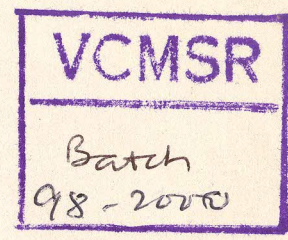




✓ Naga



c e r a m i c s f o r p e t s
a study

visual communication special project
98625004

guide
mrs vanmala jain

VCMSR-16
आय टी सी पुस्तकालय VC XVth Batch
IDC, IIT Bombay. 98-2000 Batch
आई. आई. टी मुंबई-76. 30-03-2000

submitted in the partial fulfillment of the
the degree of master of design
in visual communication

industrial design center
indian institute of technology
powai
mumbai



the visual communication special project entitled
c e r a m i c s f o r p e t s

by r. nagasubramanian *is approved for the partial
fulfillment of the requirements for the post graduate
degree in visual communication*

guide Mrs vanmalajain *Vanmala Jain*

chairperson

internal examiner

external examiner

आय डी. सी. पुस्तकालय
IDC, IIT Bombay.
आई. आई. टी. मुंबई-76.

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2

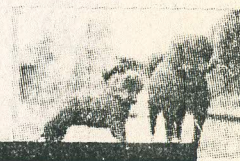
introduction

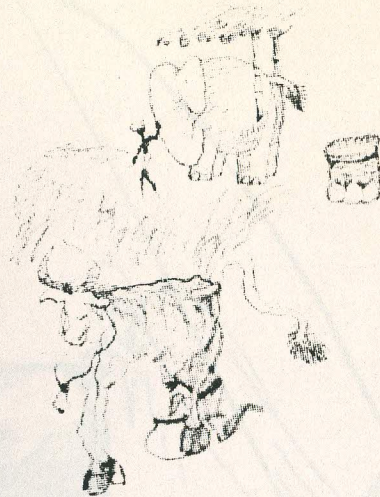
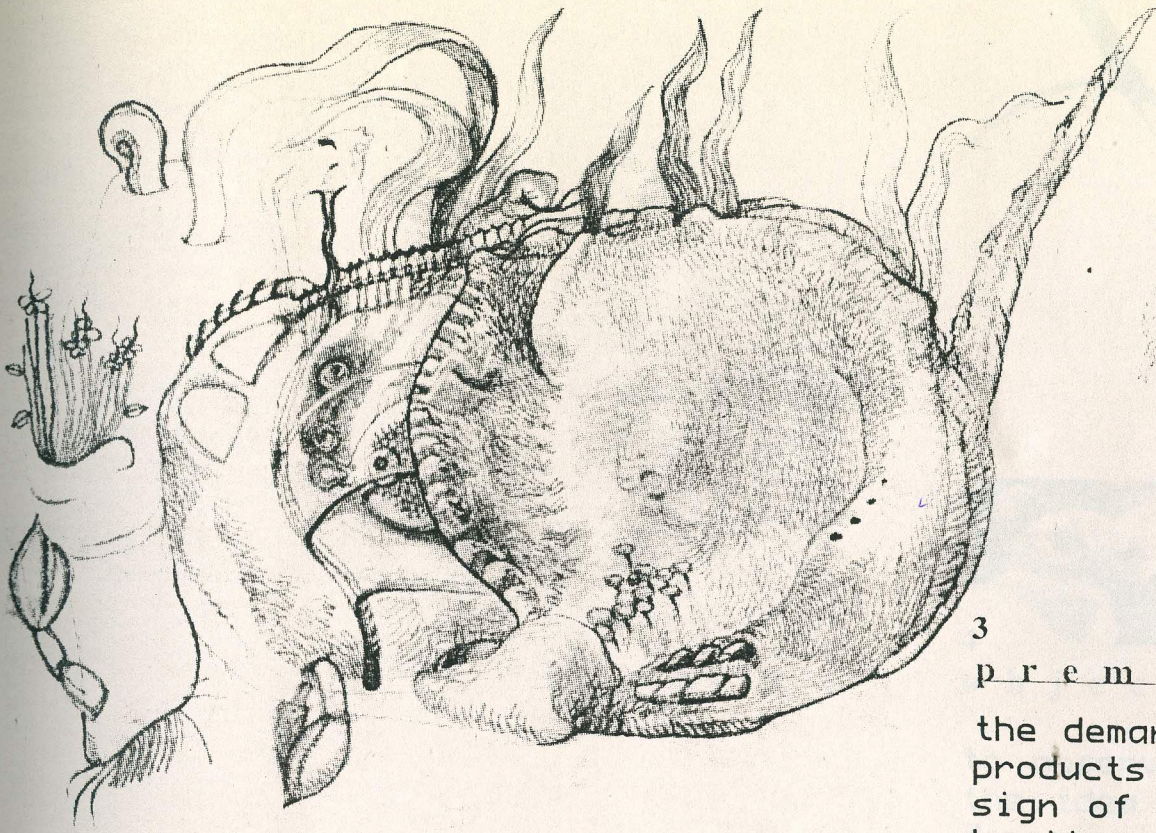
the hedonistic pleasure of working with clay
the responsibility of commanding irregular
wags and wet nose rubs

ceramics for pets

a study

for the special project at idc
is an introduction into the speciality of
touching clay
intending to look into the lives of the wild
existences





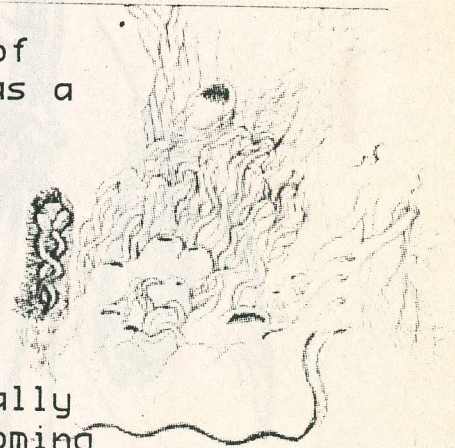
3

p r e m i s e

the demand for a range of
products for the pets, as a
sign of domestication
be it a bowl,
an anthill,
a kennel,
an a q u a r i u m ,
ornaments
etc

to be produced industrially
needs a study of accustoming
pets to home life and
domesticity.

from the utilitarian bowl to
the 'one of a kind' folly
ceramics ranges
possibilities



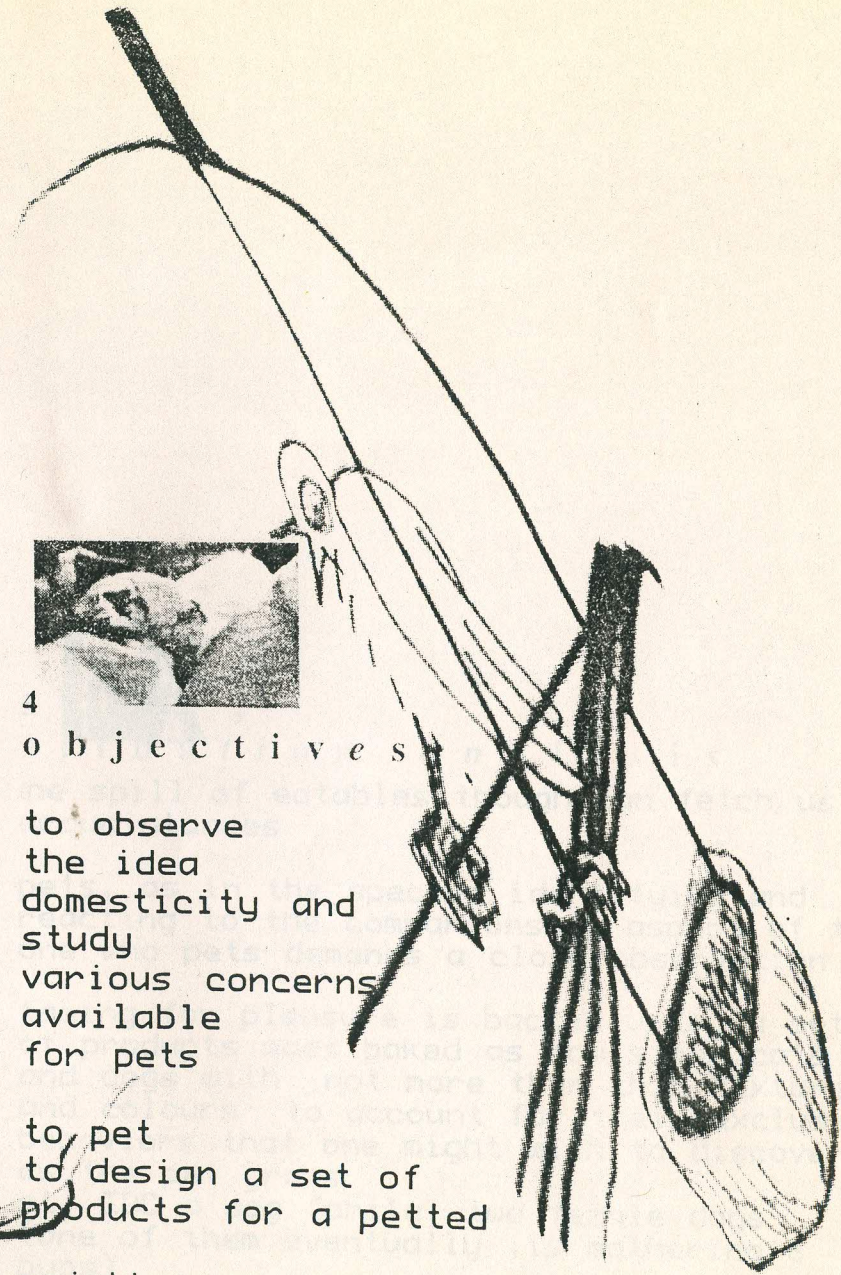
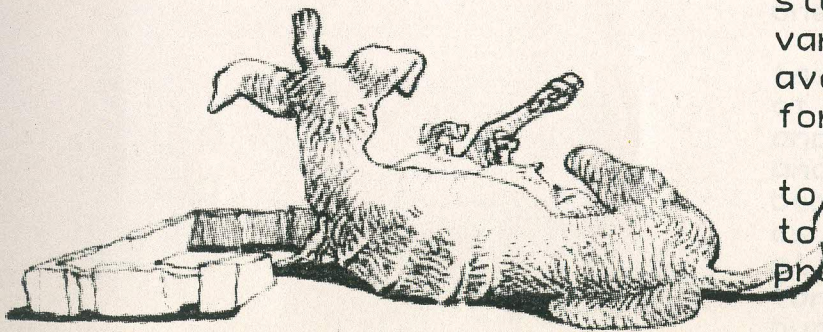


4

o b j e c t i v e s

to observe
the idea
domesticity and
study
various concerns
available
for pets

to pet
to design a set of
products for a petted
neighbour





5

s i t u a t i o n a n a l y s i s

the spill of eatables though can fetch us acquaintances

pets, as in the species identifying and reacting to the companionship aspect of the one who pets demands a close observation

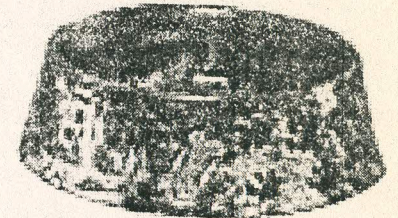
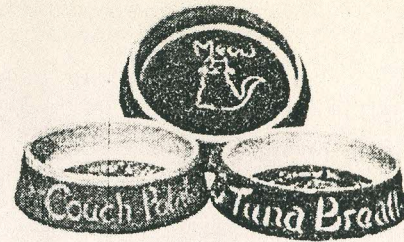
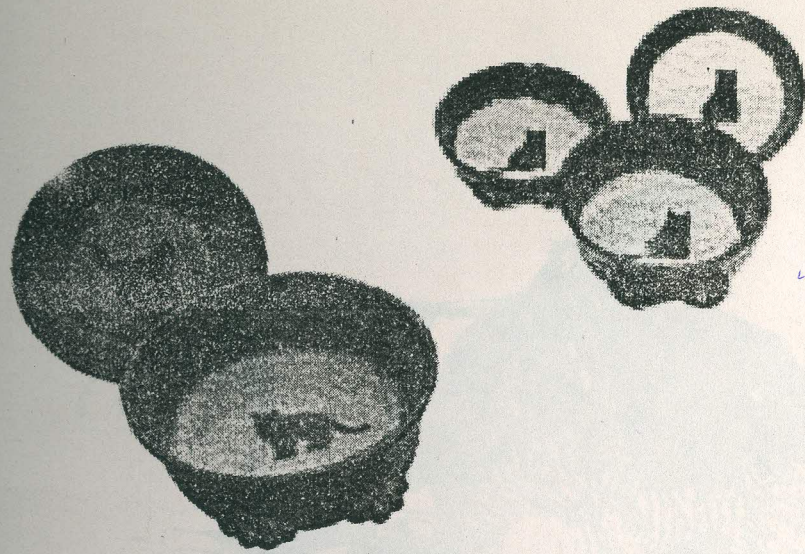
taming for pleasure is backed up by a set of products mass baked as bowls for cats and dogs with not more than thin textures and colours to account for their exclusive behaviors that one might wish to discover as the pet grows

at IDC a dog family, two female dogs (one of them eventually ,is mothering 8 pups)

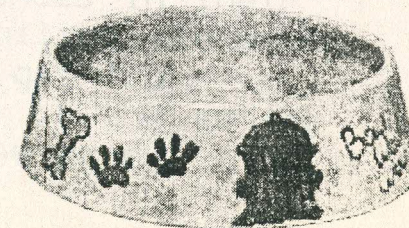
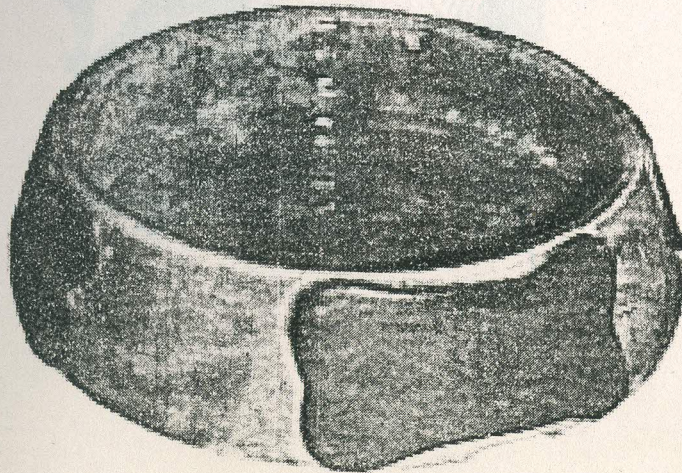
the other female dog is one eyed by accident

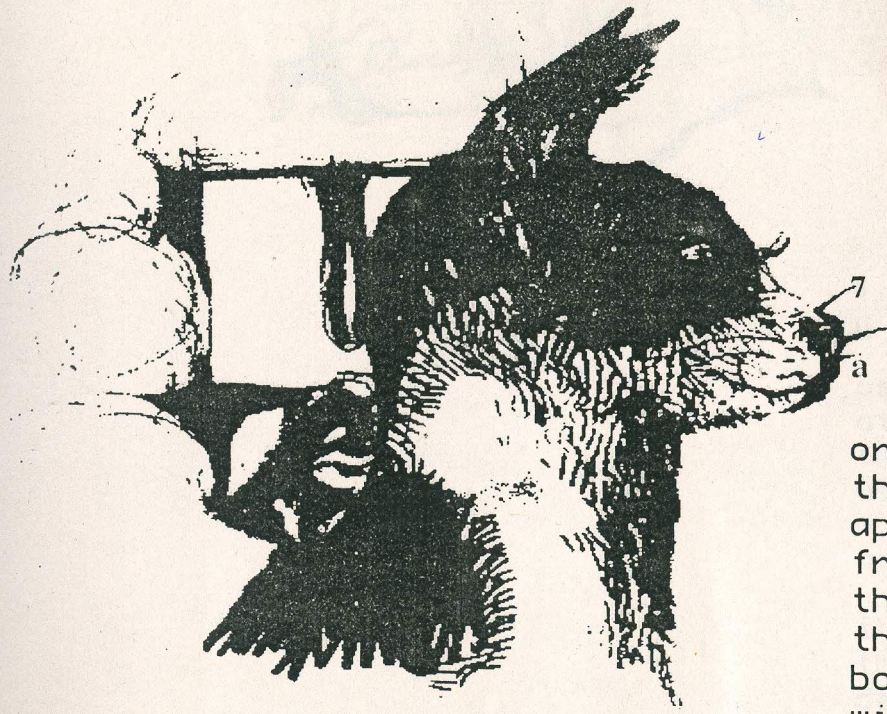
and a thin male

offer a scope for study



6
 collected data
 a visual survey into the gathered set
 of products available for domesticated
 canines bowls one over
 with
 a basin for food
 as the unwritten basic shape from which
 the respective companies strive to
 identify their products by graphic
 inscriptions





analysis

on examining the elements of
the set of available
appurtenances for pets
from sources that mass produce
the same
the basic form remains to be a
bowl
with differences in their
graphic detailing dictating
the user to get fed
irrespective of the eating
habits of the user



8 u s e r s t u d y

as studied the products that are available tend to attract / target the owners than observing an accustomed food habit of the user (the dog or the cat)

as a user study i took up the new inhabitant of idc
the young puppy
though i got acquainted with it by spilling chiwda at descafe
sharing warmth with it in cold nights brought me and the youngone closer
it is accustomed to relish a range of food items from chiwda to beef
a slip of tea,coffee with some chiwda bread , rotis, chicken remnants, beef etc at nights is offered as the pet's food in polythene bags

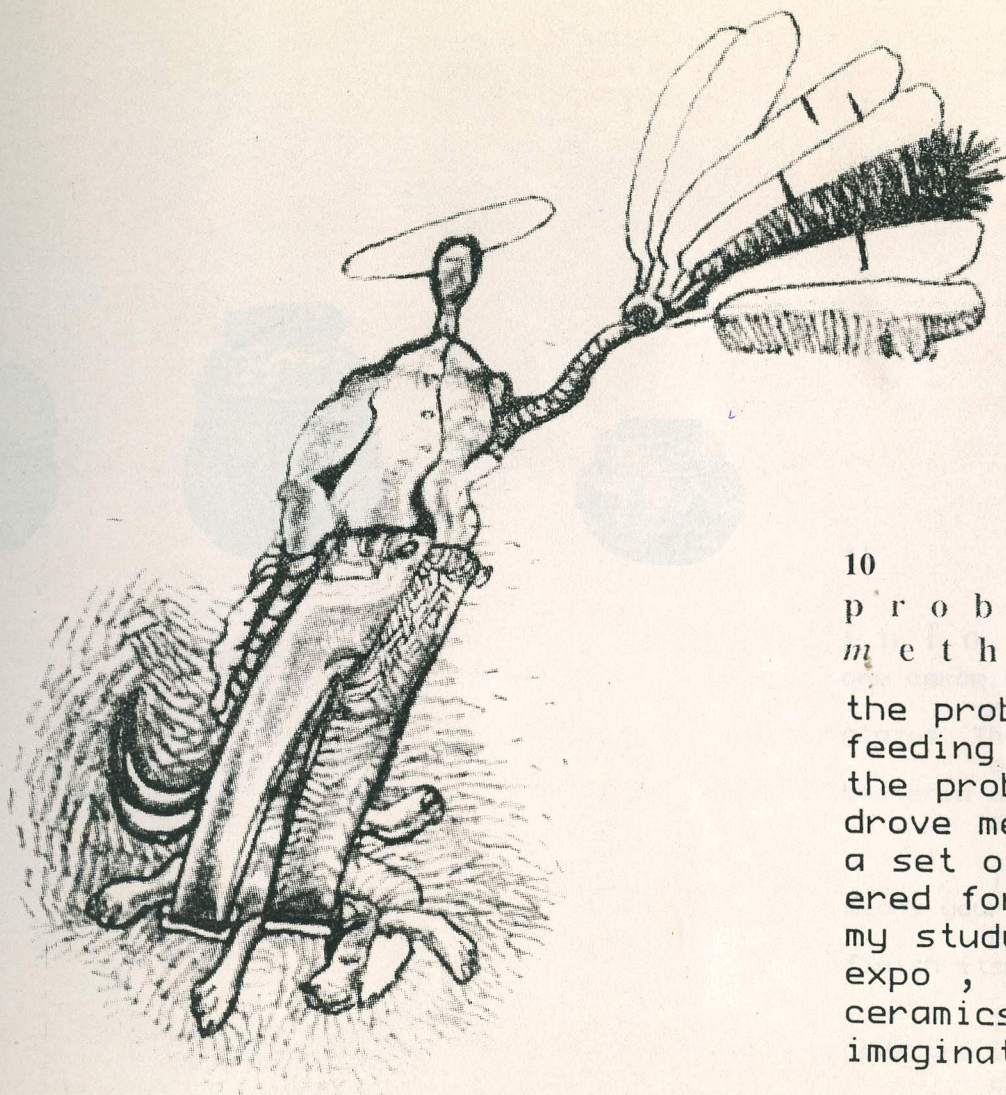


9

c o m m u n i c a t i o n
o b j e c t i v e

to pet and to design products
that would observe THE user(pet
considered for study) than
accomplis(c)ing 'the''owners'
aggrandizement design of
accustoming a domesticated
existence





10

problem solving methodology

the problem of the bowl accustomed as the way of feeding a pet

the problem of pets showcased as aggrandizers drove me to take up a live case-study and design a set of appurtenances for the animal considered for study

my study included visits to gharziabad ceramic expo , bandra , websites

ceramics - a potter's handbook glenn c nelson, imaginative pottery by david harvey

identifying the pet to cater to
designing appurtenances for their primary need



11

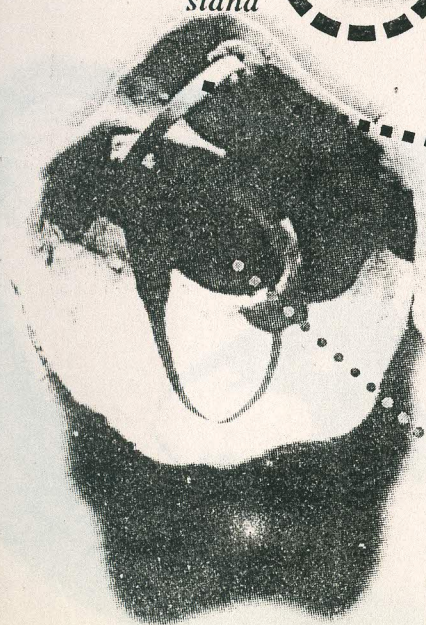
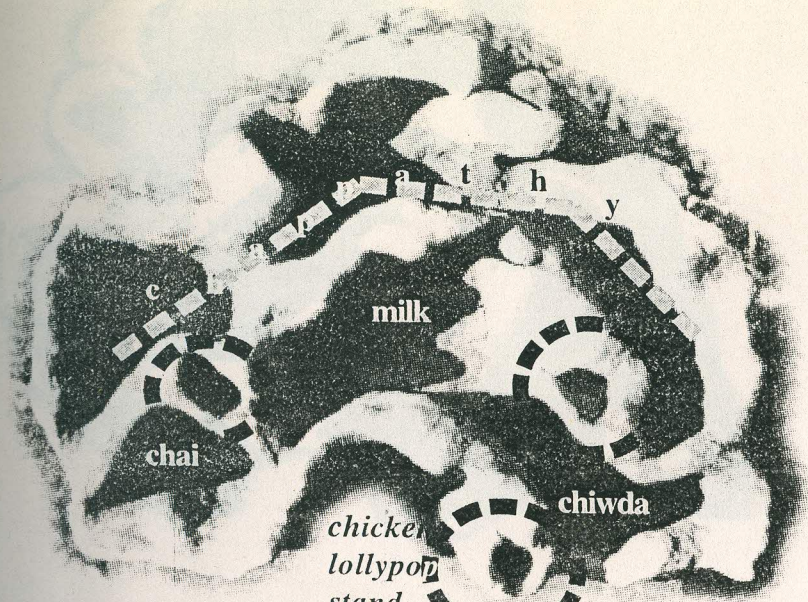
i n f o r m a t i o n

one ceramic concern offers handmade porcelain bowls. they use non-toxic clay and dishwasher and microwave safe glazes. The high gloss glaze allows for easy clean up and the smooth surface helps prevents bacteria and germs from developing.

The bowls are both thick and durable. The extra weight means your pet will not be chasing his or her bowl around the kitchen trying to finish its meal.

There are two styles to choose from. The bowls with paws are ideal for the decor conscious home owner who is concerned with colour and durability. These bowls are hand thrown on a potters wheel and made extra thick to endure the abuse from a busy family and active pets.

Dog Treat Jar: 8" high
Small: 6" diameter at lip x 2" deep
Medium: 7.5" x 3"
Large: 9" x 3"



the rest of the form is meant to contain the sliding s(l)ip of chai disallowing the dog's cold nose or the tongue to touch the porcelain tea cup of the instantaneous owner

the central void which is to be backed by a polythene plane after firing the bowl is meant for chiwda, pieces of cakes or biscuits descafe offers

12

concept alternatives

the will of the fist
and that of clay
produced two objects

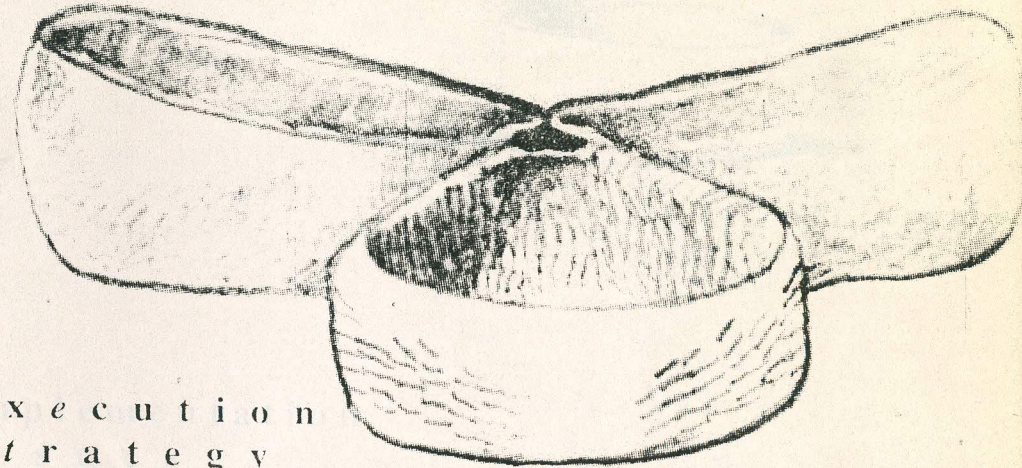
one a tea bowl the teabowl is meant for occasional offers of chai and chiwda

the other
a convoluted food container



13

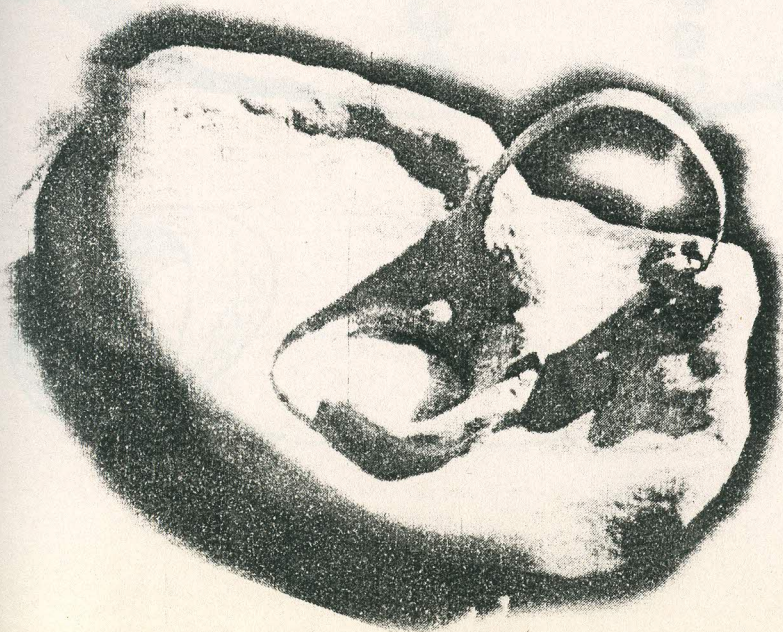
execution
strategy

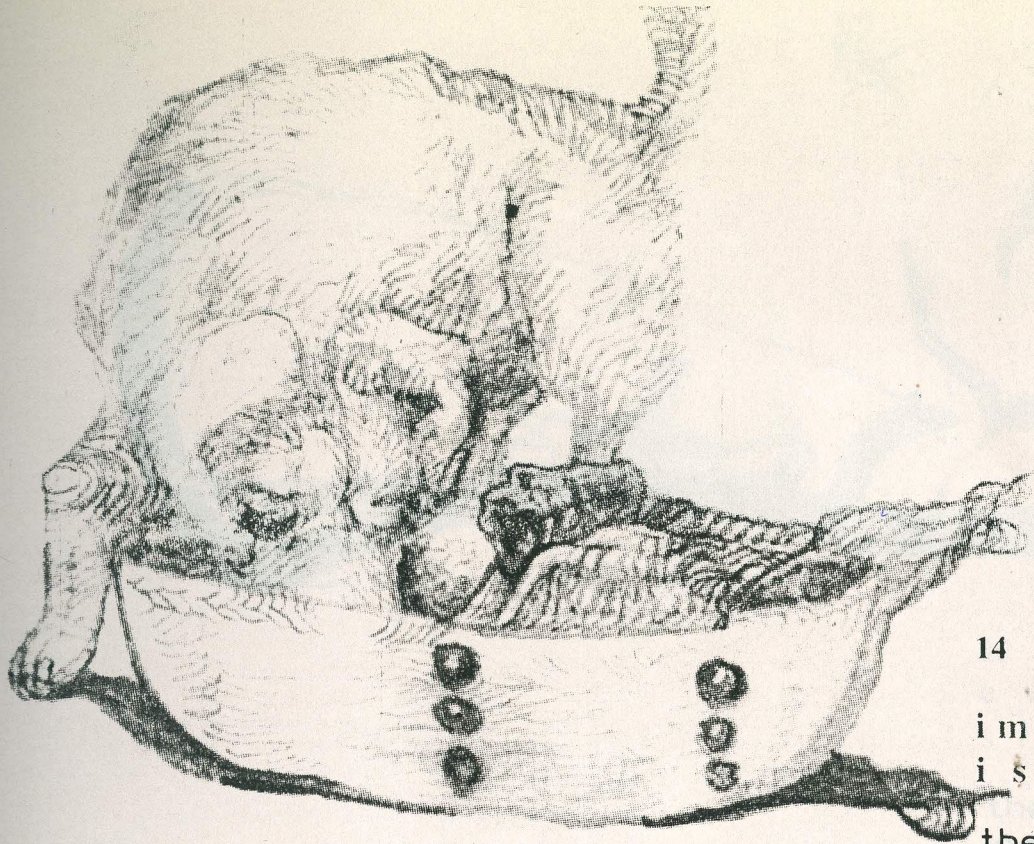


the convoluted container that is meant to accomodate rotis, liquids, chicken lolly pops.....

is yet to be fired and placed at the spot where the pet is accustomed to expect food

the tea bowl's central void is to be backed by a polythene plane for containing chiwda after it is fired for the chai to slide the teapot is planned to be placed at the descafe area



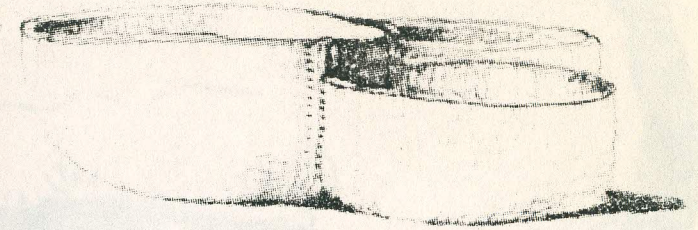
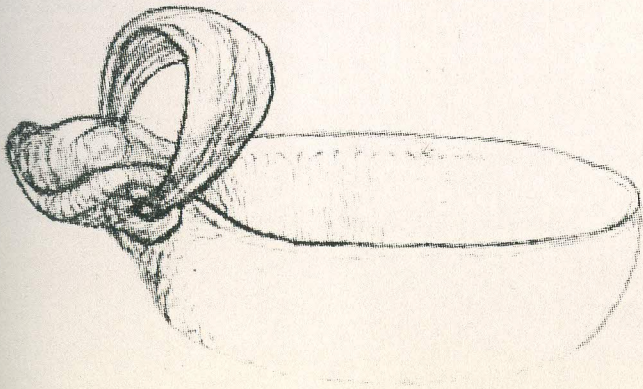


14

implementation issues

the strip that disallows the pet
to contaminate the owner's con-
tainer while he feeds the pet
multiple chambers for a variety of
food
convolutions for young , smaller
tongues

are few of the ideas that can be
detailed to massproduction





15

e v a l u a t i o n
s t r a t e g y

the users' continuing the set of
expected behaviours to be associated
with the owner

wagging the tail,
smiling and getting exuberant
whenever the ten existences get
proximal physically

it is quite insensitive to associate
and report th esoteric owning
pleasures

for these existences are believed to
congregate for a suspected sustenance
of life

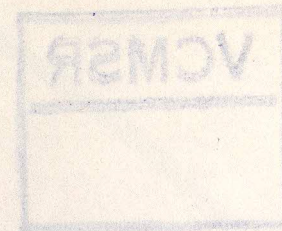


16

c o n c l u s i o n

it is whimsical to judge without
availing the consolidated concerns for
the normative practice of caring an
existence
but this study by 98625004 intends not to
second the busy notion that feeds 'the'
cat with a bowl inscribed with a cat
'the' dog with a bowl inscribed with a
dog
the study intends to hope for a state of
petting where the species associated are
studied as in the case of the
anthropologist friend eiseley (those
strange hours)

आई. आई. टी. मुंबई-76
IDC, IIT Bombay
आई. आई. टी. मुंबई-76



17

b i b l i o g r a p h y

ceramics - a potter's
handbook
glenn c nelson

imaginative pottery
david harvey
pitman publishing limited

available ceramics for pets
in the market
through websurfing and
visits to bandra

those strange hours
eiseley

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