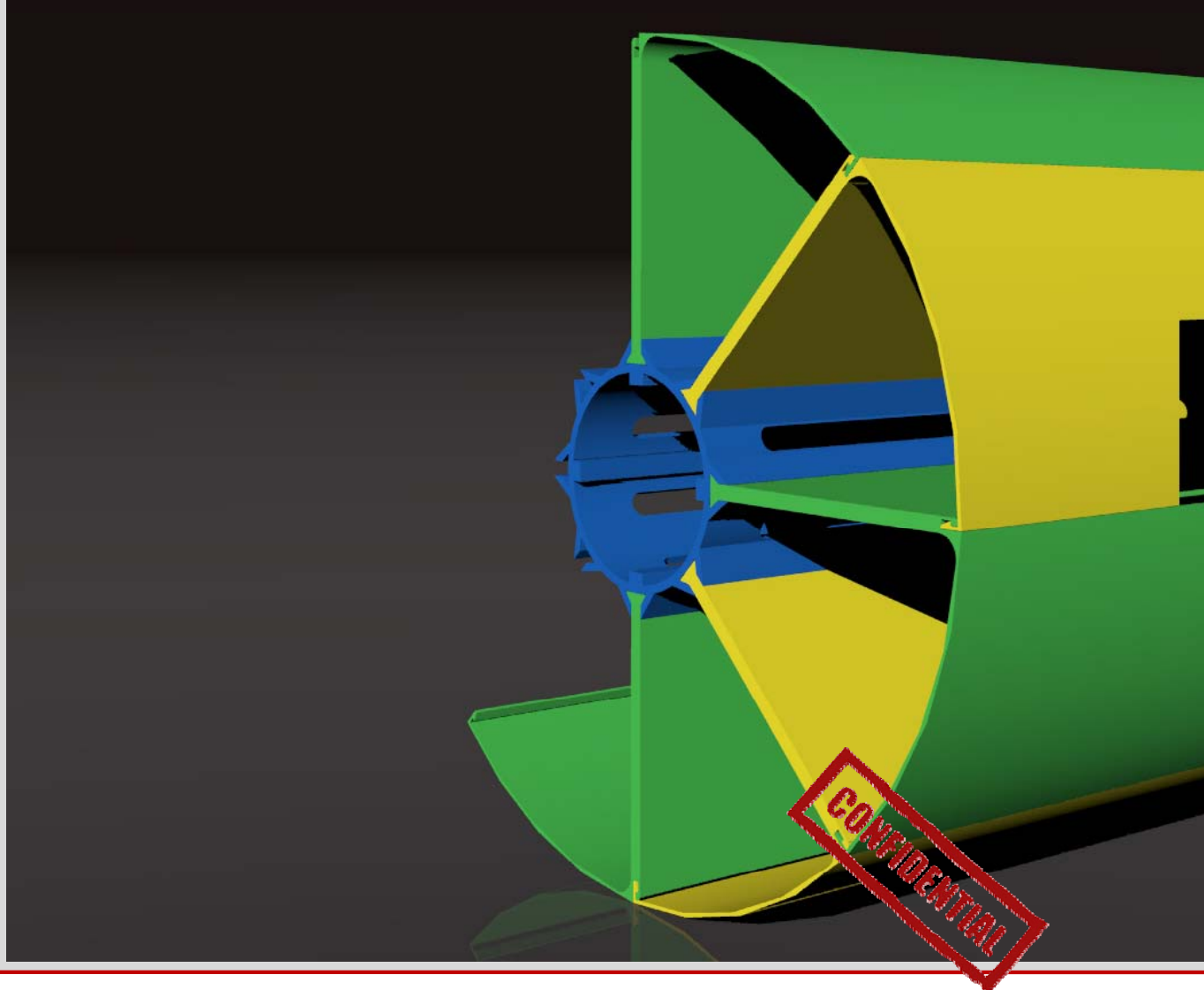


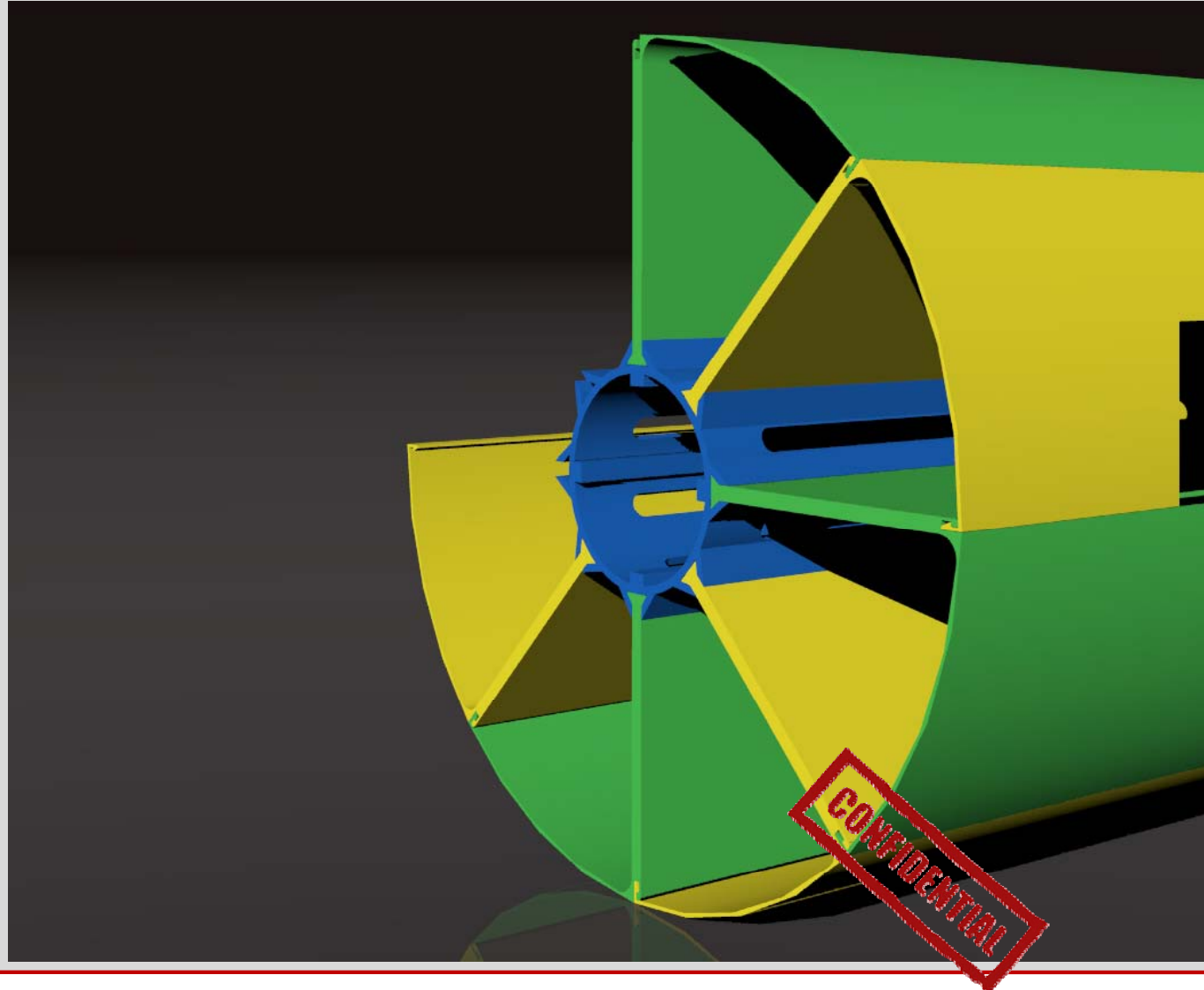


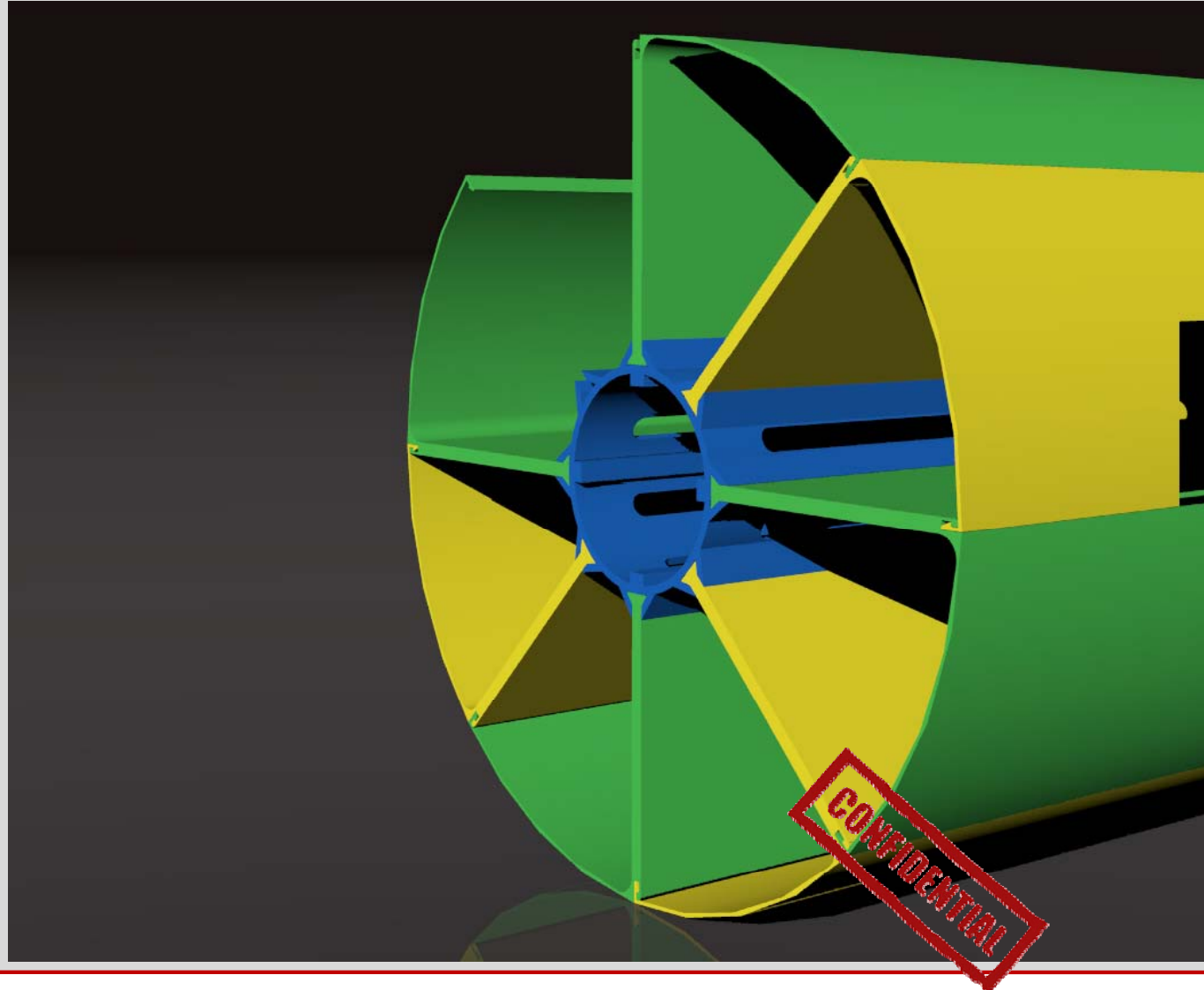


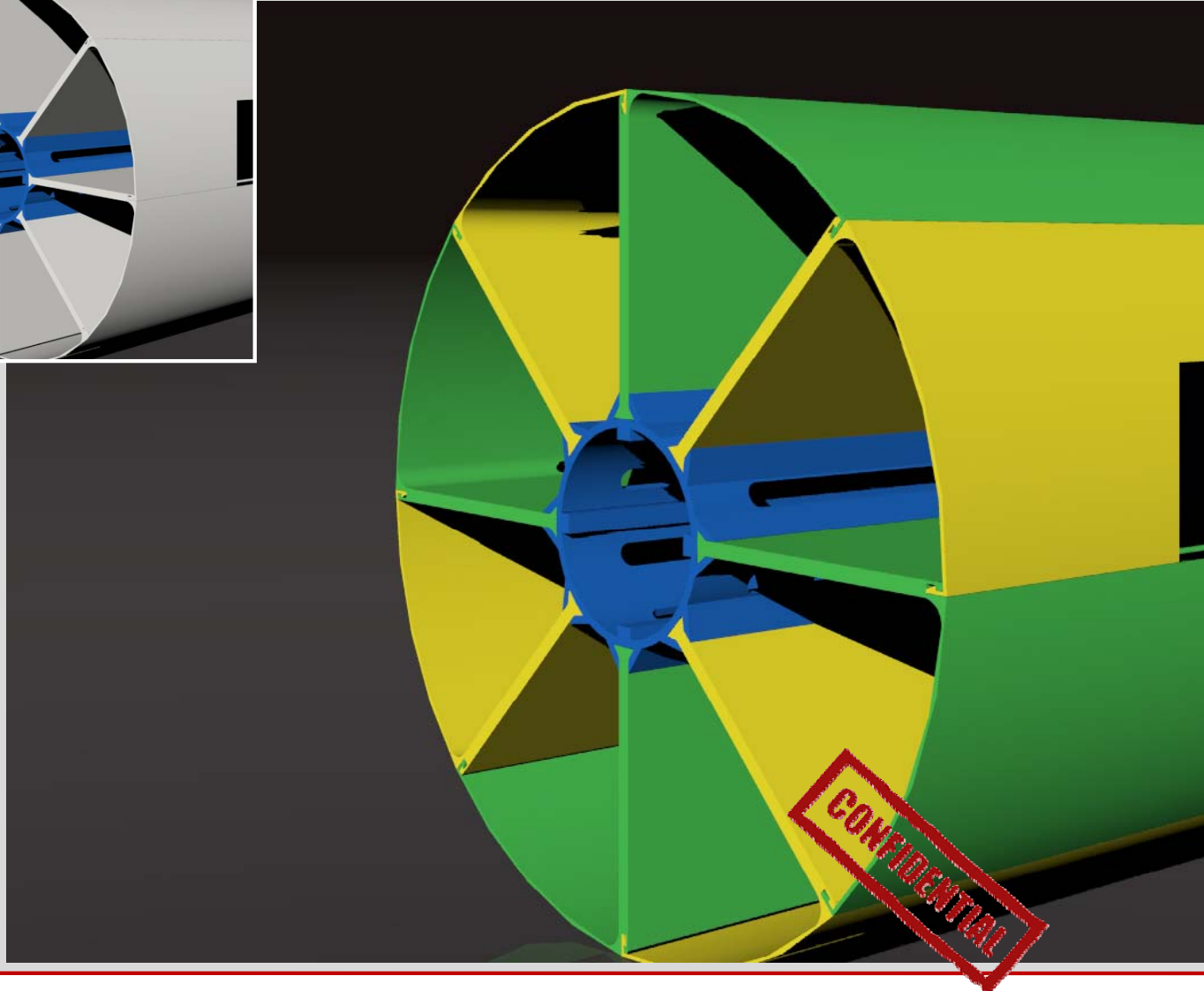
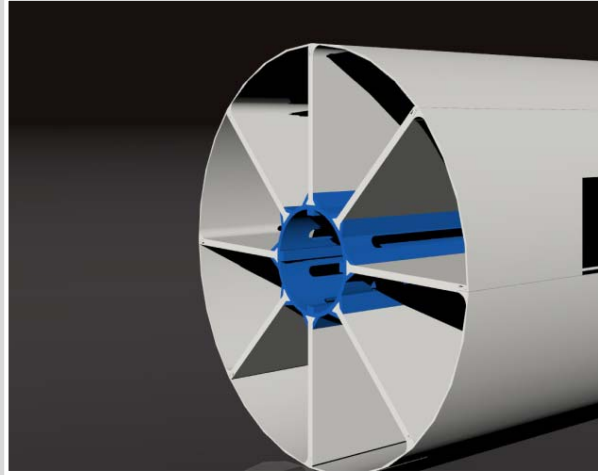






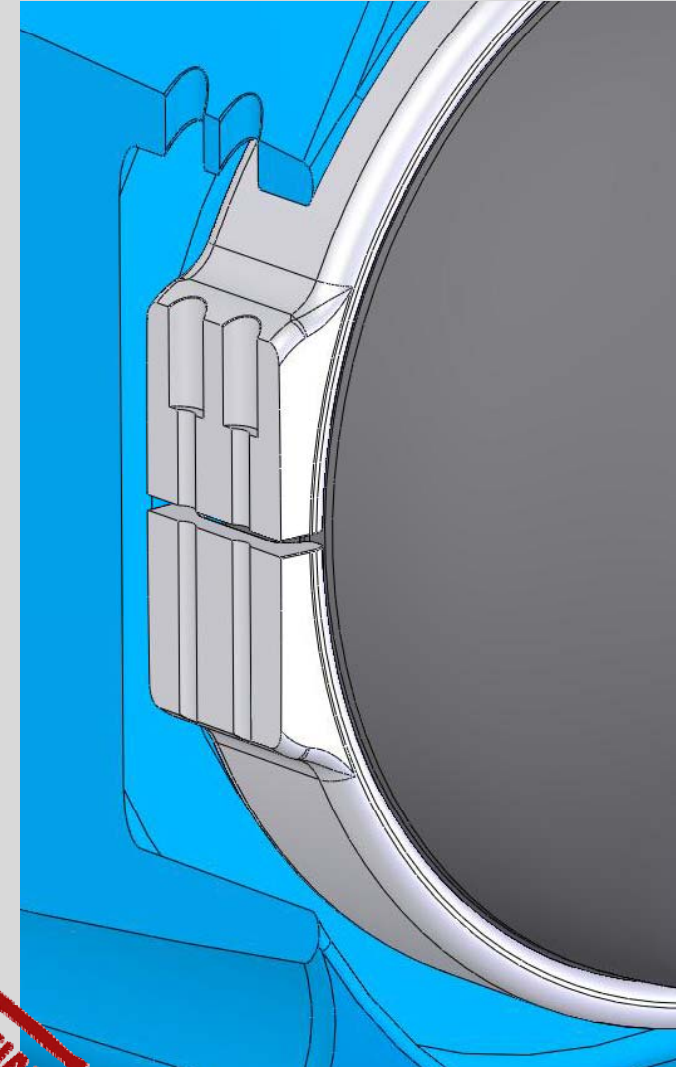
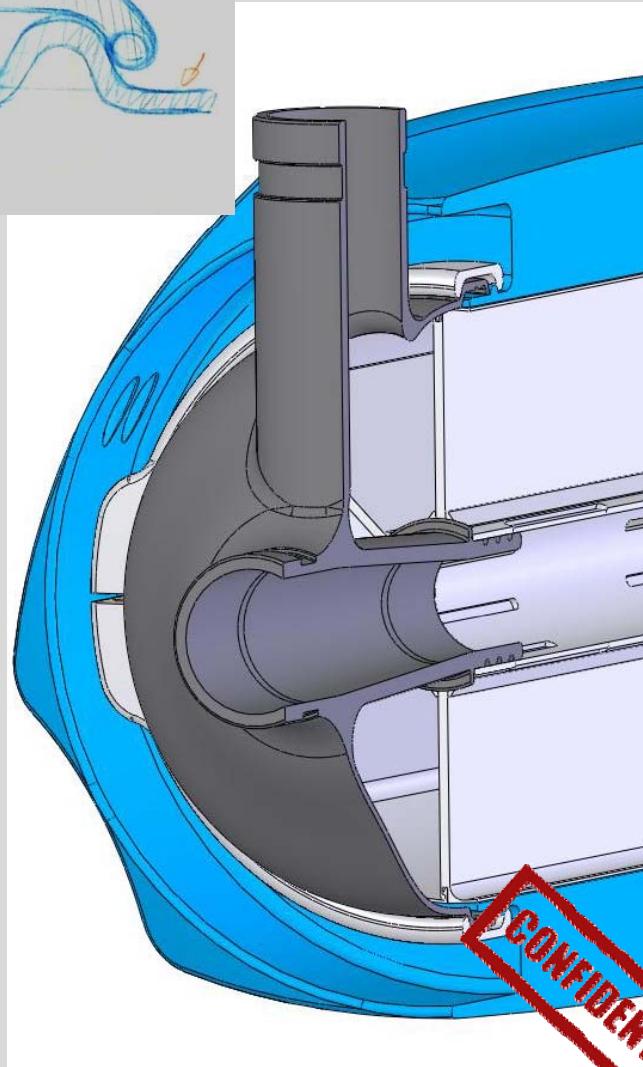
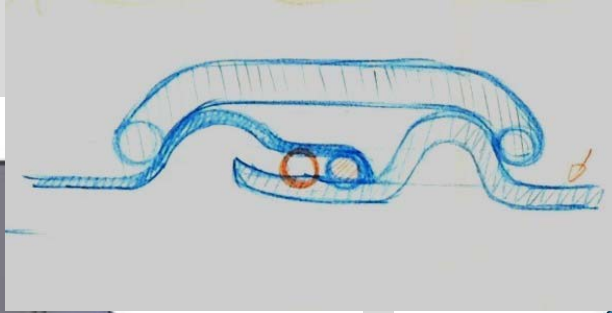
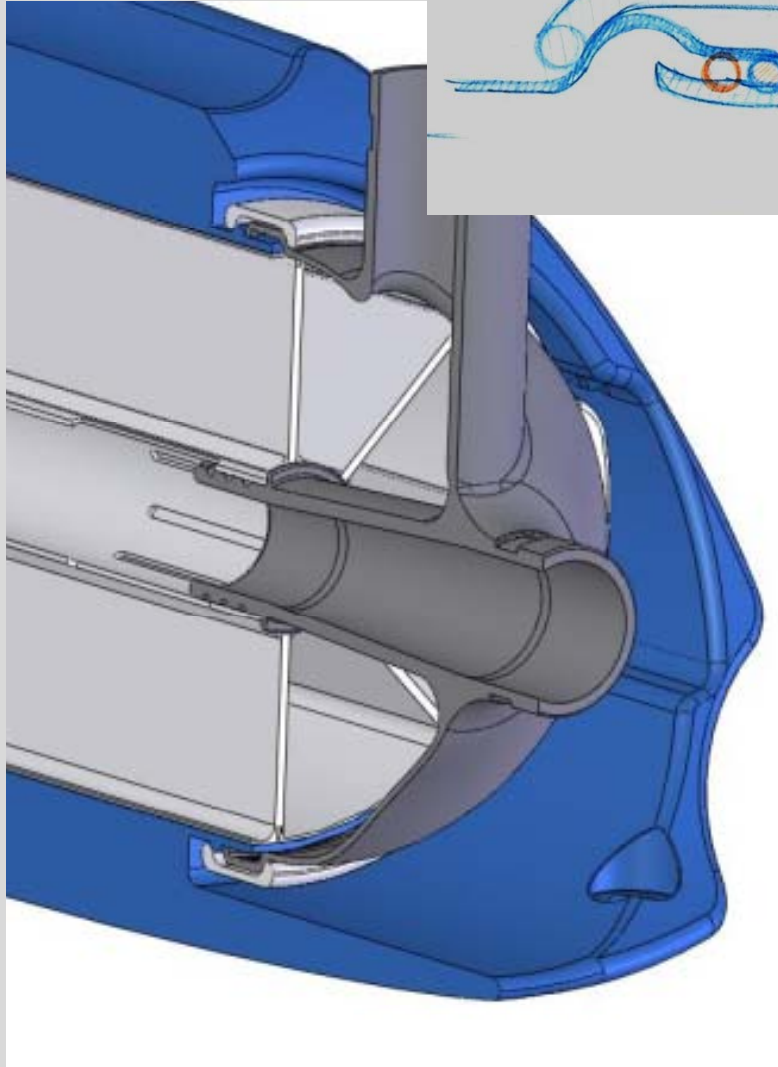








## Refinement



## Renderings



## Renderings

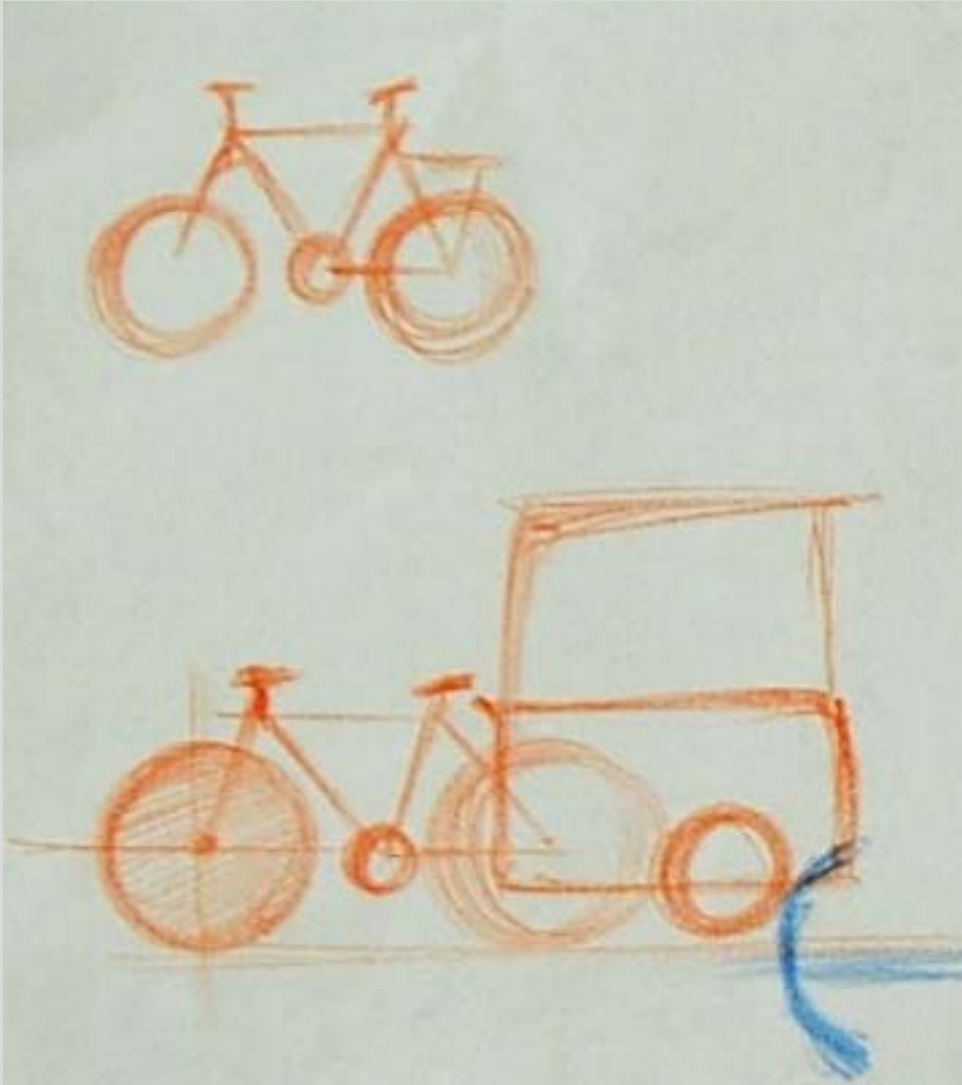


## Product Brief

- 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)



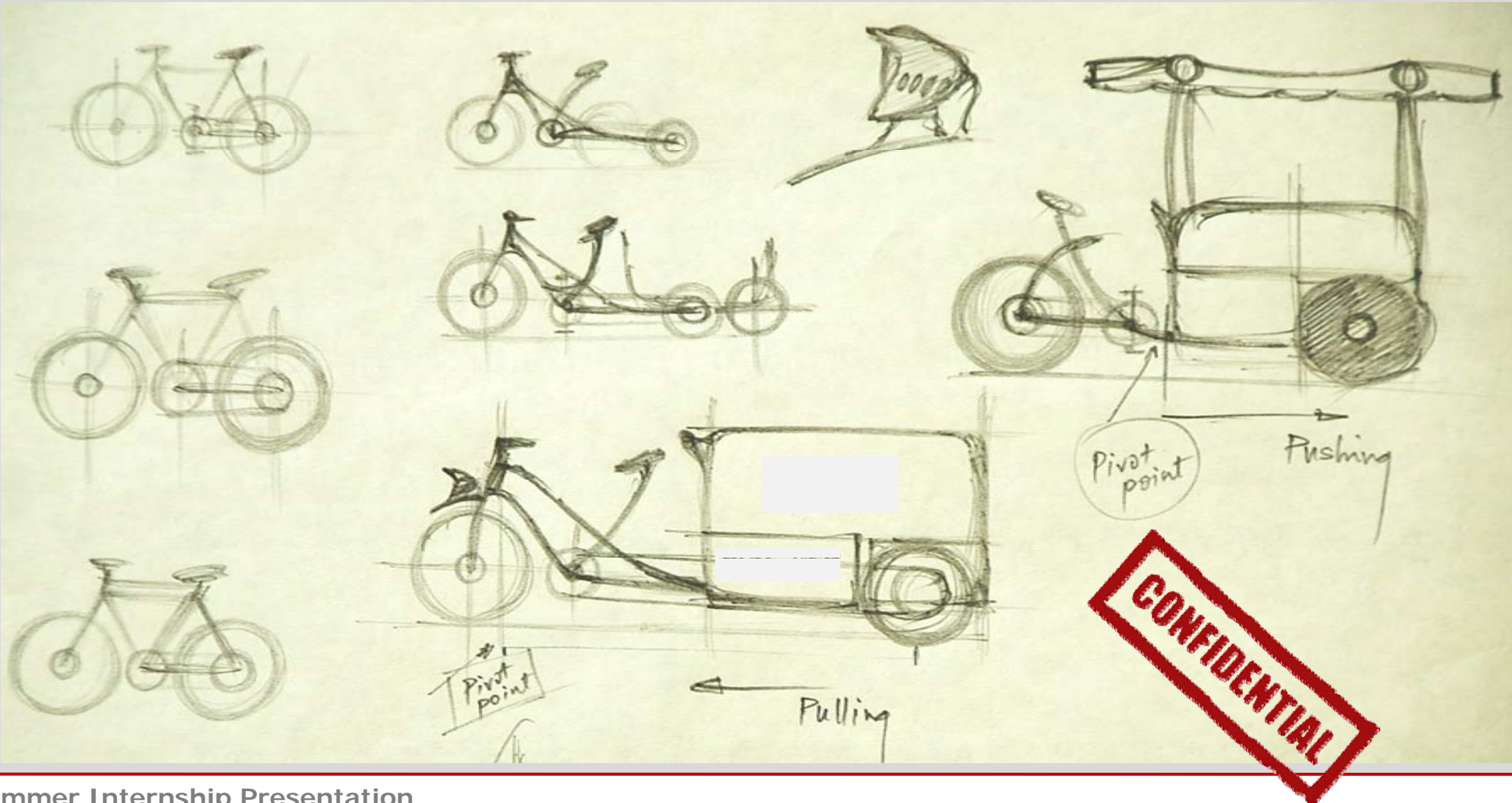
## Idea sketching



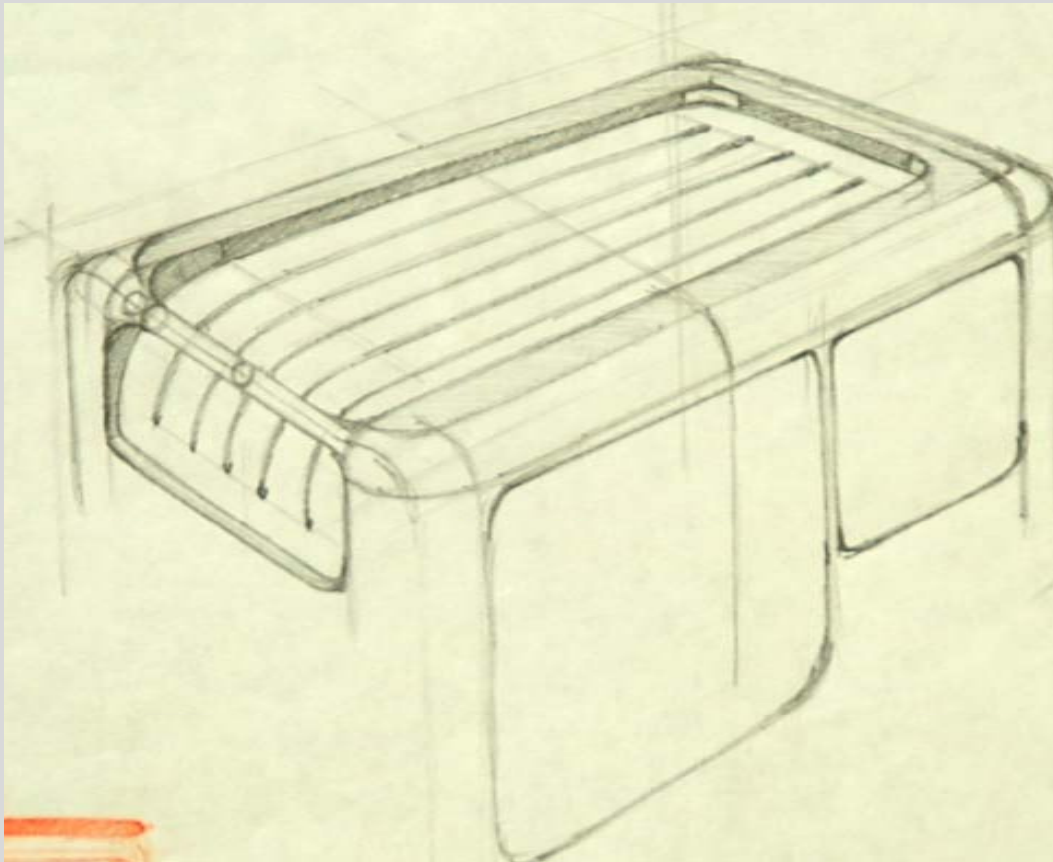


## Idea sketching

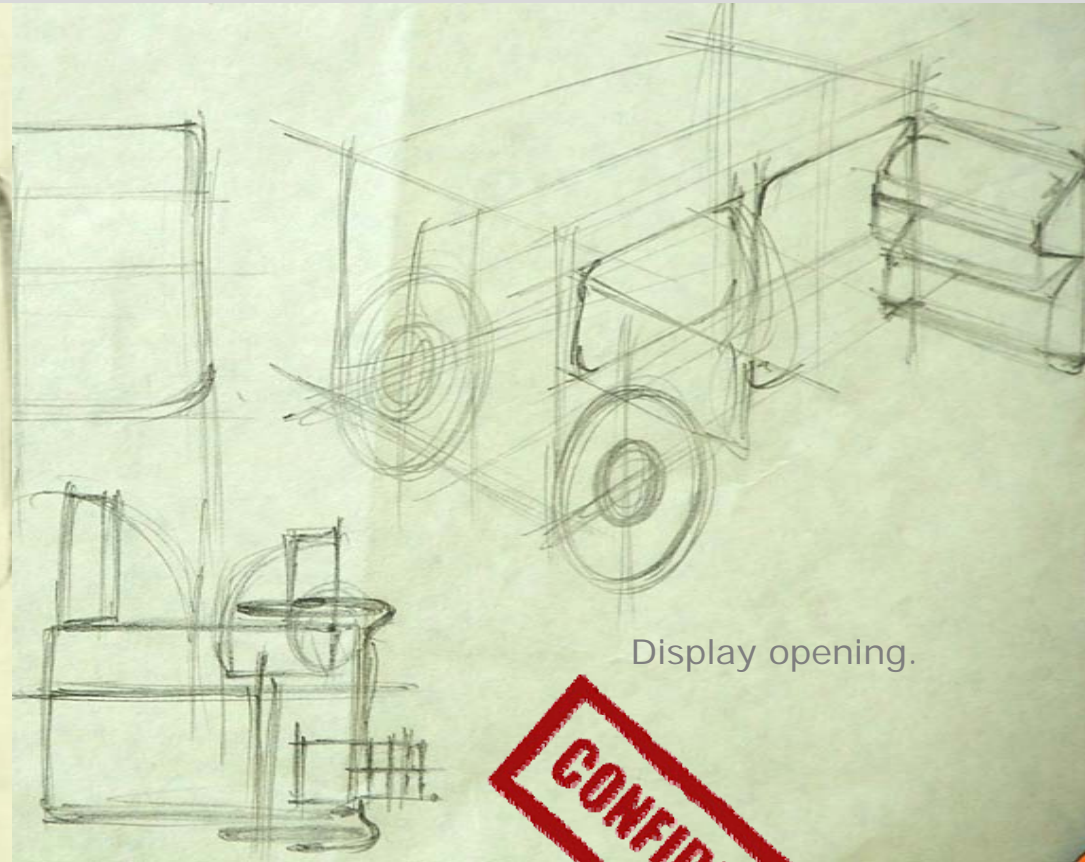
Means of motion.



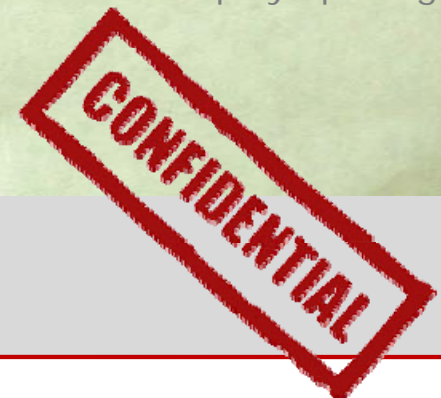
## Concept development



Top-rack development

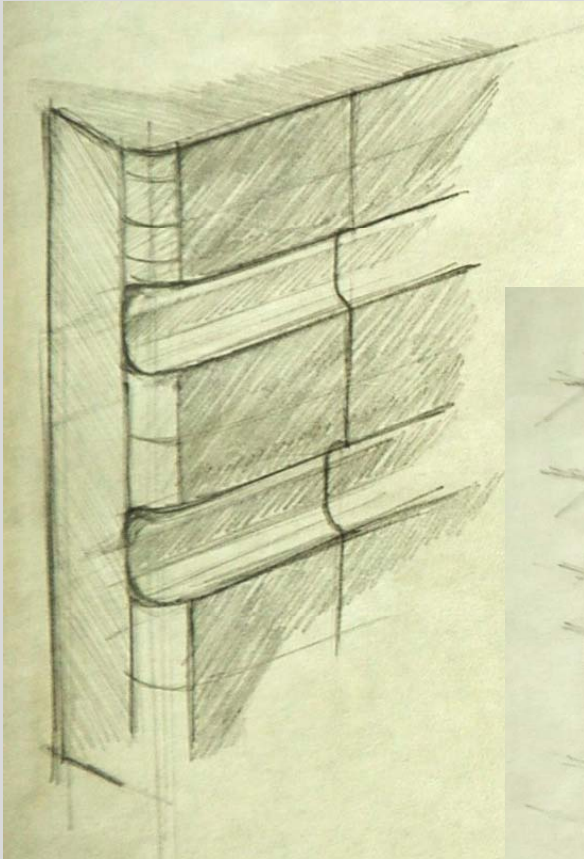


Display opening.

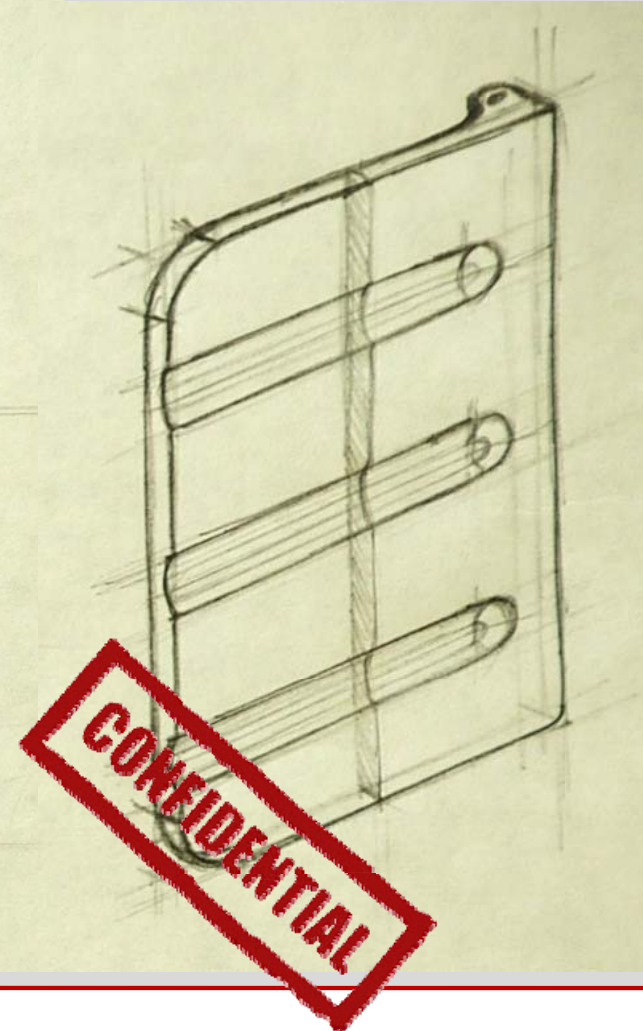
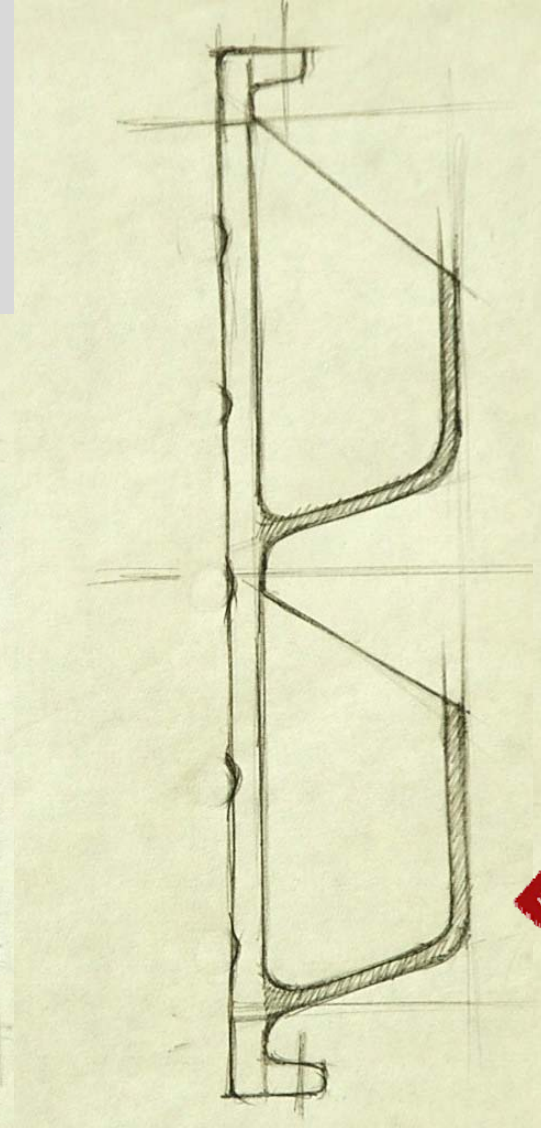
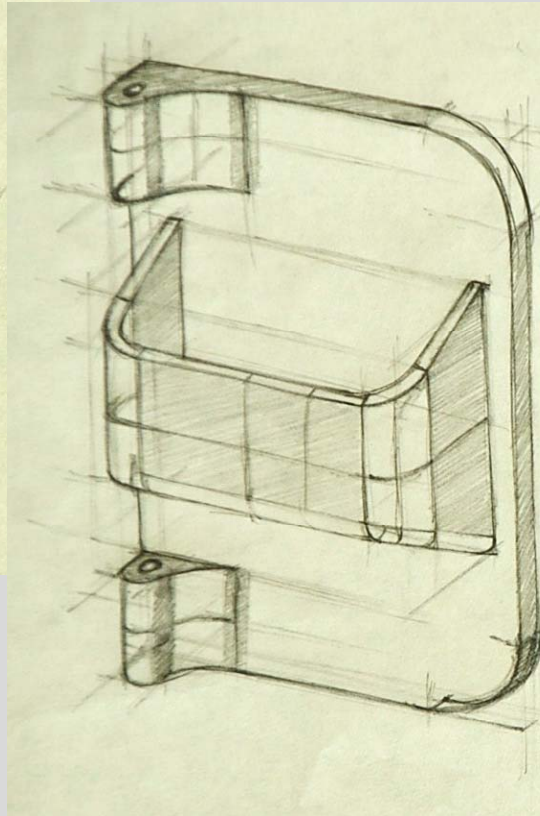




## Concept development

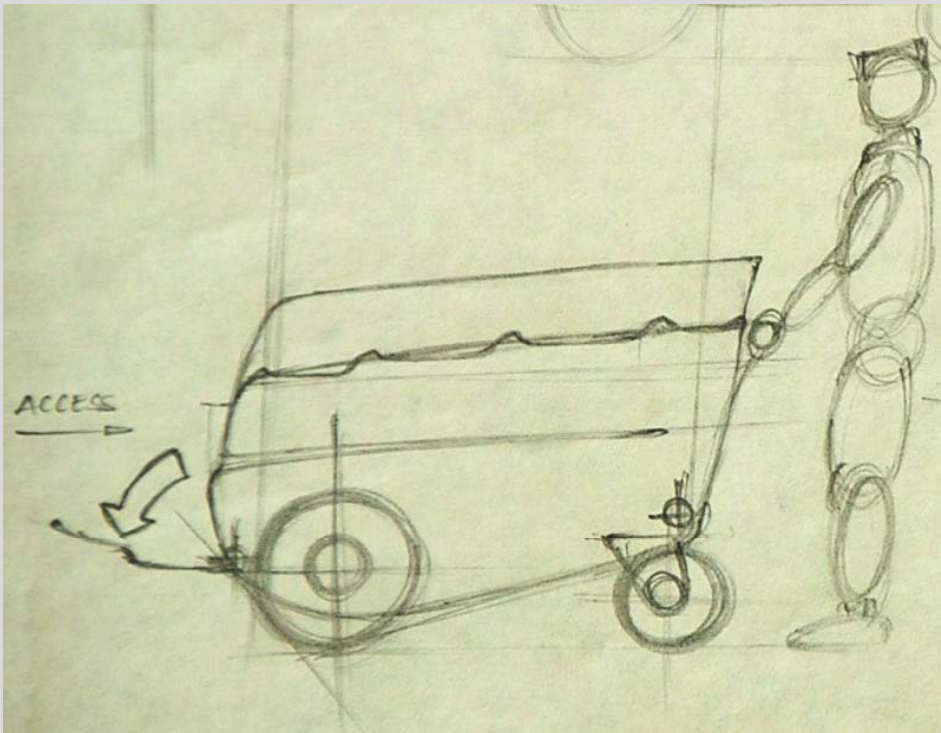


Doors converting into display, expandable displays.

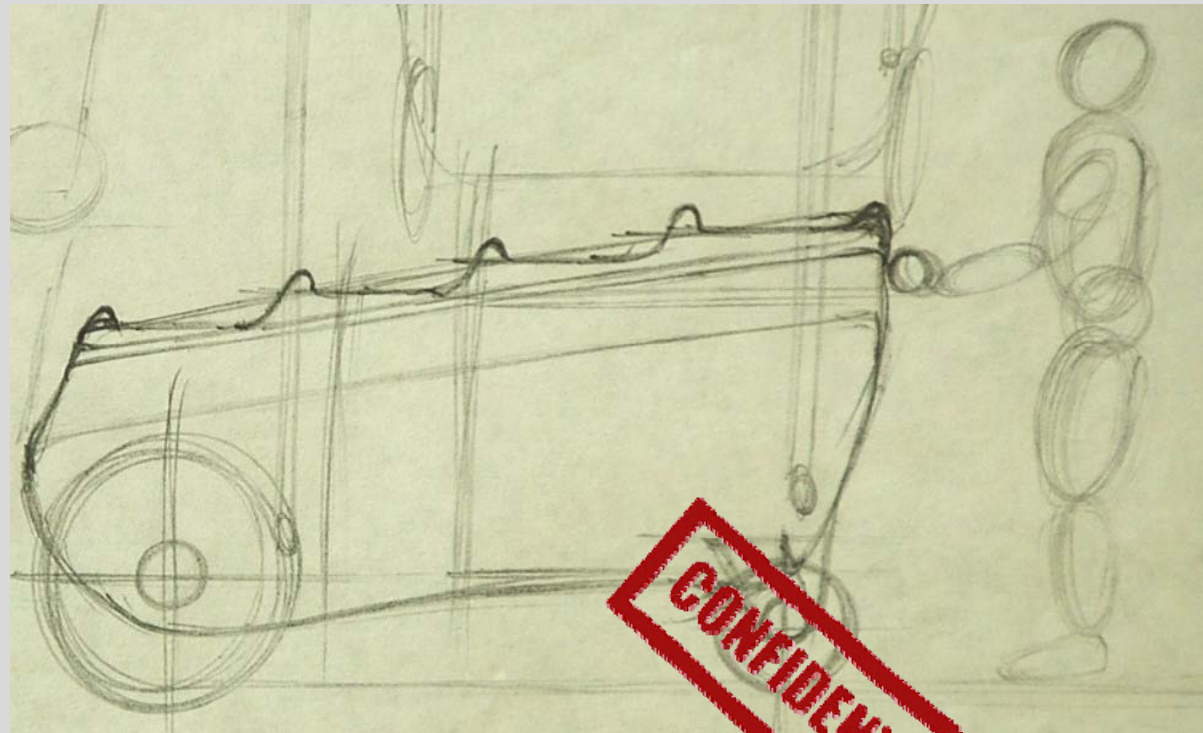


## Concept development

Smaller but wider, lower in height.



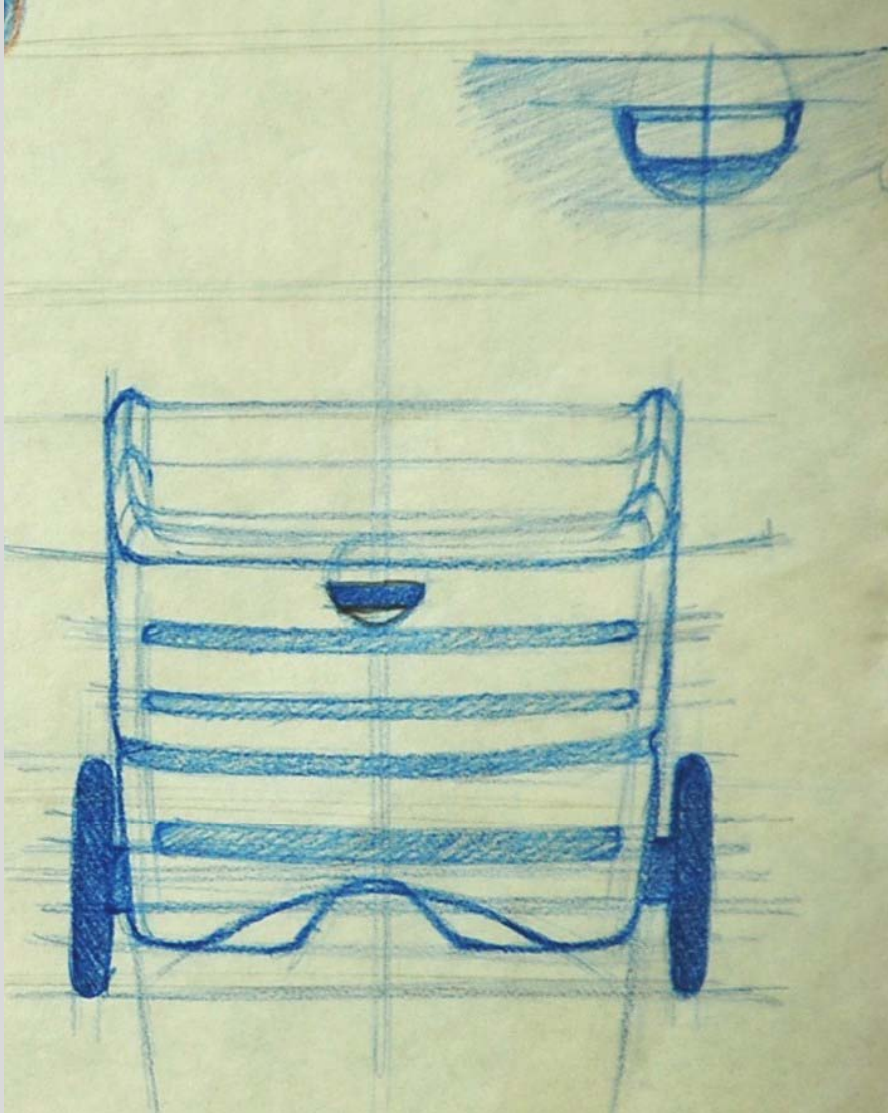
Longer but narrower, higher as compared



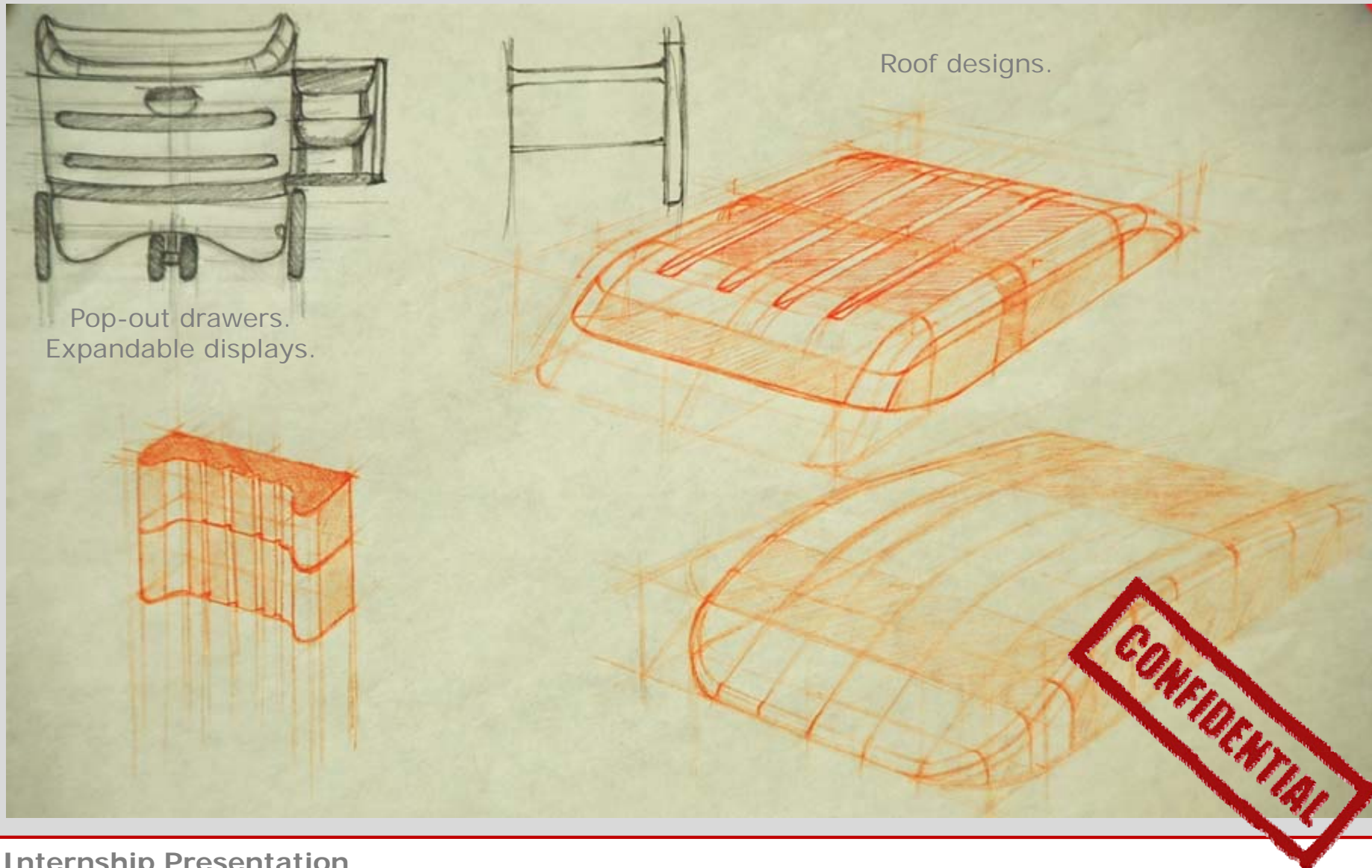
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## Concept development

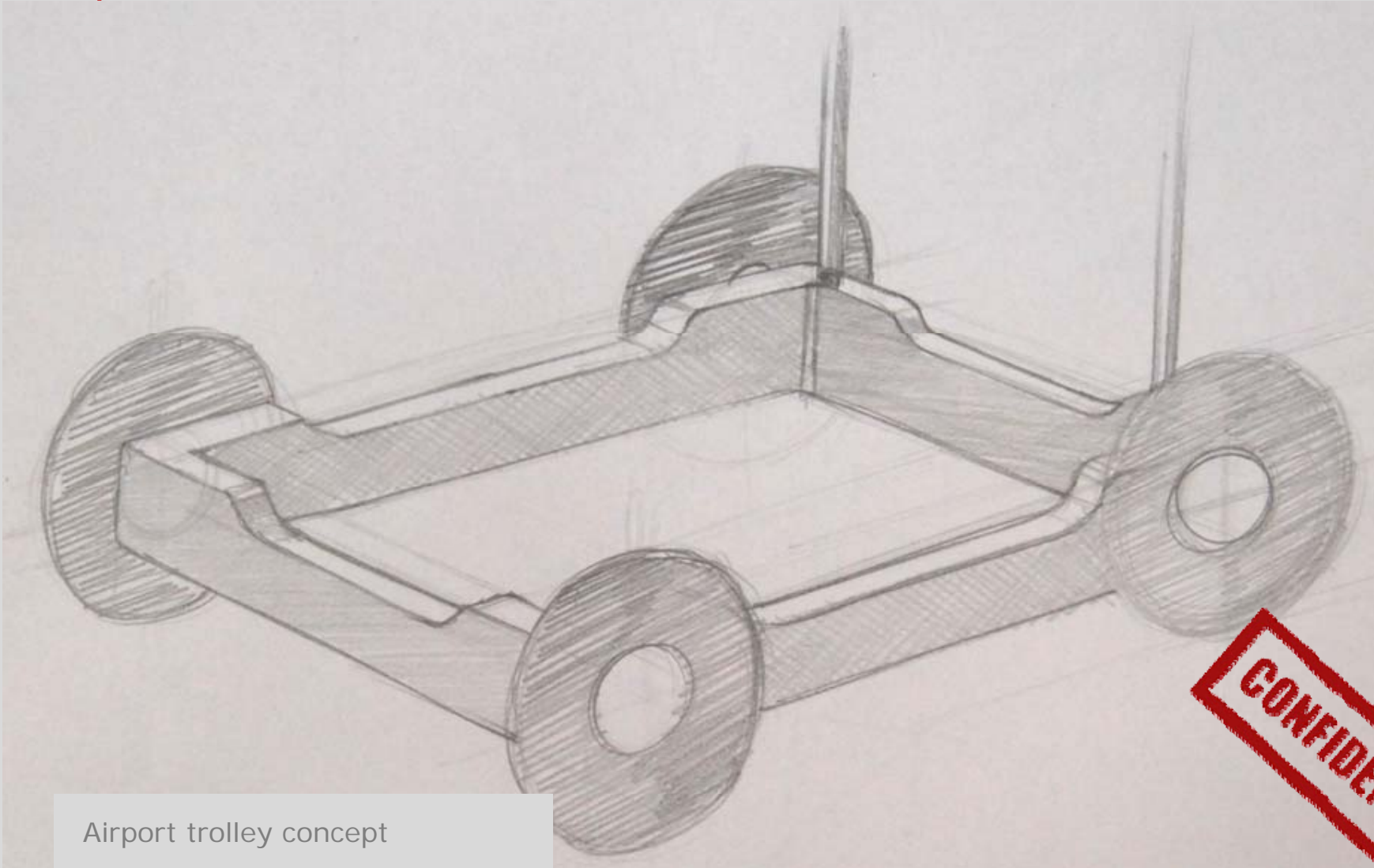


## Concept development





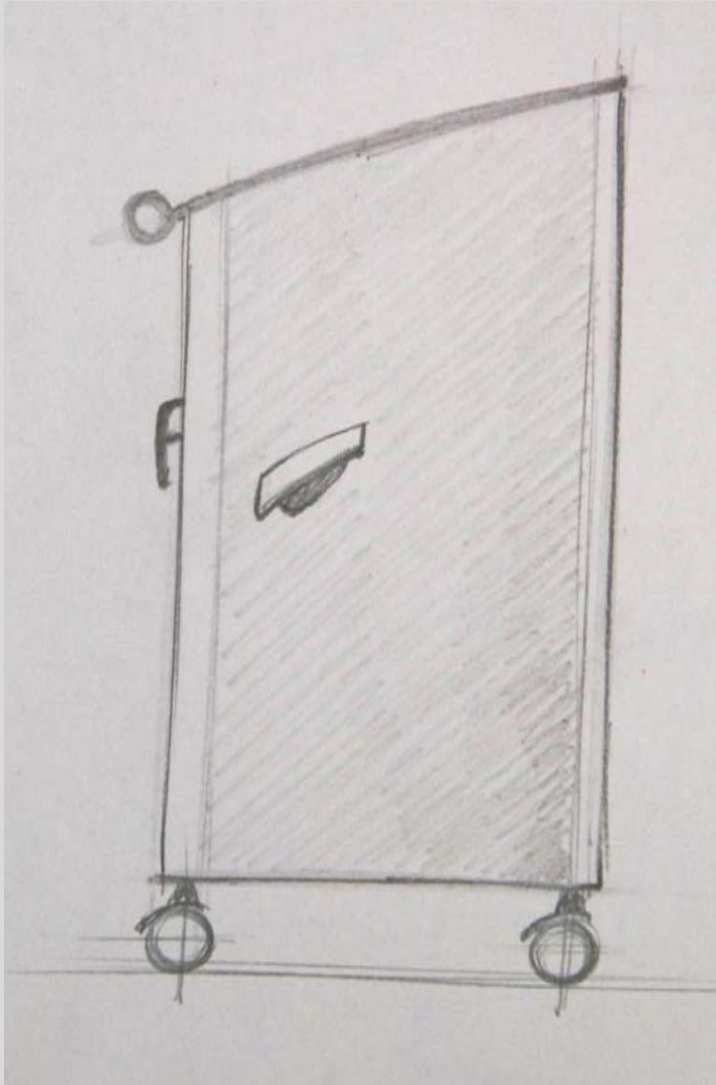
## Concept Refinement



Airport trolley concept

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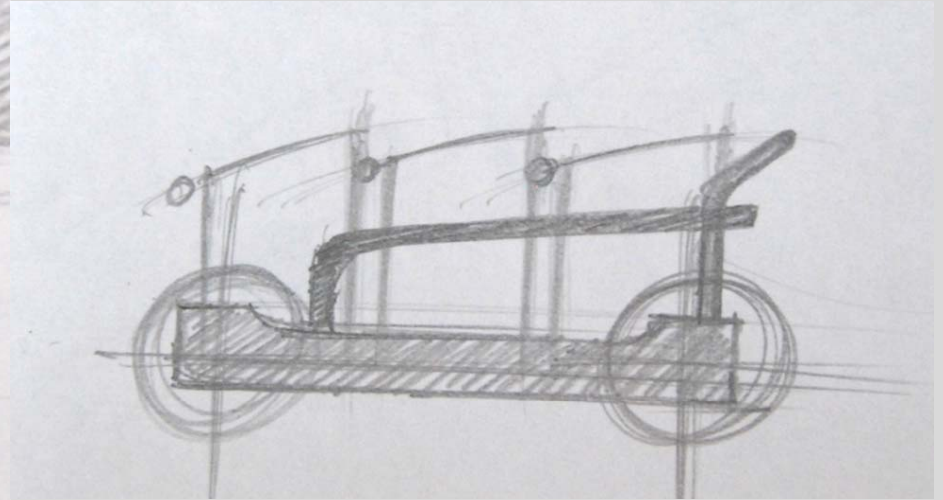
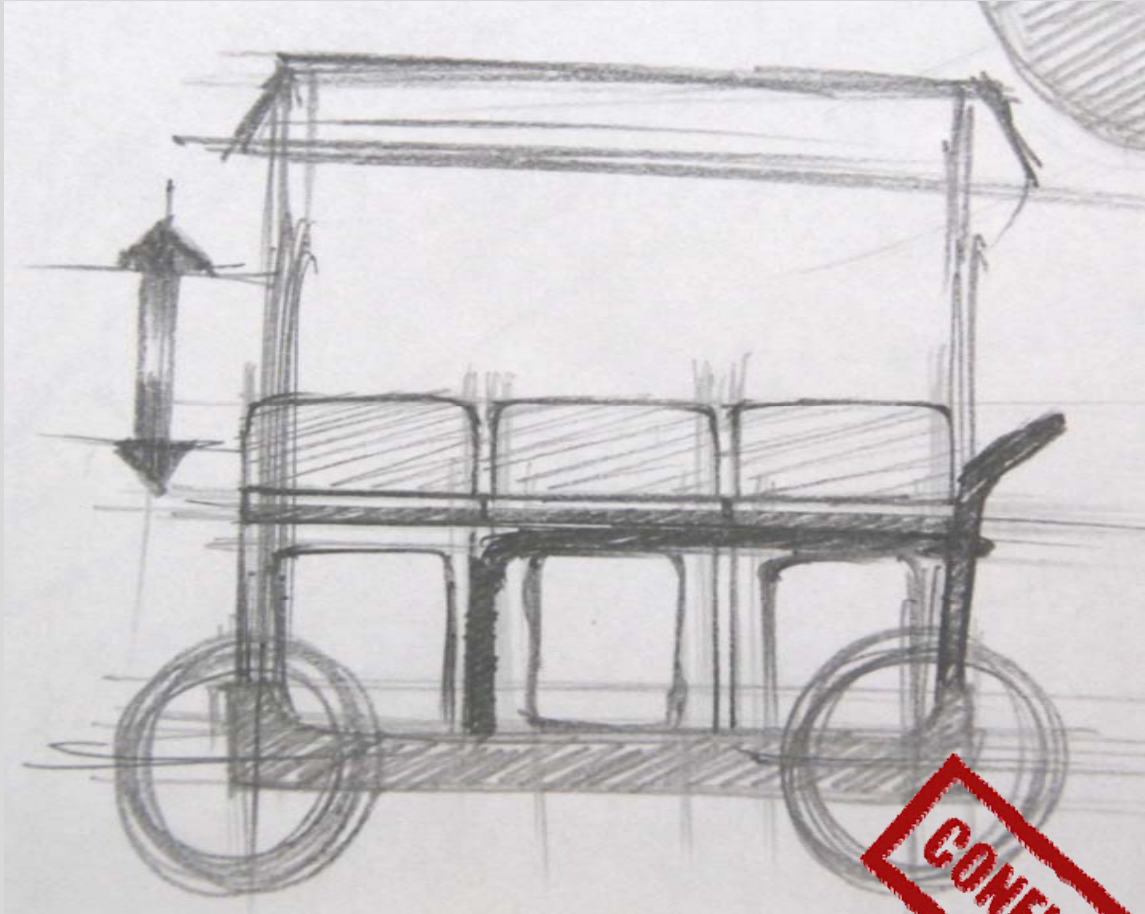
## Concept Refinement



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!)

...Thank you!